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International Business in a VUCA World Rob van Tulder, Alain Verbeke, Barbara Jankowska, 2019-10-21 Dedicated to Professor Peter Buckley OBE this volume of Progress in International Business Research explores the new challenges for MNEs SMEs small and medium sized enterprises and INVs International New Ventures emerging from this changing and increasingly unpredictable political economic social and technological VUCA world **Corporate Risk Management for International Business** Ayse Kucuk Yilmaz, Triant Flouris, 2017-05-18 This book presents research on how businesses can be empowered to manage their company's risk exposure in international settings It elaborates on approaches that advocate the minimizing of threats and sizing opportunities as the best strategy through which corporate objectives are maximized

With a focus on international business management the book starts off with a review of literature and companies that are international in nature before presenting several main chapters that highlight the different vital sides of both international business and risk management Corporate Risk Management for International Business serves as a key source for managers and academic researchers in risk management and strategy to understand all related issues of managing risks and setting strategies in global way The book also serves as a decision making guide for managers that are active in volatile and dynamic environments of international business

Handbook of Research on Applied AI for International Business and Marketing Applications Christiansen, Bryan, Škrinjarić, Tihana, 2020-09-25 Artificial intelligence AI describes machines computers that mimic cognitive functions that humans associate with other human minds such as learning and problem solving As businesses have evolved to include more automation of processes it has become more vital to understand AI and its various applications Additionally it is important for workers in the marketing industry to understand how to coincide with and utilize these techniques to enhance and make their work more efficient The Handbook of Research on Applied AI for International Business and Marketing Applications is a critical scholarly publication that provides comprehensive research on artificial intelligence applications within the context of international business Highlighting a wide range of topics such as diversification risk management and artificial intelligence this book is ideal for marketers business professionals academicians practitioners researchers and students

International Business Development Ludwig Martin, 2021-07-01 This textbook offers theories terminology common approaches and current issues in international business development It covers the full range from strategic considerations to setting up supply chains and sales channels in a globalized world In addition a closer look into issues of social responsibility and cultural aspects of international business is presented A particular feature is the focus on Business to Business contexts of international management The authors with their varied backgrounds from academia as well as industry offer insights into topics such as frugal innovation legal aspects of launching products internationally ecosystem evaluations market assessments political coverage for international ventures project management standards sales approaches as well as digital communication Case studies illustrate the theoretical content Early career practitioners will find this book to be a good resource This textbook has been recommended and developed for university courses in Germany Austria and Switzerland

Regional and Global Multinationals Christoph Czychon, 2021-06-29 Based on their ability to facilitate interdependencies across the borders of national and regional markets multinationals enterprises MNEs act as the key drivers of world trade and investment activities While recent global challenges additionally highlight the need to explain and assess the status and progress of internationality regionality previous research renders the concept of firm level globalization as a special but not the general case Christoph Czychon dedicates specific attention to the research on regional and global MNEs based on an extensive and rigorous review of the existing academic literature as well as the analysis of 2005 2015 empirical data from the European context with a focus on CAC40 and DAX30 listed firms In

doing so the author offers insights and results that stand in contrast to the original narrative of the debate and presents a comprehensive and updated perspective on regional and global MNEs

Handbook of Research on Strategic Fit and Design in Business Ecosystems Hacioglu, Umit, 2019-08-30

With advancing information technology businesses must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities in order to create optimal human robot cooperation. However, there are vital rising concerns regarding the possible consequences of deploying artificial intelligence, sophisticated robotic technologies, automated vehicles, self-managing supply modes, and blockchain economies on business performance and culture, including how to sustain a supportive business culture and to what extent a strategic fit between human robot collaboration in a business ecosystem can be created.

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