

International Journal Of Business And Management Science

This issue of the International Journal of Business Anthropology contains seven articles related to the practice of business anthropology in various countries. The first article makes two arguments about China's Belt and Road Initiative (also known as "One Belt, One Road") based on two case studies in Tashkurgan in Xinjiang province and Houqiao in Yunnan province of China. The second discusses factors that led to the popularity of a Japanese adult video (AV) actress in China since 2010. The third paper examines variances in the representational framing of gender-roles in advertisements across cultures by employing traditional Hofstedian dimensions in conjunction with recent paradigms of horizontal-vertical cultural orientations. The fourth explores the significance of anthropology in management education by analyzing business education in India, which is undergoing a profound paradigm shift to respond to the challenges arising out of the rapidly changing business environmental factors. The fifth article investigates socio-cultural, environmental, religious, gender, educational, and health-care factors affecting women's smoking in Yunnan, China. The sixth paper discusses two problems (the lack of knowledge and the weakness in control and monitoring system) that hamper the majority of Islamic microfinance cooperative institutions in Indonesia, and suggests solutions. The last article probes the mechanism of reform and development of the Chaoshan Chamber of Commerce in Shenzhen City (CCCSC). The innovation of the CCCSC in its operation is concerned with three important aspects of the reform, including strategic basis, financial strategy and organizational structure. The reform practice of the CCCSC provides new information for academic research on the governance of chambers of commerce in China.

Measuring and managing the performance of a business is one of the most genuine desires of management. Balanced scorecard, the performance prism and activity-based management are the most popular frameworks in this setting. Based on the findings of R.G. Eccles' acclaimed "Performance Measurement Manifesto (1991)" this book introduces new contexts and themes of application and presents emerging research areas related to business performance measurement and management, e.g. SMEs and sustainability. As a result of the 1st International Summer School Piero Lunghi on "Perspectives of Business Performance Management" this book is written both for students and academics, as well as for practitioners looking for new, yet proven ways to measure and manage business performance.

This journal has been discontinued. Any issues are available to purchase separately.

As the landscape of marketing knowledge changes, contemporary buyers, be it individuals or organisations are now more informed, more demanding and crave value co-creation with marketers. This, coupled with technological and socio-cultural changes, provides robust evidence that the old perspectives, assumptions, and practices of marketing are no longer satisfactory. Contemporary Issues in Marketing is a comprehensive, up-to-date, and cutting edge resource that presents a coherent understanding of topical issues in marketing. Bringing together theory and practitioners' perspectives, it firmly addresses the prevailing challenges in the marketing world. Using vignettes on topics such as technology, ethics and practitioner viewpoints, this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline.

This issue of the International Journal of Business Anthropology contains seven articles including a special section of four papers from Japan with an editorial commentary. The editorial commentary briefly introduces business anthropology in Japan and the goals of editing a collection of articles from Japan. The first essay, "From 'Galapagos Syndrome' to Globalization: Japanese Businesses between Tradition and Virtual Reality" by Mary Reisel, presents the cultural factors that block traditional Japanese corporations from adapting faster to globalization, and explores the growing gap between them and the new virtual industries that are rapidly advancing. The second, "Variability of Boundary and Meaning of Diversity Attributes: Studies from Diversity Management at a Japanese SME" by Noriko Yagi, argues that an anthropological approach can contribute more to furthering understanding about the effect of diverse people working together in naturally occurring work groups. The third paper, "Creation of Corporate Identity: The Role of Rites and Symbol in Management" by Yi Zhu, examines by anthropological methods the ways in which a corporate entity's rites and symbols in management help construct a unique corporate identity, and the ways in which community members can cultivate a strong sense of belonging. The fourth article, "The New Business of Buddhism" by Yuko Nakamura, discusses the recent phenomenon of Japanese Buddhist organizations engaging in economic ventures such as restaurant businesses. The fifth essay, "Shared Business Culture Value: An Anthropological Study of the Endogenous Mechanism of Islamic Food Safety in China" by Shao-Hong Yong et al., proposes a conceptual model of a "Shared Business Culture Value" as the endogenous mechanism of Islamic food safety in China. The sixth paper, "Enterprise Anthropology: The Fourth Evolution of Anthropology" by Zhang Jijiao, regards the development of enterprise anthropology as the fourth evolution of anthropology. The final essay, "Resolving Conflict and Business Anthropology" by Alf H. Walle, argues that business anthropologists have unique skills for facilitating conflict resolution in many situations.

The International Journal of Business Anthropology (IJBA) is a double-blinded peer reviewed journal focusing upon business anthropology. Topics of interest include, but are not limited to, general business anthropology theories and methods; management; marketing; consumer behaviour; product design and development; knowledge management and competitive intelligence; human resources management; and international business. Practitioners, students, community members, and faculty from all disciplines are encouraged to submit articles. IJBA was originally published by the North American Business Press (NABP) biannually, and is currently published by Cambridge Scholars Publishing, beginning with this volume.

This volume argues the need for a radical break with the methodological individualism that dominates economics, management and finance, asking 'How should we (re)define the concept of value?' and serving as a stepping stone for the rethinking of academic finance.

Transcultural management ; Management styles ; Intercultural communication.

