

INFORMATION AGE PUBLISHING

# MANAGEMENT 2020

# TABLE OF CONTENTS

<b>RECENT TITLES</b>	<b>3</b>
<b>ADVANCES IN CULTURAL PSYCHOLOGY: CONSTRUCTING HUMAN DEVELOPMENT:</b>	
- Culture, Work and Psychology. <i>Invitations to Dialogue</i> (2019)	3
<b>ADVANCES IN RESEARCH ON RUSSIAN BUSINESS AND MANAGEMENT:</b>	
- Marketing of Healthcare Organizations. <i>Technologies of Public-Private Partnership</i> (2019)	3
- Marx and Modernity. <i>A Political and Economic Analysis of Social Systems Management</i> (2019)	4
- Alternative Methods of Judging Economic Conflicts in the National Positive and Soft Law (2020)	4
<b>COGNITION, EQUITY &amp; SOCIETY: INTERNATIONAL PERSPECTIVES:</b>	
- Equity in Mathematics Education. <i>Addressing a Changing World</i> (2019)	5
<b>CONTEMPORARY HUMAN RESOURCE MANAGEMENT ISSUES CHALLENGES AND OPPORTUNITIES:</b>	
- Human Resources Management Issues, Challenges and Trends. (2019)	5
<b>CONTEMPORARY ISSUES IN CONFLICT MANAGEMENT AND DIALOGUE:</b>	
- Critical Dialogues in Higher Education (2020)	6
<b>CONTEMPORARY PERSPECTIVES IN BUSINESS LEADERSHIP:</b>	
- Running with Scissors. <i>Leading in Uncertainty</i> (2019)	6
<b>CONTEMPORARY PERSPECTIVES IN CORPORATE SOCIAL PERFORMANCE AND POLICY:</b>	
- Mastering Anti-Corruption. <i>The Practitioners' View</i> (2019)	6
- The Social Issue in Contemporary Society. (2019)	7
<b>CONTEMPORARY PERSPECTIVES ON LEADERSHIP DEVELOPMENT:</b>	
- The Dialogical Challenge of Leadership Development (2019)	7
<b>CURRENT PERSPECTIVES ON SCHOOL/UNIVERSITY/COMMUNITY RESEARCH:</b>	
- Integrating Digital Technology in Education. <i>School-University-Community Collaboration</i> (2019)	8
<b>ETHICS IN PRACTICE:</b>	
- How to Transform Workplace Bullies into Allies (2020)	8
<b>PERSPECTIVES ON MENTORING:</b>	
- Creating and Sustaining a Collaborative Mentorship Team. (2020)	9
<b>RESEARCH IN HUMAN RESOURCE MANAGEMENT:</b>	
- The Only Constant in HRM Today is Change (2019)	9
- Diversity and Inclusion in Organizations (2020)	10
- Research Methods in Human Research Management. (2020)	10
<b>RESEARCH IN MANAGEMENT EDUCATION AND DEVELOPMENT:</b>	
- Advancing African Knowledge Management and Education (2019)	11
- Anti-Corruption in Management Research and Business School Classrooms (2019)	11
- Management and Business Education in the Time of Artificial Intelligence. (2019)	12
<b>RESEARCH IN SOCIAL ISSUES IN MANAGEMENT:</b>	
- Pushing our Understanding of Diversity in Organizations (2020)	12

<b>RESEARCH IN STRATEGIC ALLIANCES:</b>	
- Managing Trust in Strategic Alliances (2018)	13
- Managing Interpartner Risks in Strategic Alliances (2019)	13
<b>RESEARCH IN STRATEGY SCIENCE:</b>	
- Time Issues in Strategy and Organization (2019)	14
<b>THE ENTREPRENEURSHIP SIG AT EUROPEAN ACADEMY OF MANAGEMENT: NEW HORIZONS WITH STRONG TRADITIONS:</b>	
- European Entrepreneurship Research and Practice. <i>A Multifaceted Effort</i> (2020)	14
<b>NO SERIES:</b>	
- The After-Deal. <i>What Happens After You Close A Deal?</i> (2019)	15
- Braided Organizations. <i>Designing Augmented Human-Centric Processes...</i> (2019)	15
- Customer Service Essentials. <i>Lessons for Africa and Beyond</i> (2019)	16
- The Director and The Manager. <i>Law &amp; Governance In A Digital Age...</i> (2019)	16
- Dream Catcher. <i>A Passion for People Development</i> (2019)	17
- Global Business. <i>An Economic, Social, and Environmental Perspective</i> (2019)	17
- The House of Quality in a Minute. <i>A Guide to Quality Function Deployment (3rd Edition)</i> (2019)	18
- The Life of Russian Business. <i>(Re)cognizing, (Re)activating and (Re)configuring Institutions</i> (2019)	18
- WealthTech. <i>Wealth and Asset Management in the FinTech Age</i> (2019)	19
- From Discord to Harmony. <i>Making Your Workplace Hum</i> (2020)	19
- Marketing in Healthcare-Related Industries (2020)	20
<b>BACK LIST</b>	<b>21</b>
<b>INTERNATIONAL DISTRIBUTORS</b>	<b>45</b>
<b>ORDER FORM</b>	<b>47</b>

# RECENT TITLES

## ADVANCES IN CULTURAL PSYCHOLOGY: CONSTRUCTING HUMAN DEVELOPMENT



### Culture, Work and Psychology Invitations to Dialogue

Pedro F. Bendassolli, Universidade Federal do Rio Grande do Norte, Natal/Brazil

A volume in the series *Advances in Cultural Psychology: Constructing Human Development*

2019. Paperback 978-1-64113-632-7 \$45.99. Hardcover 978-1-64113-633-4 \$85.99. eBook 978-1-64113-634-1 \$65.

This book arises from the observation that mainstream psychology, especially work and organisational psychology (WOP), suffers from critical limitations in its attempts to deal with the complexities of work as a cultural phenomenon. We can only mention a few examples here. In the WOP field, especially in Anglo-Saxon tradition, work experiences are seen through the lenses of traditional behavioural approaches, whereas culture is seen as a 'software of the mind', to use a popular definition found in this field (based on cross-cultural mainstream psychology). 'Competences', to take another example, are thought of as something that do or do not people have inside them. Suffering, like stress (a common work-based problem of our times), is considered to be dependent on a person's personality, perceptions or as a set of behaviours triggered by facing an 'objective' environment. Even meaning-making process can be found to be defined from a WOP mainstream point of view: meanings are 'social cognitions' shared by people by means of unidirectional socialisation processes.

Therefore, the goal of this book is to deliver to the reader a new and challenging theoretical and methodological tool box, inspired by insights developed from a broad cultural psychological perspective. Its focus is on the consideration of work and organisations based on core concepts developed inside cultural psychology. Therefore, it is designed to discuss potential extensions of these concepts to work psychology.

## ADVANCES IN RESEARCH ON RUSSIAN BUSINESS AND MANAGEMENT



### Marketing of Healthcare Organizations Technologies of Public-Private Partnership

Elena G. Popkova, Moscow State Institute of International Relations, Moscow, Russia; Yuri V. Przhedetsky; Natalia V. Przhedetskaya; Kseniya V. Borzenko, University in Rostov-on-Don, Russia

A volume in the series *Advances in Research on Russian Business and Management*

2019. Paperback 978-1-64113-576-4 \$45.99. Hardcover 978-1-64113-577-1 \$85.99. eBook 978-1-64113-578-8 \$65.

The book is devoted to substantiating the necessity for starting and supporting the high level of marketing activity of modern healthcare organizations that function in the market conditions under the influence of the competition mechanism. The authors substantiate that state-funded healthcare organizations in Russia, which are the basis of the Russian market of medical services, face the deficit of financial resources and do not have sufficient flexibility for high marketing activity and supporting their competitiveness, which leads to growth of dissatisfaction of society with the healthcare sphere on the whole and increase of demand for services of private organizations of healthcare.

