

Balanced scorecard concept - an instrument for strategic management and a implementation guide for SME particularly in German business enviroment.

Oxford Brookes University - Enterprise Information Systems for Business Integration in SMEs: Technological, Organizational, and Social Dimensions (Advances in Information Resources Management (Airm) Book Series)



Description: -

-balanced scorecard concept - an instrument for strategic management and a implementation guide for SME particularly in German business enviroment.

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Notes: Thesis (M.B.A.) - Oxford Brookes University, Oxford, 2002.
This edition was published in 2002



Filesize: 56.910 MB

Tags: #Relationship #Marketing #in #International #Marketing/Sales

1. Introduction

For data analysis, the authors used multiple regression analysis. The discussion instead relates to issues affecting companies which could not in any way be described as large or MNEs which typically choose a different way of internationalisation.

Relationship Marketing in International Marketing/Sales

Schwartz 1992 defines values as desirable, trans-situational goals that vary in their importance as guiding principles in people's life.

Managing Risks: A New Framework

Their finding however, did not find any relationship between British entrepreneurs' religious and non-religious group on business performance, suggesting that religion may not be a significant environmental factor for UK entrepreneurship.

IOSR Journal

This research distinguished from previous research in two contexts; one, belief on privacy used in place of security to determine the attitude; second, purchase intention identified through social media instead of website or mobile.

1. Introduction

The required data has been collected based on the research model through a questionnaire distributed among the sample population, and structural

equation modelling has been used to examine the relationship between variables and test the hypotheses.

Balanced Scorecard (BSC)

Keywords: individual characteristics; job characteristics; working environment characteristics; employee performance. Some external risk events are sufficiently imminent that managers can manage them as they do their strategy risks. It also identifies who has primary accountability for managing the risk.

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