

International Business The Challenges Of

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international business the challenges of globalization presents international business in a comprehensive yet concise framework with unrivaled clarity market recent real world examples and engaging features brings the material to life for readers

this book explores the social implications and challenges of e business and e commerce regarding social inclusion and exclusion the social shaping of e business technologies the changing nature and patterns of work and social activities and online identity security risks trust and privacy it also explores the applications of e business technologies and principles in non business activities and the challenges involved provided by publisher

a roadmap to improve corporate social responsibility the 2016 u s presidential campaign focused a good deal of attention on the role of corporations in society from both sides of the aisle in the lead up to the election big companies were accused of profiteering plundering the environment and ignoring even exacerbating societal ills ranging from illiteracy and discrimination to obesity and opioid

addition income inequality was laid squarely at the feet of us companies the trump administration then moved swiftly to scrap fiscal social and environmental rules that purportedly hobble business to redirect or shut down cabinet offices historically protecting the public good and to roll back clean power consumer protection living wage healthy eating initiatives and even basic public funding for public schools to many eyes and the lens of history this may usher in a new era of cowboy capitalism with big companies unfettered by regulation and encouraged by the presidential bully pulpit free to go about the business of making money no matter the consequences to consumers and the commonwealth while this may please some companies in the short term the long term consequences might result in just the opposite and while the new administration promises to reduce foreign aid and the social safety net stanley s litow believes big companies will be motivated to step up their efforts to create jobs reduce poverty improve education and health and address climate change issues both domestically and around the world for some leaders in the private sector this is not a matter of public relations or charity it is integral to their corporate strategy resulting in creating new markets reducing risks attracting and retaining top talent and generating growth and realizing opportunities through case studies many of which the author spearheaded at ibm the challenge for business and society provides clear guidance for companies to build their own corporate sustainability and social responsibility plans positively effecting their bottom lines producing real return on their investments this book will help create an effective corporate social responsibility and sustainability plan provide long term bottom line benefit protect and enrich brand value recruit and retain top talent perfect for ceos cfos human resource corporate affairs executives but also for government and not for profit leaders this book helps you come up with a solid plan for giving back to society producing real sustainable value

cape town south africa 9 sept 2015 10 sept 2015 theme creating futures sustainable economies purpose to share continuous and collaborative research outputs that review existing strategies and to propose mechanisms for the likely achievement of a sustainable economy that is unique but inclusive to different entities in the world target audience this year s 7th international conference on business and finance icbf continues its tradition of being the premier forum for presentation of research results and experience reports on contemporary issues of finance accounting entrepreneurship business innovation big data e government public management development economics and information systems including models systems applications and theory editorial policy all papers were refereed by a double blind reviewing process in line with the south african department of higher education training dheth refereeing standards papers were reviewed according to the following criteria relevance to conference themes relevance to audience contribution to scholarship standard of writing originality and critical analysis

the world of business is constantly evolving and management education institutions will likely face a number of challenges in keeping up with these changes while most books focus on the needs of management education institutions this work addresses the needs of the corporate world in the era of the fourth industrial revolution featuring an extensive research study spanning 11 countries it offers a unique perspective on the business challenges and developmental needs of companies in emerging and recently emerged economies and on the missing links between those needs and management education using both company specific and country level data the book provides businesses and educators with rare insights and recommendations on strengthening existing partnerships or establishing them anew between management education institutions and the corporate sector in order to make management education relevant for the 21st century the book argues that relevance should take the center stage of all higher education institutions in order to accomplish their third mission namely service to society this is especially important for management education institutions whose mission is to mold future managers and leaders who can have a significant influence on economic success and the wellbeing of society

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