The authors show that a perspective solution to this problem is usage of technologies of public-private partnership, which allow conducting deregulation and attracting private investments into development of state organizations of healthcare, thus creating favorable conditions and stimuli for activation of their marketing activities. Recommendations for application of the mechanism of public-private partnership to development of marketing of healthcare organizations in modern Russia are offered.



## Marx and Modernity A Political and Economic Analysis of Social Systems Management

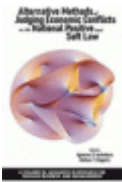
Marina L. Alpidovskaya, Financial University under the Government of the Russian Federation, Moscow; Elena G. Popkova, Plekhanov Russian University of Economics, Moscow, Russia

A volume in the series *Advances in Research on Russian Business and Management*  
2019. Paperback 978-1-64113-749-2 \$45.99. Hardcover 978-1-64113-750-8 \$85.99. eBook 978-1-64113-751-5 \$65.

May 5, 2018 marked the 200th anniversary of the birth of Karl Heinrich Marx, German scientist, philosopher, economist, and sociologist. His creative genius created a system-functional model of contemporary society, defined its socio-economic character, and formulated scientific and philosophical approaches for its cognition. Marx also developed methodological clues for identifying and substantiating the economic nature of phenomena, processes and the socio-economic relations that mediate them, which are of critical relevance today. Before Marx, political economy was an eclectic combination of separate theories and concepts espoused by various philosophers. Marx was able to transform the field into a coherent science with a single systemic approach.

Today, the generally recognized economic mainstream has no way of explaining in detail the causes of the ongoing global economic crisis. However, it is generally accepted that modern Marxist legacy researchers have advantages in their analyses. They believe that at the start of the 21st century capitalism does not tend to self-destruct. However, its failings are more and more clearly manifested. They believe that the capitalist system has not outlived its weaknesses, and the old bourgeois financiers have not been replaced, as was necessary, by a generation of new leaders armed with new methods of management and capable of coming up with solutions to current problems. The philosophical underpinnings of the capitalist economic system have laid a time bomb under the whole ideology of capitalism. Capitalism as a development system ceases to exist. The truth, which was found in the past writings of Marx, cannot be completely rejected, nor should it be venerated as a museum exhibit.

This book is aimed at reactivating fundamental political and economic studies on the rules and functioning of the global geo-economic system from the point of view of a modern interpretation of Karl Marx's concept of objective processes in the conditions of the current systemic crisis of capitalism.



## Alternative Methods of Judging Economic Conflicts in the National Positive and Soft Law

Agnessa O. Inshakova, Volgograd State University; Aleksei V. Bogoviz, National Research University "Higher School of Economics", Moscow, Russia

A volume in the series *Advances in Research on Russian Business and Management*  
2020. Paperback 978-1-64113-987-8 \$45.99. Hardcover 978-1-64113-988-5 \$85.99. eBook 978-1-64113-989-2 \$65.

The monograph explores general provisions, theoretical economic and legal bases and all practical tools for alternative methods of judging economic conflicts. The dynamics of modern business at the new stage of economic development in the 21st century is accompanied by the emergence of various kinds of economic conflicts between business entities, and this is the reason for the need to resolve them. Inclusion of a number of alternative methods in the Russian legislation and economic practice is very actual and occurs with the perception of the positive experience of foreign countries. These methods of judging economic conflicts penetrated the Russian business environment in the process of interaction between subjects of the Russian business community with foreign investors and businessmen.

A new scientific result is the classification developed by the authors of methods for judging economic conflicts. Classification is based on the principle of dichotomy, based on the criterion of legislative fixation of methods for judging economic conflicts, and forms two "branches". The first branch - methods of judging economic conflicts, regulated by a positive law: mediation, arbitration court, international commercial arbitration, claim procedure. The second branch is non-jurisdictional methods, regulated by soft law: "med-arb", "mini court", judge "for hire", financial ombudsman, discussion. This classification predetermined the need for a consistent examination of the nature of each type of alternative methods of judging economic conflicts, based on its attribution to a specific group of jurisdictional and alternative mechanisms.

## COGNITION, EQUITY & SOCIETY: INTERNATIONAL PERSPECTIVES



### Equity in Mathematics Education Addressing a Changing World

Constantinos Xenofontos, University of Stirling, UK

A volume in the series *Cognition, Equity & Society: International Perspectives*  
2019. Paperback 9781641137287 \$45.99. Hardcover 9781641137294 \$85.99. eBook 9781641137300 \$65.

Following in the steps of the socio-political turn of the discipline, *Equity in Mathematics Education: Addressing a Changing World* emerged as a response of the editor and the chapter authors to the enormous changes that have in the last years occurred at a global level (for example, the ongoing war in Syria, the political [in]actions of powerful nations to fight climate change, the rise of far-right parties in many countries around the world, and so on). In recent years, massive migration waves from the Middle East have caused significant demographic changes to many European countries, Canada and the US, that are reflected in schools and classrooms. These observations have led this book's contributors to reconsider the concept and/or practice of equity, and its related concept, social justice, and the role of mathematics education research in addressing and promoting a fairer world. Contrary to other, perhaps highly specialized books concerned with similar topics, this book aims to provide a smooth, yet deep introduction to those who are new to this research area.

*Equity in Mathematics Education: Addressing a Changing World* contributes to the understanding of equity and its complex relations to mathematics education. It is anticipated that it will support individuals in teaching, educational research, policy making and planning, and teacher education, in becoming more aware of the interplay between school mathematics and socio-political issues that, ultimately, impacts the lives of learners and their communities, teachers as practitioners and as citizens, the wider society, and the world as a whole. Even though each chapter can be read independently of others, an engagement with all chapters in this volume will provide readers with a solid holistic understanding of the research territory of equity and mathematics education.

## CONTEMPORARY HUMAN RESOURCE MANAGEMENT ISSUES CHALLENGES AND OPPORTUNITIES



### Human Resources Management Issues, Challenges and Trends "Now and Around the Corner"

Ronald R. Sims, College of William and Mary; Sheri K. Bias, Saint Leo University

A volume in the series *Contemporary Human Resource Management Issues Challenges and Opportunities*  
2019. Paperback 9781641135351 \$45.99. Hardcover 9781641135368 \$85.99. eBook 9781641135375 \$65.

*Human Resources Management Issues, Challenges and Trends: "Now and Around the Corner"* explores and provides an updated look at some of the challenges, trends and issues HRM professionals will need to focus on now and around the corner. Like other departments in the broader organization HRM professionals will need to increasingly demonstrate how they add value and contribute to the organization's success. While the trends, challenges and issues impacting organizations and HRM professionals will continue to change over the years, the bottom-line of organization success is the clear reality that employees are their best assets and the need for effective HRM.

The book is intended to help to better understand the ongoing transformation of HRM given the issues, challenges and opportunities offered by the contributors to this book. This means the book discusses the ever evolving role of HRM professionals to include discussion of how the profession must continue to become more adaptive, resilient, quick to change direction and customer-centered in its efforts to help meet the human resource needs of contemporary organizations and their employees. The book contributes to the ongoing dialogue and insights offered by HRM experts on what HRM professionals and their organizations can do in the face of such challenges, trends and issues in their efforts to win the talent wars.

## CONTEMPORARY ISSUES IN CONFLICT MANAGEMENT AND DIALOGUE



### Critical Dialogues in Higher Education

Nance T Algert, Texas A&M University; Clare A. Gill, Texas A&M University

A volume in the series *Contemporary Issues in Conflict Management and Dialogue*  
2020. Paperback 978-1-64802-062-9 \$45.99. Hardcover 978-1-64802-063-6 \$85.99. eBook 978-1-64802-064-3 \$65.

