

14 June Business Study Paper

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Advertising & Selling John Wiley & Sons

This book explores how the policy-making process is changing in the very volatile conditions of present day mainland China, Taiwan and Hong Kong. It considers the overall background conditions – the need to rebalance in mainland China after years of hectic economic growth; governance transition and democratic consolidation in Taiwan; and governance crisis in Hong Kong under a regime of uncertain legitimacy. It examines the various actors in the policy-making process – the civic engagement of ordinary people and the roles of legislators, mass media and bureaucracy – and discusses how these actors interact in a range of different policy cases. Throughout the book contrasts the different approaches in the three different jurisdictions, and assesses how the policy-making process is changing and how it is likely to change further.

International Business Oxford University Press

This book focuses on the process of commercialisation and innovation management in small firms. Although commercialisation and new product development (NPD) has been covered quite extensively, relatively little attention has been given to how small-to-medium enterprises (SMEs) engage with these issues. The book explores this topic in depth, taking a close look at the reasons why decisions are made and mapping this behaviour against established theories and “best practice” models of NPD and commercialisation. The book uses case studies to analyse the relationship between entrepreneurial decision-making and commercialisation, and investigates how and why NPD and commercialisation decisions are made, which offers valuable insights from both a theoretical and applied perspective.

Advanced Credit Risk Analysis and Management Edward Elgar Publishing

The exponential growth of disruptive technology is changing our world. The development of cloud computing, big data, the internet of things, artificial intelligence, machine learning, deep learning, and other related autonomous systems, such as self-driving vehicles, have triggered the emergence of new products and services. These significant technological breakthroughs have opened the door to new economic models such as the sharing and platform-based economy. As a result, companies are becoming increasingly data- and algorithm-driven, coming to be more like “decentralized platforms”. New transaction or payment methods such as Bitcoin and Ethereum, based on trust-building systems using Blockchain, smart contracts, and other distributed ledger technology, also constitute an essential part of this new economic model. The sharing economy and digital platforms also include the everyday exchange of goods allowing individuals to commodify their surplus resources. Information and innovation technologies are used in order to then match these resources with existing demand in the market. Online platforms such as Airbnb, Uber, and Amazon reduce information asymmetry, increase the value of unused resources, and create new opportunities for collaboration and innovation. Moreover, the sharing economy is playing a major role in the transition from exclusive ownership of personal assets toward access-based exploitation of resources. The success of online matching platforms depends not only on the reduction of search costs but also on the trustworthiness of platform operators. From a legal perspective, the uncertainties triggered by the emergence of a new digital reality are particularly urgent. How should these tendencies be reflected in legal systems in each jurisdiction? This book collects a series of contributions by leading scholars in the newly emerging fields of sharing economy and Legal Tech. The aim of the book is to enrich legal debates on the social, economic, and political meaning of these cutting-edge technologies. The chapters presented in this edition attempt to answer some of these lingering questions from the perspective of diverse legal backgrounds.

Handbook on the Politics and Governance of Big Data and Artificial Intelligence Edward Elgar Publishing

A collection of stimulating essays exploring the wide-ranging debates surrounding the relationship between business and society in 21st century Ireland. Wide-ranging, diverse and thought-provoking contributions from leading business researchers, economists, sociologists and political scientists from Ireland and abroad probe five central themes: the making and unmaking of the Celtic Tiger; governance, regulation and justice; partnership and participation; the nature of Irish borders in Ireland, Europe and the wider world; and interests and concerns in contemporary Ireland. **Irish Business and Society** takes a critical look at Ireland as one of the most open and globally integrated economies in the world, with the activities of

Irish and Irish-based foreign business impacting on both national and international societies and businesses; discusses the relationships between business and society within the context of the wider Irish and European, political economy; presents the Irish economic decisions and conditions that precipitated the current recession in Ireland and the resultant lessons to be learned; and examines the relationship between Irish business and society today, contemplating how it might develop into the future. Essential reading for students of Irish Business, Economics, Sociology and Politics, those taking Irish Studies courses and anyone interested in contemporary Ireland. The contributors are: Nicola Timoney, Frank Barry, Mary P. Murphy, William Kingston, Niamh M. Brennan, Rebecca Maughan, Roderick Maguire, Gillian Smith, Conor McGrath, Connie Harris Ostwald, Kevin O'Leary, Jesse J. Norris, Olice McCarthy, Robert Briscoe, Michael Ward, Helen Chen, Patrick Phillips, Mary Faulkner, John O'Brennan, Mary C. Murphy, Breda McCarthy, Marian Crowley-Henry, John McHale, Kate Nicholls, Gary Murphy, Geoff Weller, Jennifer K. DeWan, Patrick Kenny, Gerard Hastings, Margaret-Anner Lawlor, Karlin Lillington, John Cullen

