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## European Journal of Business and Management

The European Journal of Management and Business Economics is an academic, peer-reviewed journal focused on diffusion of articles on all aspects of management and business economics. Published on behalf of Academia Europea de Dirección y Economía de la Empresa. The European Journal of Management and Business Economics aims to publish rigorous theoretical, methodological or empirical research associated with the areas of business economics, including strategy, finance, management, marketing, ...

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## European Journal of Management and Business Economics ...

European Journal of Management (EJM) is an academic journal published by the International Academy of Business and Economics. The aim of EJM is to promote innovative thinking in management fields as well as other related areas. The journal focuses primarily on promoting research results related to the European business environment.

## EJM-JOURNAL

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## European Journal of Business and Management Research - ISSN

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## European Journal of Management - Open access journals

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## European Business & Management :: Science Publishing Group

The European Journal of Business Research is published by the International Academy of Business and Economics (IABE), along with 10 other refereed journals. The mission of the IABE is to be the premier international scholarly academy for exchange and advancement of research, teaching, and managerial best practices in all fields of business and economics.



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## EJBR-JOURNAL

The European Management Journal (EMJ) is a flagship scholarly journal, publishing internationally leading research across all areas of management. EMJ articles challenge the status quo through critically informed empirical and theoretical investigations, and present the latest thinking and innovative research on major management topics, while still being accessible and interesting to non-specialists.

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European Journal of Management (EJM) is an academic journal published by the International Academy of Business and Economics. The aim of EJM is to promote innovative thinking in management fields as well as other related areas. The journal

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Issue 2 ...

## European Journal of Management and Business Economics ...

The European Management Review is happy to announce a new section for the journal, 'Xenophobia Monitor', and would like to invite contributions for this new section. This call is for a section that is intended to be an enduring part of the European Management Review, so there is no deadline for submissions.

## European Management Review - Wiley Online Library

EJIM is a leading journal with European and global perspectives, devoted to advancing international management research, practice

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and policy. Papers deal with regional, international or comparative issues affecting management scholars and practitioners.

## European Journal of International Management (EJIM ...

Journal Description Business Process Management Journal (BPMJ) examines how a variety of business processes intrinsic to organizational efficiency and effectiveness are integrated and managed for competitive success and in so doing, disseminates best practice.

## Business Process Management Journal | Emerald Publishing

Business and Management European Journal of Business and Innovation Research (EJBIR) is an international peer-reviewed and referred journal published in March, June, September and

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December by the European Centre for Research, Training and Development (ECRTD), UK.

European Journal of Business and Innovation Research ...

e-ISSN: 2444-8494 EJM & BE is interested in the publication and diffusion of articles of rigorous theoretical, methodological or empirical research associated with the areas of business economics, including strategy, finance, management, marketing, organization, human resources, operations, and corporate governance.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna

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University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical

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applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

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The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are expected to be the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Transforming Sustainable



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Business In The Era Of Society 5.0". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their research, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

The Second Edition of this bestselling B2B marketing textbook offers the same accessible clarity of insight, combined with updated and engaging examples. Each chapter contains a detailed case study

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to further engage the reader with the topics examined. - Featuring updated case studies and a range of new examples. - Incorporating additional coverage of B2B branding and the B2B strategic marketing process, and issues of sustainability. - Extended coverage of Key Account Management - Online lecturer support including PowerPoint slides and key web links Drawing on their substantial experience of business-to-business marketing as practitioners, researchers and educators, the authors make this exciting and challenging area accessible to advanced undergraduate and to postgraduate students of marketing, management and business studies. Praise for the Second Edition: 'I found that the first edition of Brennan, Canning and McDowell's text was excellent for raising students' awareness and understanding of the most important concepts and phenomena associated with B2B marketing. The

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second edition should prove even more successful by using several new case studies and short 'snapshots' to illustrate possible solutions to common B2B marketing dilemmas, such as the design and delivery of business products and services, the selection of promotional tools and alternative routes to market. The new edition also deals clearly with complex issues such as inter-firm relationships and networks, e-B2B, logistics, supply chain management and B2B branding' - Michael Saren, Professor of Marketing, University of Leicester 'This textbook makes a unique contribution to business-to-business teaching: not only does it provide up-to-date cases and issues for discussion that reach to the heart of business-to-business marketing; it also brings in the latest academic debates and makes them both relevant and accessible to the readers. A fantastic addition to any library or course' - Dr Judy Zolkiewski, Senior

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Lecturer in Business-to-Business Marketing, Manchester Business School 'The advantage of the approach taken by Brennan and his colleagues is that this book manages to convey both the typical North American view of B2B marketing as the optimisation of a set of marketing mix variables, and the more emergent European view of B2B Marketing as being focused on the management of relationships between companies. This updated second edition sees the addition of a number of 'snapshots' in each chapter that bring the subject alive through the description of current examples, as well as some more expansive end-of-chapter case studies. It is truly a most welcome addition to the bookshelves of those students and faculty interested in this facet of marketing' - Peter Naud é , Professor of Marketing, Manchester Business School 'The strength of this text lies in the interconnection of academic theory with real