This book is designed to support individuals, particularly in higher education settings, gain knowledge and skills related to critical dialogues that support effective conflict management. Higher education institutions and its stakeholders such as faculty, staff, students, and administrators are often perceived for their proclivity to foster debate. This book is not about how to facilitate debate, but rather, dialogue, which if managed well, can lead to positive growth, learning outcomes, and increased productivity. Dialogue as a method for effective conflict management is an underutilized method of communication. Contents of the book include modules that address communication skills, conflict management styles, working in small groups or teams, how to facilitate change, and research-based resources and references for conflict management.

## CONTEMPORARY PERSPECTIVES IN BUSINESS LEADERSHIP



### Running with Scissors Leading in Uncertainty

Jennifer Moss Breen, Creighton University; Haytham Abduljawad, Knowledge to Power Consulting; Jacqueline N. Font-Guzmán, Creighton University

A volume in the series *Contemporary Perspectives in Business Leadership*  
2019. Paperback 9781641137096 \$45.99. Hardcover 9781641137102 \$85.99. eBook 9781641137119 \$65.

The more complex and ambiguous this world becomes, the greater the uncertainty leaders will face in their day to day professional and personal lives, and the greater the need to recognize and develop their leadership skills to help be the voice of reason when there's nothing around them but chaos.

The book presents real case studies where the authors offer action learning methodologies grounded in various leadership theories. Whether you are a firm or skeptical believer in leadership development, the authors in this book, through their experiences and observations, illustrate how awareness, purpose, attitude, confidence, trust and mindset can play such a critical role in overcoming the toughest of circumstances.

## CONTEMPORARY PERSPECTIVES IN CORPORATE SOCIAL PERFORMANCE AND POLICY



### Mastering Anti-Corruption The Practitioners' View

Agata Stachowicz-Stanusch, Silesian University of Technology, Poland; Wolfgang Amann, HEC Paris in Qatar

A volume in the series *Contemporary Perspectives in Corporate Social Performance and Policy*  
2019. Paperback 978-1-64113-599-3 \$45.99. Hardcover 978-1-64113-600-6 \$85.99. eBook 978-1-64113-601-3 \$65.

The book Mastering anti-corruption - The practitioners' view is aimed at presenting different ways and modes of mastering anti-corruption in selected countries. By showing examples and cases the authors of particular chapters would like to emphasize the necessity of implementing

solutions that will help to prevent corruption at all or at least will diminish its negative effects on business and human beings.

The book is divided into four parts: "Introduction", "Anti-Corruption as a Topic in Practice - national and international perspective", "Anti-Corruption as a Topic in Practice - organizational perspective" and "Anti-Corruption as a Topic in Practice - ethical perspective". Authors of this book presented a wide range of issues and topics covering the problem of preventing and fighting the corruption around the world. Hopefully the cases will constitute a good practice for countries and nations facing the problem of corruption and will be an inspiration for further research as well as practical applications in this area.



## The Social Issue in Contemporary Society Relations Between Companies, Public Administrations and People

Agata Stachowicz-Stanusch, Silesian University of Technology, Poland; Lorenzo Mercurio, University of Naples Federico II - Italy

A volume in the series *Contemporary Perspectives in Corporate Social Performance and Policy*  
2019. Paperback 9781641135580 \$45.99. Hardcover 9781641135597 \$85.99. eBook 9781641135603 \$65.

It is widely observed that societies are changing, and new social issues are raising. The relationship between actors in the global environment and in the local as well, is changing because of financial crisis, new technological revolution, climate change, richness reallocation and concentration. We can see that value creation and management models in organizations are often uncoherent with the satisfaction of needs. The ability to create competitive advantages on a financial level seems to be increasingly developed. This can be sustained by the clear trend that leads companies to grow in size or create strong groups by shifting uncertainty over the weaker part of the market and unorganized systems and citizens. In this misalignment, empty spaces in the economic environment are opened. These spaces are those where the action of the public system can no longer be effective (or where it has never been) and where, more and more, the private interests are weak or absent. New wants are emerging in these areas and traditional models are no longer able to answer many of these needs.

The book "The Social Issue in Contemporary Society: relations between Companies, Public Administrations and People" originates from a huge number of questions with the social issue as "fil rouge". In this perspective, the book is divided in four parts: "Introduction", "New Models and Tools for Public Administration", "New Models for New Companies" and "New Models for New Societies".

A range of scholars that authored that book provide us with a different point of view about the problem that is underlined in the book title. We hope it will be a worthy inspiration for who dream a new idea of society.

## CONTEMPORARY PERSPECTIVES ON LEADERSHIP DEVELOPMENT



## The Dialogical Challenge of Leadership Development

Rob Koonce, Creighton University and Can We Communicate; Rens van Loon, Tilburg University and & Dialogue

A volume in the series *Contemporary Perspectives on Leadership Development*  
2019. Paperback 978-1-64113-567-2 \$45.99. Hardcover 978-1-64113-568-9 \$85.99. eBook 978-1-64113-569-6 \$65.

In the Foreword to The Dialogical Challenge of Leadership Development, eminent scholar Ken Gergen shrewdly points to dialogue as an optimal tool for organizational communication in the 21st Century. Gergen's comment serves as a quintessential backdrop of the book you are about to read. Dialogical practice is no longer a distant option for organizational leaders to passively consider. Instead, it has become an indispensable tool for leaders who understand the critical significance of relational influence and sustainability for navigating today's increasingly complex and wicked organizational and societal challenges. Thanks to the wide-ranging talent and varied perspectives of leading scholars and seasoned practitioners from around the globe who graciously contributed to this volume, The Dialogical Challenge of Leadership Development offers compelling evidence that - whether they arise from Brazilian favelas or the world's largest corporate boardrooms - the challenges which leaders face on a daily basis can be effectively addressed through dialogical practice.



## CURRENT PERSPECTIVES ON SCHOOL/UNIVERSITY/COMMUNITY RESEARCH



### Integrating Digital Technology in Education School-University-Community Collaboration

R. Martin Reardon, East Carolina University; Jack Leonard, University of Massachusetts, Boston

A volume in the series *Current Perspectives on School/University/Community Research*

2019. Paperback 978-1-64113-670-9 \$45.99. Hardcover 978-1-64113-671-6 \$85.99. eBook 978-1-64113-672-3 \$65.

This fourth volume in the Current Perspectives on School/University/Community Research series brings together the perspectives of authors who are deeply committed to the integration of digital technology with teaching and learning. Authors were invited to discuss either a completed project, a work-in-progress, or a theoretical approach which aligned with one of the trends highlighted by the New Media Consortium's NMC/CoSN Horizon Report: 2017 K-12 Edition, or to consider how the confluence of interest and action (Thompson, Martinez, Clinton, & Díaz, 2017) among school-university-community collaborative partners in the digital technology in education space resulted in improved outcomes for all—where “all” is broadly conceived and consists of the primary beneficiaries (the students) as well as the providers of the educational opportunities and various subsets of the community in which the integrative endeavors are enacted.

The chapters in this volume are grouped into four sections: Section 1 includes two chapters that focus on computational thinking/coding in the arts (music and visual arts); Section 2 includes three chapters that focus on the instructor in the classroom, preservice teacher preparation, and pedagogy; Section 3 includes four chapters that focus on building the academic proficiency of students; and Section 4 includes two chapters that focus on the design and benefits of school-university-community collaboration.