Research Handbook on Contract Design McGill-Queen's Press - MQUP

Legal conflicts between trademark holders, social media providers and internet users have become manifest in light of wide scale, unauthorised use of the trademark logo on social media in recent decades. Arguing for the protection of the trademark logo against unauthorised use in a commercial environment, this book explores why protection enforcement should be made automatic. A number of issues are discussed including the scalability of litigation on a case-by-case basis, and whether safe harbour provisions for online service providers should be substituted for strict liability.

Handbook of African Development Routledge

Weaving together theoretical, historical, and legal approaches, this book offers a fresh perspective on the modern revival of the concept of allegiance, identifying and contextualising its evolving association with theories of citizenship.

Standard Trade and Securities Service MOSTAFA EMAMI

Credit is essential in the modern world and creates wealth, provided it is used wisely. The Global Credit Crisis during 2008/2009 has shown that sound understanding of underlying credit risk is crucial. If credit freezes, almost every activity in the economy is affected. The best way to utilize credit and get results is to understand credit risk. **Advanced Credit Risk Analysis and Management** helps the reader to understand the various nuances of credit risk. It discusses various techniques to measure, analyze and manage credit risk for both lenders and borrowers. The book begins by defining what credit is and its advantages and disadvantages, the causes of credit risk, a brief historical overview of credit risk analysis and the strategic importance of credit risk in institutions that rely on claims or debtors. The book then details various techniques to study the entity level credit risks, including portfolio level credit risks. Authored by a credit expert with two decades of experience in corporate finance and corporate credit risk, the book discusses the macroeconomic, industry and financial analysis for the study of credit risk. It covers credit risk grading and explains concepts including PD, EAD and LGD. It also highlights the distinction with equity risks and touches on credit risk pricing and the importance of credit risk in Basel Accords I, II and III. The two most common credit risks, project finance credit risk and working capital credit risk, are covered in detail with illustrations. The role of diversification and credit derivatives in credit portfolio management is considered. It also reflects on how the credit crisis develops in an economy by referring to the bubble formation. The book links with the 2008/2009 credit crisis and carries out an interesting discussion on how the credit crisis may have been avoided by following the fundamentals or principles of credit risk analysis and management. The book is essential for both lenders and borrowers. Containing case studies adapted from real life examples and exercises, this important text is practical, topical and challenging. It is useful for a wide spectrum of academics and practitioners in credit risk and anyone interested in commercial and corporate credit and related products.

The Routledge Handbook of Magazine Research National Library Australia

A case study of what began as one of the Whitlam Government's boldest ventures--to make a new city in the country so as to relieve the pressure on capital cities. This book explains what was involved in that venture--what went right and what went wrong. It relates a

specific case study to shifts in the wider political and economic context. It is fresh in perspective in that it views the growth center strategy from an actual site rather than from government offices.

Small Business Management Edward Elgar Publishing

This handbook presents an extensive new overview of African development - past, present and future. It addresses key core themes and topics that are pertinent to the continent's development - including sections on history, health and food, politics, economics, rural and urban development, and development policy and practice. The volume draws on the expertise of over 60 of the world's leading scholars to provide a detailed and up-to-date analysis of the key opportunities and challenges that confront Africa, and how such issues are being addressed. Arranged by key themes, the handbook provides not only a historical understanding of the past, but also political perspectives on the future. The chapters provide critically informed analyses of their topics by drawing upon the latest conceptual viewpoints and applied experiences in Africa in the form of case studies to offer a comprehensive examination of the opportunities, challenges, key debates and future prospects. This handbook is an invaluable state-of-the-art overview and reference concerning many different aspects of Africa's development, which will be of interest to academics in all fields of African studies, and also academics and students working in cognate disciplines such as development studies, geography, history, politics and economics.