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world examples. Special attention has been given to the role that relationships play within the Business-to business environment, linking these to key concepts such as segmentation, targeting and marketing communications, which importantly encompasses the role personal selling as relationshipcommunications building and not just order taking. With good coverage of international cultural differences this is a valuable resource for both students of marketing and sales' - Andrew Whalley, Lecturer in Business-to-Business Marketing, Royal Holloway University of London 'The text provides an authoritative, up-to-date review of organisational strategy development and 'firmographic' market segmentation. It provides a comprehensive literature review and empiric examples through a range of relevant case studies. The approach to strategy formulation, ethics and corporate social responsibility are especially

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strong' - Stuart Challinor, Lecturer in Marketing, Newcastle University 'This revised second edition offers an excellent contemporary view of Business-to-Business Marketing. Refreshingly, the text is packed with an eclectic mix of largely European case studies that make for extremely interesting reading. It is a 'must read' for any undergraduate or postgraduate Marketing student' - Dr Jonathan Wilson, Senior Lecturer, Ashcroft International Business School, Anglia Ruskin University, Cambridge

This proceedings volume contains selected papers presented at the 2014 International Conference on Education Management and Management Science (ICEMMS 2014), held August 7-8, 2014, in

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Tianjin, China. The objective of ICEMMS2014 is to provide a platform for researchers, engineers, academicians as well as industrial professionals from all over the wo

In *Designing Research Questionnaires*, Yuksel Ekinici guides you through origins, types of questionnaire, basic components, types of questions and properties of measurement scales, how to design a questionnaire, sequence of questions, layout decisions and pilot testing, examples and strengths and limitations. Ideal for Business and Management students reading for a Master ' s degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Part of

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SAGE ' s Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series.

This book is an important contribution to the field of international entrepreneurship. . . it provides a comprehensive account of internationalization strategies adopted by SMEs in a wide range of European countries, and by drawing on a number of empirical studies, it enriches the theory of SME internationalization with a new theoretical framework that can be useful for understanding the complexity of SME internationalization processes in Europe. Julia



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Korosteleva, Thunderbird International Business Review From Andorra to Wales with stops in more than 35 other European countries along the way, this comprehensive collection of articles is required reading for scholars interested in international entrepreneurship. It provides information on how entrepreneurs and their firms go international from virtually every country in Europe. This unique volume permits researchers to compare how the process of entrepreneurial internationalization is affected by differences in culture, location, technology, and other influences within Europe. Furthermore, the various authors consider a range of theoretically important issues, such as cooperation and trust, venture capital, research and development, learning, networks, and government policy. This book serves as an essential departure point from which scholars can embark on their study of international

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entrepreneurship in Europe. Benjamin M. Oviatt, Georgia State University, US This is a timely and interesting book that brings together some of the most insightful contributions on the internationalization of new ventures, with an emphasis on the European experiences. Assembling some of the best scholars, the book offers a distinctively European perspective one that deserves recognition, analysis, and discussion. I applaud the editors for doing such a masterful job in bringing a great group of researchers and ideas together. I highly recommend this book for any serious researcher and scholar. Shaker A. Zahra, University of Minnesota, US This remarkable book provides valuable contributions on how the process of SMEs internationalization is operating in 37 different European countries. Researchers in international entrepreneurship will find new materials for theorization. Numerous facets of

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international business are carefully documented by a great many well-known scholars. Also, given the variety of situations typical of the European small business sector, the book may prove to be helpful to small-scale entrepreneurs wishing to take steps towards internationalization. Overall, this coordinate work makes you realize why Europe is so fascinating. Jean-Jacques Obrecht, University Robert Schuman, Strasbourg, France This unique comparative study of the internationalization of small firms is a milestone in international business research. It compares the internationalization strategies of fast-growing firms across nearly forty different European countries. It shows that the growth trajectories of firms reflect the investing country's geographical location, natural resource endowments, legal and financial institutions and local culture. There are many important new

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insights to be gained from a careful study of this important new research resource. Mark Casson, University of Reading, UK This unique Handbook illustrates how entrepreneurs across Europe tackle internationalization. This timely and important book identifies patterns and builds a theory of international entrepreneurship in Europe. The contributors discuss the performances of SMEs on the road to internationalization. Each chapter emphasizes how the process of internationalization of SMEs operates, the challenges and opportunities that arise due to each country s specific political and economic situation, and their subsequent internationalization performance. These processes, challenges and performances can be understood through theories of international business and entrepreneurship. Although at times these theories cannot fully

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This book offers a contemporary review of talent retention from the viewpoint of human resource management and industrial/organisational psychology. With a practical and relevant perspective it enriches critical knowledge and insight in the psychology of talent retention. It offers interpretation of difficult factors facing organisations such as the conceptualisation of talent, the forecasting of talent demand and supply, external and internal factors that influence talent attraction, development and retention, the alignment between talent management and business strategy. Also covered is the implementation of human resource practices and strategies in response to the needs of different organisational contexts and workforce characteristics. The chapter contributions will not only enrich knowledge and insight in the complex

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phenomenon of talent retention, but also advance new original ways of thinking and researching this critically important area of inquiry. The book is intended for graduate students and researchers as an overview of the topic of talent retention, practitioners will also find it informative.

There has been growing attention placed on the role of female run and managed business in the global economy due to the increasing emphasis on gender equity. Despite the importance of female entrepreneurship, there has only been recently increased research attention devoted to entrepreneurship in the context of female entrepreneurship dynamics. This edited book examines female entrepreneurship and internationalization from both a practical and policy perspective and looks at the role of female entrepreneurship

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in the global economy.

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