## ETHICS IN PRACTICE



### How to Transform Workplace Bullies into Allies

Jacqueline A. Gilbert, Middle Tennessee State University

A volume in the series *Ethics in Practice*

2020. Paperback 978-1-64113-960-1 \$45.99. Hardcover 978-1-64113-961-8 \$85.99. eBook 978-1-64113-962-5 \$65.

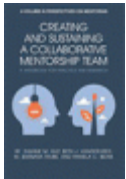
The rash of bullying incidents within schools, universities, and workplaces has prompted a public outcry and a call to action. To address the growing problem of interpersonal violence, schools have engaged in anti-bullying rallies, businesses have enacted civility policies, states have passed legislation, and efforts have been made to educate individuals on what constitutes good behavior. Increasingly, institutions are realizing from a cost/benefit perspective that a hurtful environment can negatively impact their bottom line. Correspondingly, the rising number of climate surveys to address bullying at work is a testament to the importance of this topic and its potential negative impact.

Colleges and universities confirm the need to create a more welcoming culture, as reflected in the current dialogue to promote civility. Publisher offerings in business ethics are inadequate to address this issue, as they focus on the importance of social responsibility and the fallout from moral turpitude. There is a pressing need for materials that will educate students on “civil” concepts and provide them with applied learning. Institutions of higher education would like to inform students about bullying, its ramifications, and how it can be avoided, but a compendium of related exercises is in most cases non-existent.

To solidify student learning about positive citizenship, an established author (and anti-bullying activist) has proposed *How to Transform Workplace Bullies into Allies*. This unique groundbreaking text will provide hands-on, experiential exercises that will engage students with the material, and create a multi-dimensional focus to enable concept retention. Considered a hallmark of applied education, “learning by doing” will be this book’s primary emphasis. Exercises are designed to sharpen critical thinking, immerse students in real world dilemmas, and provide them with tools for conflict resolution. The emotional intelligence promoted by working through in-text scenarios is a sought-after employee trait—one that is desired by classmates and career centers alike. Unfortunately, people skills at work have long been ignored in traditional college curricula. As a result, schools are creating graduates who possess technical know-how but not the skill set to effectively navigate personal encounters. The “soft skills” of people savvy, which have been deemed crucial to employee success, are in large part absent from college offerings.

By navigating carefully constructed scenarios, web quests, learning modules, and “teachable moments,” readers will develop a keen awareness of what it takes to be a respectful person. Moreover, they will gain expertise in what has been deemed a critical skill set by many organizations, including the Society for Human Resource Management. Exercises to strengthen incivility awareness are designed not only to prevent potential conflict, but to create change agents within the business arena. Completion of this workbook will provide people with a competitive advantage—and their institution and workplace with a more courteous populace.

## PERSPECTIVES ON MENTORING



### Creating and Sustaining a Collaborative Mentorship Team A Handbook for Practice and Research

Dianne M. Gut, Ohio University; Beth J. VanDerveer, Ohio University; Mary Barbara Trube, Ohio University; Pamela C. Beam, Ohio University

A volume in the series *Perspectives on Mentoring*  
2020. Paperback 978-1-64802-100-8 \$45.99. Hardcover 978-1-64802-101-5 \$85.99. eBook 978-1-64802-102-2 \$65.

In response to changes in the workforce, scholars are calling for mentoring that is more fluid, flexible, and responsive to the needs of diverse groups of individuals, whether culturally (Kochan & Pascarelli, 2012; Kochan, Searby, George, & Mitchell Edge, 2015) or intergenerationally (Thorpe, 2012) diverse. With these changes, there are greater demands for intergenerational and intercultural collaboration and mentoring. One response to these changes is to take a more collaborative, interactive, and transformational approach to mentoring. In response, this book provides a model for collaborative mentoring, based on best-practice, grounded in theory and research, and framed by the Dynamic Model of Collaborative Mentorship. Each chapter provides a description of one of the five components of the mentoring model which are grounded in theory and include: agency, values, engagement, patterns, and roles. Individual chapters provide resources, prompts and questions to guide reflection, and suggested readings.

This book is authored by four individuals who work, research, and write as a team. The book itself is the product of their mentoring research as well as their mentoring practice in action. It is current and timely, focusing on team processes which are collaborative, dynamic, reflective, and continuously developing and evolving.

## RESEARCH IN HUMAN RESOURCE MANAGEMENT



### The Only Constant in HRM Today is Change

Dianna L. Stone, Universities of New Mexico, Albany, and Virginia Tech; James H. Dulebohn, Michigan State University

A volume in the series *Research in Human Resource Management*  
2019. Paperback 978-1-64113-611-2 \$45.99. Hardcover 978-1-64113-612-9 \$85.99. eBook 978-1-64113-613-6 \$65.

In this issue of Research Human Resource Management we consider some of the challenges facing organizations today including changes in the population, the increased competition for talent, and the rise in the use of technology. The issue also includes a number of thought-provoking articles that describe strategies for developing sound theories in our field, discuss the consequences of growing diversity in organizations, consider the factors affecting the success of virtual teams, present methods for increasing emotion control for incumbents in emotionally laden jobs, and discuss leadership and performance management in virtual teams.

The first article in this issue compares prospect theory to goal setting theory, and highlights the critical elements needed for theory development in our field. A second article reviewed the literature published from 1976 to 2017 in the Academy of Management Review, the primary theoretical journal in management, and identified the factors associated with the most effective theories published over the last forty years. In view of the growing diversity in organizations, the next article provided a ranking of individual attributes that might be viewed as stigmatizing in organizations. The findings revealed that blemishes of character (e.g., criminality, drug addiction) were viewed as most stigmatizing followed by

abominations of the body (e.g., paralysis, leg amputation), and the least stigmatizing attributes were tribal stigmas (e.g., ethnicity, religion). The fourth article focuses on a similar topic, and presents an interesting model of the factors thought to influence weight-based bias. Both of these articles have important implications for overcoming unfair discrimination and increasing the inclusion of all individuals in organizations.

The next article offers an input-throughput-output model of virtual teams, and reviews the literature on each of the variables thought to influence the success of these teams. Given that many customer service jobs in the new economy involve high levels of emotional labor, the sixth article reviews the strategies that can be used to train employees on emotion regulation in these challenging jobs. The final article suggests that leadership and performance management should be aligned with the new team-centric structure of organizations in order to enhance team and organizational performance. In particular, they maintained that organizations need to adopt positive and relational leadership, and redesign performance appraisals to support the new team processes. They also recommended that organizations discontinue the use of forced distribution performance ranking systems. We are confident that these articles will inspire new ideas among researchers in our field, and foster additional theory and research on these important topics.



## Diversity and Inclusion in Organizations

Dianna L. Stone, Universities of New Mexico, Albany, and Virginia Tech; James H. Dulebohn, Michigan State University; Kimberly M. Lukaszewski, Wright State University

A volume in the series *Research in Human Resource Management*  
2020. Paperback 978-1-64802-004-9 \$45.99. Hardcover 978-1-64802-005-6 \$85.99. eBook 978-1-64802-006-3 \$65.

It is evident that organizations are becoming increasingly diverse because of the growing numbers of ethnic minorities in the U. S. and the rise in immigration around the world (U. S. Bureau of Census, 2019). Some estimates indicate that by 2060 ethnic minorities in the U. S. will actually make up the majority of the population (U. S. Bureau of Census, 2019), and national minority group members will constitute over 14% of the 770 million people in the European Union (Worldwide Population Estimates, 2017). Thus, organizations around the world are faced with numerous challenges associated with attracting, motivating, and retaining employees who are culturally diverse, and we need a better understanding of how to increase the inclusion of diverse group members in organizations.

This edited book includes twelve cutting edge articles written by subject matter experts on an array of topics including: (a) the influence of multiculturalism on HR practices, (b) factors affecting the success of corporate women, (c) stereotypes of racial minorities, (d) effect sizes in diversity research, (e) true identities of stigmatized persons, (f) diversity training, (g) LGBTQ issues, (h) age, (I) strategies for creating inclusive climates, (j) the development of measure of reactions to perceived discrimination, (k) racial harassment, and (l) unfair discrimination against immigrants. This timely book provides a critical resource for undergraduate and graduate classes in diversity and inclusion in organizations, human resource management, organizational behavior, organizational sociology, and industrial and organizational psychology. Apart from theories and research on diversity and inclusion, the book also considers implications for designing HR policies and processes in organizations. Therefore, the book is especially relevant for practitioners and human resource professionals because it provides guidance on HR practices that can help organizations attract and retain these new organizational members.