The Law and Governance of Decentralised Business Models World Scientific

A fascinating analysis of the critical role commercial property investment played in the economic boom and bust during the global financial crisis The unprecedented financial boom stretching from the mid-1990s through 2008 ultimately led to the deepest recession in modern times and one of the slowest economic recoveries in history. It also resulted in the emergence of the draconian austerity policies that have swept across Europe in recent years. **Property Boom and Banking Bust** offers an expert insight into the complex property market dynamics that contributed to the Great Financial Crisis of 2008 and its devastating economic consequences. It is the first book to focus on a woefully underreported dimension of the crisis, namely, the significant role that lending on commercial property development played in the crisis. Among other key topics, the authors explore the philosophical and behavioral factors that propelled irresponsible bank lending and the property boom; how it led to the downfall of the banks; the impact of the credit crunch on the real estate industry generally in the wake of the financial crisis; the catastrophic effects the property bust had on property investors, both large and small; and how the financial institutions have sought to recover in the wake of the financial crisis. Provides valuable insights into what happened in previous booms and busts, particularly in the 1970s and 1980s, and how they compare with the most recent one Offers an expert assessment of the consequences of the global financial crisis for the banking system and the commercial property industry Examines strategies banks have used to recover their positions and manage the overhang of indebtedness and bad property assets Addresses strategies the real estate industry have used to recover from the collapse in property values Written in an accessible style, and featuring numerous insider case accounts from property bankers, **Property Boom and Banking Bust** disentangles the complex, tightly-woven factors that led to the Great Financial Crisis of 2008, while offering powerful lessons for property industry professionals on how to avoid having history repeat itself.

Making a City in the Country Springer Nature

The growing integration of capital markets has strengthened incentives for greater international coordination of economic and financial policies. Structural changes in these financial market, however, may have undermined the effectiveness of monetary and fiscal policy and complicated market access by developing countries. These are among the findings of this study of capital flows in the 1970s and the 1980s.

Readings in International Business Oswaal Books

This textbook familiarises students with the theory and practice of small business management and challenges assumptions that may be held about the way small business management can or should adopt the management practices of larger firms. For students interested in establishing and managing their own small firm, this book helps them to focus their thinking on the realities of life as a small business owner-manager – both its challenges and its rewards. For postgraduate students that are keen to ‘make a difference’, this text enables them to understand how they might consult to small firms and assist owner-managers to establish and grow their ventures. In addition to students, this book is also useful to small business owner-managers as a general guide on how they might better manage their operations. Managers in large corporations and financial institutions who deal with small businesses as clients or suppliers, and professionals such as accountants, lawyers and consultants who provide advice and other services to small businesses will also find the book of interest.

Consumer Behaviour Analysis: The behavioural basis of consumer choice Springer

Engineering asset management encompasses all types of engineered assets including built environment, infrastructure, plant, equipment, hardware systems and components. Following the release of ISO 5500x set of standards, the 9th WCEAM addresses the hugely important issue of what constitutes the body of knowledge in Engineering Asset Management. Topics discussed by Congress delegates are grouped into a number of tracks including strategies for investment and divestment of assets, operations and maintenance of assets, assessments of assets condition, risk and vulnerability, technologies and systems for management of asset, standards, education, training and certification. These proceedings include a sample of the wide range of topics presented during the 9th World Congress on Engineering Asset Management in Pretoria South Africa 28 – 31 October, 2014 and complements other emerging publications and standards that embrace the wide ranging issues concerning the management of engineered physical assets.

Legal Tech and the New Sharing Economy Springer Nature

The basic structure of universities and colleges in Ontario - one focused primarily on expansion and greater access and put in place in the 1960s - is outdated. The system is now large enough, the eligible age group for entering post-secondary studies is shrinking, and participation rates are as high as they are likely to go. In *Rethinking Higher Education*, George Fallis argues that policy-makers should shift their attention away from growth and towards improving and diversifying the range of programs available and creating new means of program delivery. He calls for increases in honours undergraduate programs and polytechnic education and envisions a group of research-intensive universities responsible for doctoral education. The existing design, Fallis contends, neglects the specific needs of graduate education and research, layering it on top of a system designed for undergraduate education. In addition, there is disconnection between Ontario's Ministry of Training, Colleges, and Universities and the research missions of the universities and colleges themselves. Fallis recommends that Ontario establish a system for documenting and assessing the quality of research published at universities. Thought-provoking and thoroughly argued, *Rethinking Higher Education* provides a detailed design for higher education in the twenty-first century. Financial Globalization John Wiley & Sons

Offering a refreshingly critical perspective, this text presents a balanced & concise account of the challenges & opportunities of international business. Extensive use of international case examples, demonstrating both good & bad practice, provides students with a realistic depiction of international business.

