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Perspectives on International Business: Theories and Practice

By -

Adonis Abbey Publishers, United States, 2016. Paperback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Globalization has produced opportunities and challenges that countries and firms respond to with a variety of policies and strategies. Approaches that scholars may find intuitively appealing may be considered inappropriate in some contexts. This book highlights the diversity of challenges, opportunities as well as the policy and strategy options that governments and businesses have considered useful in different operational contexts. It brings together research done by scholars at the International Business Centre, Department of Business and Management at Aalborg University, Denmark, and seeks to provide inspiration for further research into some key international business issues. Issues discussed include the following: - The role of social capital in the internationalization process of firms. - Downstream and upstream aspects of internationalization. - Network organizational perspective on globalized innovation processes. - Performance assessment in cross-border mergers and acquisitions. - The human side of national and firm-level competitiveness. - Country-of-origin effect on brand perception. - Role of culture international joint venture management. - Multiculturalism and strategizing in international firms. John Kuada is Professor of International Management at Aalborg University, Department...



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