## Research Methods in Human Research Management Toward Valid Research-Based Inferences

Eugene F. Stone-Romero, University of New Mexico; Patrick J. Rosopa, Clemson University

A volume in the series *Research in Human Resource Management*  
2020. Paperback 978-1-64802-088-9 \$45.99. Hardcover 978-1-64802-089-6 \$85.99. eBook 978-1-64802-090-2 \$65.

Empirical research in HRM has focused on such issues as recruiting, testing, selection, training, motivation, compensation, and employee well-being. A review of the literature on these and other topics suggests that less than optimal methods have often been used in many HRM studies. Among the methods-related problems are using (a) measures or manipulations that have little or no construct validity, (b) samples of units (e.g., participants, organizations) that bear little or no correspondence to target populations, (c) research designs that have little or no potential for supporting valid causal inferences, (d) samples that are too small to provide for adequate statistical power, and (e) data analytic strategies that are inappropriate for the issues addressed by a study. As a result, our understanding of various HRM phenomena has suffered and improved methods may serve to enhance both the science and practice of HRM.

In view of the above, the purpose of this volume of Research in Human Resource Management is to provide basic and applied researchers with resources that will enable them to improve the internal validity, external validity, construct validity, and statistical conclusion validity of research in HRM and the related fields of industrial and organizational psychology, and organizational behavior. Sound research in these fields should serve to improve both science and practice. With respect to science, support for a theory hinges on the validity of research used to support it. In addition, the results of valid research are essential for the development and implementation of HRM policies and practices.

In the interest of promoting valid research-based inferences in HRM research, the chapters in this volume identify a wide range of methods-related problems and offer recommendations for dealing with them. Chapters in it address such HRM research-related topics as neglected research issues, causal inferences in research, heteroscedasticity in research, range restriction in research, interrater agreement indices, and construct validity issues in measures of such constructs as job performance, organizational politics, and safety climate.

## RESEARCH IN MANAGEMENT EDUCATION AND DEVELOPMENT



### Advancing African Knowledge Management and Education

Hamid H. Kazeroony, Walden University; Agata Stachowicz-Stanusch, Silesian University of Technology, Poland; Wolfgang Amann, HEC Paris in Qatar

A volume in the series *Research in Management Education and Development*  
2019. Paperback 978-1-64113-766-9 \$45.99. Hardcover 978-1-64113-767-6 \$85.99. eBook 978-1-64113-768-3 \$65.

This book is designed to serve management scholars and educators in Africa, African Diaspora, and those interested in advancing African knowledge management and research or re-examining the management domain from African perspectives.

Target markets for this book are:

- Postgraduates
- Specialist academic researchers
- Specialist industry researchers
- African management researchers
- African management diaspora teaching, researching, and re-examining African management using African approaches



### Anti-Corruption in Management Research and Business School Classrooms

Agata Stachowicz-Stanusch, Silesian University of Technology, Poland; Wolfgang Amann, HEC Paris in Qatar

A volume in the series *Research in Management Education and Development*  
2019. Paperback 978-1-64113-444-6 \$45.99. Hardcover 978-1-64113-445-3 \$85.99. eBook 978-1-64113-446-0 \$65.

The book *Anti-Corruption in Management Research and Business School Classrooms* aims at presenting the topic of anti-corruption activities throughout management research as well as in the process of educating future business leaders and practitioners in business schools in different parts of the globe. Simultaneously the book deepens the topic of anti-corruption in selected cultures and societies.

The volume consists of four parts and includes three themes. The first part is the “Introduction” and subsequent parts are as follows: “Teaching business ethics and anti-corruption—across curriculum and beyond”, “Fostering integrity in higher education”, and “Anti-corruption as a topic of research.”

This book is authored by a range of international scientists and experts in management research and management education, with a diversity of cultural and professional backgrounds. It is therefore believed that this broad experience and expertise will give the readers the new light for the significance of teaching and researching in the area of anti-corruption.



## Management and Business Education in the Time of Artificial Intelligence The Need to Rethink, Retrain, and Redesign

Agata Stachowicz-Stanusch, Canadian University Dubai; Wolfgang Amann, HEC Paris in Qatar

A volume in the series *Research in Management Education and Development*  
2019. Paperback 978-1-64113-809-3 \$45.99. Hardcover 978-1-64113-810-9 \$85.99. eBook 978-1-64113-811-6 \$65.

Artificial intelligence (AI) technologies are one of top investment priorities in these days. They are aimed at finding applications in fields of special value for humans, including education.

The fourth industrial revolution will replace not only human hands but also human brains, the time of machines requires new forms of work and new ways of business education, however we must be aware that if there is no control of human-AI interaction, there is a risk of losing sight of this interaction's goal. First, it is important to get people to truly understand AI systems, to intentionally participate in their use, as well as to build their trust, because "the measure of success for AI applications is the value they create for human lives" (Stanford University 2016, 33). Consequently, society needs to adapt to AI applications if it is to extend its benefits and mitigate the inevitable errors and failures. This is why it is highly recommended to create new AI-powered tools for education that are the result of cooperation between AI researchers and humanities' and social sciences' researchers, who can identify cognitive processes and human behaviors.

This book is authored by a range of international experts with a diversity of backgrounds and perspectives hopefully bringing us closer to the responses for the questions what we should teach (what the 'right' set of future skills is), how we should teach (the way in which schools should teach and assess them) and where we should teach (what implications does AI have for today's education infrastructure). We must remember as we have already noticed before "...education institutions would need to ensure that that they have an appropriate infrastructure, as well as the safety and credibility of AI-based systems. Ultimately, the law and policies need to adjust to the rapid pace of AI development, because the formal responsibility for appropriate learning outcomes will in future be divided between a teacher and a machine. Above all, we should ensure that AI respect human and civil rights (Stachowicz-Stanusch, Amann, 2018)".

## RESEARCH IN SOCIAL ISSUES IN MANAGEMENT



### Pushing our Understanding of Diversity in Organizations

Eden King, Rice University; Quinetta Roberson, Villanova University; Mikki Hebl, Rice University

A volume in the series *Research in Social Issues in Management*  
2020. Paperback 978-1-64113-942-7 \$45.99. Hardcover 978-1-64113-943-4 \$85.99. eBook 978-1-64113-944-1 \$65.

Few time periods in the past five decades match the intensity of intergroup conflict that people around the world are currently experiencing. Polarized attitudes around various sociopolitical issues, such as gender equality and immigration, have dominated the media and our lives. Furthermore, these powerful social dynamics have also impacted the places where we work and intensified existing strains on workers and workplaces. To address these issues and improve organizational climates, more theories, research and collaborations to understand these phenomena are needed. The volumes in this series will describe and instigate scholarship that advances our understanding of diversity in organizations.

This volume features renowned scholars who are unabashedly pushing the field by raising the questions that need to be asked, by working on topics that have received far too little research attention, and by holding researchers, practitioners, managers, organizations, and readers to task for doing what needs to be done to maximize social justice and egalitarian behaviors in the workplace. The chapters provoke the status quo in society and in scholarship, and in so doing, push our understanding of diversity in organizations.