Ordinary Cities, Extraordinary Geographies Edward Elgar Publishing
There is no debate about the fact that a business as usual approach is an environmentally unsustainable one. Given the magnitude of the environmental challenges the world faces today, extensive changes in corporate strategies and significant innovation advances are absolutely necessary if we are to avoid substantial decreases in our quality of living. This set of internationally recognized authors provides some fresh and informative perspectives on this topic along with a path for a more sustainable future. Mark Ferguson, University of South Carolina, US Corporations across the world are becoming increasingly aware of the threat of environmental degradation and the growing importance of sustainable business practices. This raises a vital question: How can for-profit firms (and other profit-conscious enterprises such as government organizations) implement more environmentally friendly policies without sacrificing profitability? This innovative volume tackles that complex question, offering detailed recommendations for making strategic technological choices that are economically advantageous, ecologically sustainable and socially responsible. Expert contributions examine the contextual factors that affect implementation of more sustainable technology and innovation practices, offering a number of empirical methodologies to describe and explain these multidimensional influences. What emerges is a compelling argument in favor of balanced strategies that merge profitability concerns with ecological consciousness, allowing for controlled sustainable development and stable, long-term economic success. Discussion of companies in both developed and emerging countries makes this book useful on a truly global scale. Students and professors of business, management studies and economics will find much to admire in this path-breaking volume. Managers, policymakers and other practitioners will also benefit greatly from this book's timely and insightful recommendations.

ESSAYS IN ECONOMIC AND MANAGERIAL RESEARCH IN HONOUR OF MOSTAFA EMAMI Martinus Nijhoff Publishers

Scholarly engagement with the magazine form has, in the last two decades, produced a substantial amount of valuable research. Authored by leading academic authorities in the study of magazines, the chapters in *The Routledge Handbook of Magazine Research* not only create an architecture to organize and archive the developing field of magazine research, but also suggest new avenues of future investigation. Each of 33 chapters surveys the last 20 years of scholarship in its subject area, identifying the major research themes, theoretical developments and interpretive breakthroughs. Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout, offering readers a deeper understanding of the magazine form, as well as of the sociocultural realities it both mirrors and influences. The book includes six sections:

- Methodologies and structures presents theories and models for magazine research in an evolving, global context.
- Magazine publishing: the people and the work introduces the roles and practices of those involved in the editorial and business sides of magazine publishing.
- Magazines as textual communication surveys the field of contemporary magazines across a range of theoretical perspectives, subjects, genre and format questions.
- Magazines as visual communication explores cover design, photography, illustrations and interactivity.
- Pedagogical and curricular perspectives offers insights on undergraduate and graduate teaching topics in magazine research.
- The future of the magazine form speculates on the changing nature of magazine research via its environmental effects, audience, and transforming platforms.

Entrepreneurship and Innovation Anchor Academic Publishing (aap_verlag)
India Migration Report 2014 is one of the first systematic studies on contribution of diasporas in development, in countries of origin as well as destination. This volume: examines how diasporic human and financial resources can be utilized for economic growth and sustainable development, especially in education and health; offers critical insights on migrant experiences, transnationalism and philanthropic networks, and indigenization and diaspora policies, as well as return of diasporas; and includes case studies on Indian migrants in the Gulf region — in particular, Bahrain, Oman and Saudi Arabia — and the United Kingdom, among others. With essays by major contributors, the volume will interest scholars and researchers on economics, development studies, migration and diaspora studies, and

sociology. It will also be useful to policy-makers and government institutions working in the area.

Australian National Bibliography: 1992 Routledge

The book examines the socio-economic dynamics of the current economic crisis that have affected Southern European countries in general, particularly Greece and Spain. These dynamics have caused considerable effects in social, political and cultural level and have influenced the marginalised populations of both countries.

This review tries to examine the social impact of the crisis on youth unemployment in Greece and Spain with particular focus on graduates of tertiary education and the constraints of labour market occurred due to the economic and political upheavals followed by the crisis. The increasing levels of unemployment, together with accumulative poverty phenomena and future uncertainty has direct implications on psychological well-being and triggers the danger of social and economic exclusion as has been investigated in the study. A further examination includes the political governance in national and European level during the crisis which have shaped the views of youth unemployed populations in both countries and occurred a shift from traditional politics.

Property Boom and Banking Bust Routledge

Drawing on the theoretical debates, practical applications, and sectoral approaches in the field, this ground-breaking Handbook unpacks the political and regulatory developments in AI and big data governance. Covering the political implications of big data and AI on international relations, as well as emerging initiatives for legal regulation, it provides an accessible overview of ongoing data science discourses in politics, law and governance. This title contains one or more Open Access chapters.