This book explores the relationship between families, firms, and regions and the extent to which these relationships contribute to regional economic and social development. Although family business participation in economic activities has been a common phenomenon since pre-industrial societies, and its importance has evolved throughout time and across spatial contexts, the book suggests that these factors have often been neglected in family business and regional studies. Taking this research gap into account, the book aims to deepen our understanding of the role family firms play in the regional economy. In particular, it explores two seldom studied questions. Firstly, what role do family firms play in

regional development? Secondly, how do different spatial regional contexts shape family firm operations and performance? Family Business and Regional Development presents a model of "spatial familiness" and uses themes such as productivity, networks and competitiveness to shed new light on family businesses. Moreover, it approaches the juxtaposition between family business and regional studies to encourage the cross-fertilisation of ideas, theories, and research methods between the two fields. Bringing together leading experts in entrepreneurship, regional economics, and economic geography, this book will be a valuable reading for advanced students, researchers and policymakers interested in family firms, regional studies and economic geography.

Entrepreneurship is a hot topic, yet there is no agreed definition of entrepreneurship. There is even debate about whether entrepreneurship can be taught! This text and case study collection is designed to stimulate critical thinking and reflective learning relating to entrepreneurship. This book enables you to focus on the key issues that need to be considered with regard to new ventures and/or a businessplan module, as well as courses on theory and policy relating to entrepreneurship and small businesses.

The concept of effectuation is as subtle as it is profound. On the one hand, it challenges long held beliefs about the nature of cause and effect in social science. On the other hand, it generates a host of new insights about social phenomena. This concept is particularly well suited to analyzing entrepreneurial behavior behaviors undertaken in settings where the relationship between cause and effect is understood, at best, very poorly. Jay B. Barney, The Ohio State University, US Things rarely turn out as we expected or intended. Neither rational choice between well-defined prospects nor commitment to a vision, which can be realised by will power or persuasion, offers a credible representation of much human activity even the activities of entrepreneurs. But although uncertainty (or unknowledge) is inescapable it may be productively managed. If we understand our present circumstances and some of its possibilities, build constructive relationships with others, and be ready to adjust both our objectives and the means of achieving them in order to take advantage of new contingencies, then we can at least participate in shaping our own future. By taking this perspective Saras Sarasvathy makes entrepreneurship a natural human activity, expressing the limitations and potential of human motivation and human intelligence. Brian J. Loasby, University of Stirling, UK In Effectuation Saras Sarasvathy presents a carefully researched and reasoned view of entrepreneurial behavior that both challenges and extends prevailing wisdom in the field. There is little doubt that these ideas will serve as an important foundation for anyone desirous of stimulating positive action in the world. With Effectuation we are equipped to provide a generation of students and managers with the methods to make and find opportunities that create value. . . everywhere. Leonard A. Schlesinger, President, Babson College, US To effectuate is to engage in a specific type of entrepreneurial action. It has special importance for situations where the future is truly unknowable or human agency is of primary importance. In Effectuation, Saras Sarasvathy explores the theory and techniques of non-predictive control for creating new firms, markets and economic opportunities. Using empirical and theoretical work done in collaboration with Nobel Laureate Herbert A. Simon, the author employs methods from cognitive science and behavioral economics to develop the notion of entrepreneurial expertise and effectuation. Supportive empirical evidence is provided by the author s study of 27 entrepreneurs as well as other independent studies. The book then traces the consequences of effectuation for business management, economics and social philosophy. The author finds that effectuators generate constraint-satisfying solutions rather than searching for optimal ones, make rather than find opportunities, and in a deep sense, convert as-if propositions into even-if ones. The way they accomplish this is the central discussion of the book. Students and scholars of entrepreneurship will find this path-breaking research of great value. The book s conclusions will also be of interest to those in the fields of behavioral and evolutionary economics, cognitive science and management.

The Journal of Global Business and Management Research (GBMR) strives to comply with highest research standards and scientific/research/practice journals' qualities. Being international and inter-disciplinary in scope, GBMR seeks to provide a platform for debate among diverse academic and practitioner communities who address a broad area of business and management issues across the globe.

With the rise of global competitiveness among industries, it has become increasingly vital to develop novel strategies to assist in optimizing value-chain networks, thus helping to secure economic success. By employing engineer-to-order practices, many enterprises have improved their manufacturing processes. Supply Chain Strategies and the Engineer-to-Order Approach evaluates innovative processes and original operational models, frameworks, and architectures in the topic areas of industrial engineering and management science. Featuring optimized enterprise chain management strategies and emergent research within the field, this book is an essential reference source for professional, academics, and researchers specializing in enterprise operations and engineer-to-order procedures.

In the 21st century, one of the most noteworthy changes in the human rights debate relates to the increased recognition of the link between business and human rights. This book is an attempt to explore this relationship and also to look into the obligations of the state and transnational corporations in the promotion of human rights. Business and Human Rights discusses how globalization has affected individuals in the enjoyment of their human rights in relation to the activities of corporations. The book addresses what additional steps the states should take to protect against human rights abuses by business enterprises that are owned or controlled by the state. Moreover, it covers, in depth, the role and contribution of the United Nations in business and human rights. The book includes several real-life case studies to help the readers understand the topics discussed.

Experts discuss improving job quality in low-wage industries including retail, residential construction, hospitals and long-term healthcare, restaurants, manufacturing, and long-haul trucking. Americans work harder and longer than our counterparts in other industrialized nations. Yet prosperity remains elusive to many. Workers in such low-wage industries as retail, restaurants, and home construction live from paycheck to paycheck, juggling multiple jobs with variable