## RESEARCH IN STRATEGIC ALLIANCES



### Managing Trust in Strategic Alliances

T. K. Das, City University of New York

A volume in the series *Research in Strategic Alliances*

2018. Paperback 9781641135306 \$45.99. Hardcover 9781641135313 \$85.99. eBook 9781641135320 \$65.

Managing Trust in Strategic Alliances is a volume in the book series Research in Strategic Alliances that focuses on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances. In particular, the books in the series cover new views of interdisciplinary theoretical frameworks and models, significant practical problems of alliance organization and management, and emerging areas of inquiry. The series also includes comprehensive empirical studies of selected segments of business, economic, industrial, government, and non-profit activities with wide prevalence of strategic alliances. Through the ongoing release of focused topical titles, this book series seeks to disseminate theoretical insights and practical management information that should enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances.

Managing Trust in Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research. The 10 chapters in this volume deal with significant issues relating to the management of trust in strategic alliances. These issues include the role of trust in value creation and appropriation, the dialectics of trust, control, and risk in multilateral R&D alliances, protecting trustworthiness in open and closed alliance networks, balancing trust and distrust, trust and cost disclosure, trust and control, foreign partner's trust in international strategic alliances, a multilevel approach to trust, trust in service supply networks, and trust-building in public-private strategic alliances. The chapters contain empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on managing trust in strategic alliances.



### Managing Interpartner Risks in Strategic Alliances

T. K. Das, City University of New York

A volume in the series *Research in Strategic Alliances*

2019. Paperback 9781641139083 \$45.99. Hardcover 9781641139090 \$85.99. eBook 9781641139106 \$65.

Managing Interpartner Risks in Strategic Alliances is a volume in the book series Research in Strategic Alliances that focuses on providing a robust and comprehensive forum for new scholarship in the field of strategic alliances. In particular, the books in the series cover new views of interdisciplinary theoretical frameworks and models, significant practical problems of alliance organization and management, and emerging areas of inquiry. The series also includes comprehensive empirical studies of selected segments of business, economic, industrial, government, and non-profit activities with wide prevalence of strategic alliances. Through the ongoing release of focused topical titles, this book series seeks to disseminate theoretical insights and practical management information that should enable interested professionals to gain a rigorous and comprehensive understanding of the field of strategic alliances.

Managing Interpartner Risks in Strategic Alliances contains contributions by leading scholars in the field of strategic alliance research. The 9 chapters in this volume deal with significant issues relating to the management of interpartner risks in strategic alliances. These risk issues relate to dedicated alliance function and partner-specific experience, cross-border licensing, interfirm alliance structures, a hybrid interpretive scheme for engaging with dark potentialities, solidarity partnerships, prior ties in partner acquisitions, new market entrants in the venture capital industry, and private sector intelligence. The chapters contain empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on managing interpartner risks in strategic alliances.

## RESEARCH IN STRATEGY SCIENCE



### Time Issues in Strategy and Organization

T. K. Das, City University of New York

A volume in the series *Research in Strategy Science*

2019. Paperback 978-1-64113-859-8 \$45.99. Hardcover 978-1-64113-860-4 \$85.99. eBook 978-1-64113-861-1 \$65.

The field of strategy science has grown in both the diversity of issues it addresses and the increasingly interdisciplinary approaches it adopts in understanding the nature and significance of problems that are continuously emerging in the world of human endeavor. These newer kinds of challenges and opportunities arise in all forms of organizations, encompassing private and public enterprises, and with strategies that experiment with breaking the traditional molds and contours. The field of strategy science is also, perhaps inevitably, being impacted by the proliferation of hybrid organizations such as strategic alliances, the upsurge of approaches that go beyond the customary emphasis on competitiveness and profit making, and the intermixing of time-honored categories of activities such as business, industry, commerce, trade, government, the professions, and so on. The blurring of the boundaries between various areas and types of human activities points to a need for academic research to address the consequential developments in strategic issues. Hence, research and thinking about the nature of issues to be tackled by strategy science should also cultivate requisite variety in issues recognized for research inquiry, including the conceptual foundations of strategy and strategy making, and the examination of the critical roles of strategy makers, strategic thinking, time and temporalities, business and other goal choices, diversity in organizing modes for strategy implementation, and the complexities of managing strategy, to name a few. This book series on Research in Strategy Science aims to provide an outlet for ideas and issues that publications in the field do not provide, either expressly or adequately, especially as regards the comprehensive coverage deserved by certain emerging areas of interest. The topics of the volumes in the series will keep in view this objective to expand the research areas and theoretical approaches routinely found in strategy science, the better to permit expanded and expansive treatments of promising issues that may not sufficiently align with the usual research coverage of publications in the field.

Time Issues in Strategy and Organization contains contributions by leading scholars on time issues in the field of strategy science research. The 8 chapters in this volume cover the topics of future orientation in strategy making, time conceptualizations in interorganizational relationships, real-time management in the digital economy, spatio-temporal aspect of strategic leadership, a systemic-cognitive perspective on organizational temporality, ecosystem types and the timing of open innovation strategies, and the temporalities of strategic risk behavior and partner opportunism in strategic alliances. The chapters collectively present a wide-ranging review of the noteworthy research perspectives on the temporal issues in strategy and organization.

## THE ENTREPRENEURSHIP SIG AT EUROPEAN ACADEMY OF MANAGEMENT: NEW HORIZONS WITH STRONG TRADITIONS



### European Entrepreneurship Research and Practice

A Multifaceted Effort Towards Integration of Different Perspectives

Massimiliano Pellegrini, University of Rome Tor Vergata; Luca Gnan, University of Rome Tor Vergata; Hans Lundberg, Universidad Iberoamericana; Matthias Raith, Otto-von-Guericke University; Lucrezia Songini, Eastern Piedmont University; Marzena Starnawska, University of Warsaw

A volume in the series *The Entrepreneurship SIG at European Academy of Management: New Horizons with strong Traditions*  
2020. Paperback 978-1-64802-039-1 \$45.99. Hardcover 978-1-64802-040-7 \$85.99. eBook 978-1-64802-041-4 \$65.

The tradition of European scholars on entrepreneurship has been consolidated during the last three decades and an increasingly distinct European school of thought has emerged as a consequence. This development provides as solid base for the future development of the field where Europe and its entrepreneurship scholars will play an increasingly prominent role in the development of the field.

The distinct focus of the book is key European features – ‘contexts matter’ – to promote and stimulate what ‘European’ might mean in any given context. The book valorizes different contexts and key strengths of the European perspective.

## NO SERIES



### The After-Deal What Happens After You Close A Deal?

Eliane Karsaklian, University of Illinois at Chicago

2019. Paperback 978-1-64113-806-2 \$45.99. Hardcover 978-1-64113-807-9 \$85.99. eBook 978-1-64113-808-6 \$65.

This book explains why the negotiation process is not finished when a deal is signed and elaborates on how to get better deals when focusing on sustainable collaboration rather than on the deal itself.

This book is a pioneer in showing the extent of the negotiation process. It makes the case that whenever negotiators assume that the negotiation is finished when a deal is signed they dive into a pitfall. What follows the signature of a deal is the enforcement of the contract which is when all surprises and difficulties unfold. By assuming that the negotiation was over, companies are taken by surprise by all the features of the after-deal and often improvise their solutions because there is urgency what leads to higher levels of stress and risks.

This book shows how to shift from stressful, hazardous and confrontational situations to enjoyable, comfortable and future oriented negotiation strategies.



### Braided Organizations Designing Augmented Human-Centric Processes to Enhance Performance and Innovation

Michel Zarka, Theano Advisors; Elena Kochanovskaya, Theano Advisors; William Pasmore, Columbia University

2019. Paperback 978-1-64113-555-9 \$45.99. Hardcover 978-1-64113-556-6 \$85.99. eBook 978-1-64113-557-3 \$65.

New digital technologies are changing the way organizations are designed and work is done. Companies that have seized this opportunity are finding that they can speed up innovation, enhance collaboration across boundaries, and enable greater commitment and creativity. This totally new approach for digitally-enabled collaboration doesn't stop at the edge of an organization's boundary but extends beyond it in space and time. We refer to these new ways of organizing as "braids" - an intertwined network of contributors with different capabilities, not controlled or managed by a formal hierarchy, who work together to invent ways to accomplish a common purpose in line with organization's mission and strategy.

Braids allow significant advantages over traditional, hierarchical, mechanistic and bounded ways of organizing. These include access to knowledge and capabilities that are key to achieving breakthrough levels of performance; improved coordination among individuals and groups performing interdependent tasks; increased organizational agility; enhanced knowledge-processing as experts contribute more directly to the most important technical and strategic decisions; and greater motivation, as people team together to leverage their capabilities to innovate and accelerate performance.

Learning from the trailblazing experimentation of companies like Airbus, Procter & Gamble, Red Hat, and Dassault Systèmes, this book outlines how to approach designing braided organizations for a variety of purposes, such as enhancing open innovation or enabling greater supply chain adaptability in order to respond to changing customer demands. In the past, human limitations have restricted the ways we organize companies for growth. Today, there's no excuse for allowing the organizational chart as it's currently drawn to constrain possibilities for improved performance and innovation.





## Customer Service Essentials Lessons for Africa and Beyond

Robert E. Hinson, University of Ghana Business School; Ogechi Adeola, Lagos Business School, Pan-Atlantic University; Kojo Oppong Nkrumah, Ministry of Information, Ghana; Charles Agyinasare, Perez Chapel International, Ghana; Kwame Adom, University of Ghana Business School, Ghana; Abednego Feehi Okoe Amartey, University of Professional Studies, Accra

2019. Paperback 9781641136853 \$45.99. Hardcover 9781641136860 \$85.99. eBook 9781641136877 \$65.

Customer Service Essentials is a must-read and a definitive source of information on effective management of customer service in Africa and beyond. Leveraging on unique concepts and practices developed in the field of customer service management, this book uses case studies and vignettes to reinforce learnings, drawing parallels to real life experiences. The book is a valuable resource for individuals and organizations, in the quest to achieve excellent customer service, increased productivity and enhanced employee satisfaction. It explores the practical challenges of customer service in Africa, examines critical success factors and provides guidelines for effective customer engagement in this evolving highly networked digital era. Policy makers, directors, managers and students will gain valuable and actionable insights on service management as they navigate the chapters.

### Praise for Customer Service Essentials: Lessons for Africa and Beyond

*"This book captures service excellence by detailing out in a most explicit manner essential services dynamics of Responsiveness, Accessibility, Tangibles, Empathy and Reliability. I highly recommend it!"*

Esi Elliot

Assistant Professor, Marketing  
Suffolk University, Boston, MA

*"I am very impressed with this book and excited to see the topics being discussed in the Chapters are geared toward quality customer service in Africa. All the chapters are superbly written, relevant to the African context and above all, the authors cover incredibly interesting topics and support them with pertinent cases. Bringing together such fine minds in the field, this book is useful and a must for anyone serious about customer service, service branding and the need to respect the customer."*

Charles Blankson

Professor of Marketing  
College of Business  
University of North Texas

*"Hinson and colleagues have skillfully put together a useful collection of new perspectives on modern customer service essentials with an African and global perspective. This is a highly recommended text for students and practitioners."*

Ellis L.C. Osabutey

Reader  
Roehampton University Business School  
United Kingdom



## The Director and The Manager Law & Governance In A Digital Age - Machiavelli Had it Easy

David S. Fushtey

2019. Paperback 978-1-64113-049-3 \$75.99. Hardcover 978-1-64113-050-9 \$125.99. eBook 978-1-64113-051-6 \$65.

Machiavelli Had it Easy is an engaging text for the emerging discipline of governance. Gaps arise when directors and managers come together from diverse vocational and cultural languages and interests. Compressed information streams in the digital age, yet few reconcile silos of business, legal expertise and regulatory public-interests for informed decisions.

This text presents research and a market-tested decision-framework for comparative law, market practice, and human nature in the vital strategic-oversight role of governance. Informed by cognitive science, business practice and legal duties, one conclusion is that bias and self-interests are instinctive but reconciling best-interests is not. Too often lessons learned from centuries of law are overlooked.

The chapters are a dozen inquiries into recurring problems in the boardroom. Part one is an entry-level technical reference of law and governance principles. Unique appendices of keywords and case notes will aid those new to markets governed by the western rule-of-law and those tripping on gaps in comparative jargon. Part two is a series of practical hot-topics in the context of law and governance; part three looks to next steps in

accountability and liability.

The text will help accountants, engineers, lawyers, and business operations and market-policy experts from around the world work together, and; professors, professionals and students anticipate change. After drilling through accountability and liability for hybrid organizations, typical crises are revealed to be from a lack of aligning interests and related information churn. Conclusions of the how and why of governance systems link the human condition and the rule-of-law in the digital age.



## Dream Catcher A Passion for People Development

Tinashe Mahupete

2019. Paperback 978-1-64113-690-7 \$32.99. Hardcover 978-1-64113-691-4 \$49.99. eBook 978-1-64113-692-1 \$65.

Succession planning at all levels of an organization is crucial.

Dream Catcher is an established coaching program designed for anyone who wants to invest in helping others to reach their full potential. The program builds leaders with the capacity to fill key roles in organizations.

The process is unique, simple, and concisely presented in this book.

Dream Catcher is based on an approach that has been developed within and applied at QLI; a nationally renowned center of excellence in its field. QLI is based in Omaha, Nebraska, a city with a sub 3% unemployment rate. It is therefore essential for businesses to provide value for their developing team members in a manner that commands employee engagement leading to retention.

Dream Catcher is based on neuroscience-backed theories. It is designed to assist coaches who will guide individuals and organizations to conquer challenges. Dream Catcher users become proficient in the art and science of creating compelling visions for their future selves, identifying what gaps exist in terms of skill sets, formulating plans to execute the vision, and establishing new habits to sustain the progress made.

Those who follow this program not only learn how to be successful in attaining skills in specific areas or disciplines but can also apply the methods to other areas of their work and life. Dream Catcher is geared to be a way of life, not merely focused on short-term results.



## Global Business An Economic, Social, and Environmental Perspective

Nader H. Asgary, Bentley University; Dina Frutos-Bencze, Saint Anselm College; Massood V. Samii, Southern New Hampshire University; Hossein Varamini, Elizabethtown College

2019. Paperback 978-1-64113-803-1 \$45.99. Hardcover 978-1-64113-804-8 \$85.99. eBook 978-1-64113-805-5 \$65.

The GLOBAL BUSINESS: An Economic, Social, and Environmental Perspective is the 2nd edition of the book titled “Foundations of International Business” published by Information Age Publishing, Inc. in 2015. We have approached the 2nd edition from a forward looking perspective by incorporating economic, social, and environmental issues, which have strong links to stakeholders and are guided by the Triple Bottom-Line (TBL) concept. A TBL approach emphasizes the importance of Profit, People, and Planet, or PPP.

The Triple Bottom Line concept is highlighted throughout each chapter. Successful Multinational Enterprises (MNEs) are increasingly linking the company’s profit maximization goal (the economic or Profit maximization components) to the social well-being of the community and corporate social responsibility initiatives of the firm (the social or People components), as well as the environmental consideration of scarce resources, climate change and sustainability (the environmental or Planet component). This approach enables readers to assess global business opportunities and risks in a comprehensive and integral manner. We also have made important modifications in terms of content organization of this book, as described below.



## The House of Quality in a Minute A Guide to Quality Function Deployment (3rd Edition)

Christian N. Madu, Pace University, USA; University of Nigeria, Nsukka

2019. Paperback 978-1-64113-903-8 \$45.99. Hardcover 978-1-64113-904-5 \$85.99. eBook 978-1-64113-905-2 \$65.

Quality function deployment (QFD) is an effective tool to help organizations to become more competitive by designing their products and services to satisfy customers' requirements. This book is precise and direct and focuses on the key issues in building the House of Quality otherwise known as Quality Function Deployment (QFD). By reading this book, the manager understands how to solicit customer requirement information, how design requirements are matched to customer requirements, how priorities of customer needs are established, and how activities are benchmarked. Furthermore, this new edition expands the topic to include process change initiatives on the premise that QFD cannot be achieved if the organization itself is not transformed to achieve customer satisfaction. The manager is guided on how to solve critical problems to achieve customer satisfaction. The book guides the reader to understand how companywide quality activities are related to QFD. This association is often lacking in other presentations that treat QFD as if it is independent of other quality efforts, such as process change initiative. The book will therefore include information on related quality initiatives such as:

- Identification of customer needs
- Benchmarking & re-engineering
- Strategic planning
- Quality assurance
- Stakeholder teams
- Cost control & productivity improvement
- Six sigma
- Process change initiative



## The Life of Russian Business (Re)cognizing, (Re)activating and (Re)configuring Institutions

Tomas Casas i Klett, University of St. Gallen, SKOLKOVO MSM; Yuliya Ponomareva, ESADE Business School, SKOLKOVO MSM

2019. Paperback 9781641134507 \$45.99. Hardcover 9781641134514 \$85.99. eBook 9781641134521 \$65.

The mainstream perception of Russian business today is framed by images of wild capitalism and a Dutch-diseased resource-dependent economy with poorly functioning rules and institutions. Despite the continued relevance of these issues in the current environment, readers of this book will discover that business in Russia has undergone a remarkable transformation. Important characteristics of the contemporary Russian business climate include the rise of a new generation of Russian business leaders and entrepreneurs, a variety of innovative and adaptive business strategies developed to respond to the increasingly VUCA world, a confident middle class with significant purchasing power, as well as a surprising level of integration in the world economy, including increasingly with China and its Belt and Road Initiative (BRI). These evolving developments have received little attention from researchers and practitioners.

This book has been written by Russian experts and thought leaders to address this knowledge gap. The five sections provide a diverse but integrated set of opinion pieces, analyses and cases about Russian business covering markets and macro perspectives, strategy and governance, innovation and entrepreneurship, internationalization and leadership. The aim is to overcome preconceptions by illustrating the underreported and multifaceted nature of the life of Russian business and take the reader closer to what is really happening on the ground. The book contains more than 50 contributions from 54 authors representing opinion leaders in Russia and abroad including prominent academics and businessmen.

The Life of Russian Business is aimed at practitioners, policy-makers and educators, as well as those generally interested in Russia. By disseminating state-of-the-art insights on Russian decision-makers and institutions, the book ultimately delivers a well informed and balanced guide for those wishing to participate in Russia's economy.

### Endorsements

"This book, with its 50 contributions from scholars, thought leaders, entrepreneurs, and business leaders opens a door to Russia's institutions, management practices and economic potential. The book fills an important gap in the literature and is a must for practitioners of trade and investment along the Belt and Road Initiative (BRI). Chinese and Asian readers will enjoy the fresh and dynamic stories, the rich detail, and the privileged insights into the present and future of Russia." — **Professor Tony Chan**, *President, The Hong Kong University of Science and Technology (HKUST)*

"In the Russian Federation, the shelf life of inquiries into the country's business practices and institutions has always been short. This is all the

more true for the past 3–5 years, which have seen a series of important changes in Russia’s economic context and structure. This book, which brings together a wide range of expertise and voices, will be useful to readers both in Switzerland and beyond by providing them with up to-date insight into 'the life of Russian business,' covering both the challenges and opportunities." — **Yves Rossier**, *Ambassador to the Russian Federation, Embassy of Switzerland, Moscow*



## WealthTech Wealth and Asset Management in the FinTech Age

Patrick Schueffel, Institute of Finance at the School of Management Fribourg

2019. Paperback 978-1-64113-848-2 \$45.99. Hardcover 978-1-64113-849-9 \$85.99. eBook 978-1-64113-850-5 \$65.

The book “WealthTech: Wealth and Asset Management in the Fintech Age” is the primary resource for the wealth and asset management technology revolution. It examines the rise of financial technology and its growing impact on the wealth and asset management industry. Written by thought leaders in the global WealthTech space, this volume offers an analysis of the current tectonic shifts happening in wealth and asset management and aggregates diverse industry expertise into a single informative book. It provides practitioners such as wealth managers, bankers and investors with the answers they need to capitalize on this lucrative market. As a primer on WealthTech it offers academics clear insight into the repercussions of profoundly changing business models. It furthermore highlights the concept of the ongoing democratization of wealth management towards a more efficient and client-centric advisory process, free of entry hurdles.

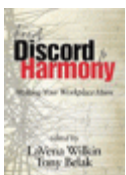
This book aggregates facts, expertise, insights and acumen from industry experts to provide answers on various questions including: Who are the key players in WealthTech? What is fueling its exponential growth? What are the key technologies behind WealthTech? How do regulators respond? What are the risks? What is the reaction of incumbent players?

This book not only seeks to answer these questions but also touches on a series of related topics:

- Get up to speed on the latest industry developments
- Understand the driving forces behind the rise of WealthTech
- Realize the depth and breadth of WealthTech
- Discover how investors react to the growth in WealthTech
- Learn how regulators influence the evolution of WealthTech business models
- Examine the market dynamics of the WealthTech revolution
- Grasp the industry’s potential and its effects on connected sectors
- Build acumen on investment and entrepreneurial opportunities

### A unique product for the market place

Digital transformation is creating game-changing opportunities and disruptions across industries and businesses. One industry where these game-changing opportunities will have profound impacts is wealth and asset management. For generations, wealth and asset management was a privileged service provided to co-operations and wealthy individuals. The informational advantages that wealth managers held vis-a-vis their clients provided a key competitive differentiator. In the current digital transformation climate, this differentiator is vanishing and the setting is changing. A top priority on the agenda for any wealth and asset manager must therefore be how to respond and prepare for the ramifications of this fast changing business environment. This book (one of the first to be published in this area) will provide the reader with a head start in adapting to this new digital environment.



## From Discord to Harmony Making Your Workplace Hum

LaVena Wilkin, Sullivan University; Tony Belak, University of Louisville

2020. Paperback 978-1-64113-984-7 \$45.99. Hardcover 978-1-64113-985-4 \$85.99. eBook 978-1-64113-986-1 \$65.

Conflicts happen, and the workplace can be a cacophony for competing interests. Consider that organizational culture is an ensemble of shared values, beliefs, assumptions, perceptions, and norms. Organizations are not solos. They are an accompaniment of individuals, departments, and divisions, and each is competing for scarce resources. Measure in a little power imbalance and organizational political posturing. Then, scale in the fact that today’s managers are faced with diversity and cultural issues ranging from race and gender to individual ethnicity, principles, and philosophies, about which employees are more vocal. All this discord can strike a sharp note of dissonance. However, effective resolutions can change this discord to harmony.

Consider that music is not a single note. Rather, it is the silence between the notes that makes beautiful music, and conflict is that silence. Unfortunately, conflict has a bad reputation, and it is often labeled as disagreement, fighting, or arguing that leads to stress, retaliation, and

resentment. Some managers spend a disproportionate amount of their workdays dealing with conflicts. They have not learned what causes conflicts or how to productively manage them. As a result, they often avoid or force outcomes causing discord, fractured relationships, loss of productivity, and even lawsuits. Learning to fine tune inevitable conflicts will help managers orchestrate a more harmonious workplace.

From Discord to Harmony: Making the Workplace Hum is largely evidence-based, and many of the chapters contain cutting-edge research by experts in their respective fields.



## Marketing in Healthcare-Related Industries

Robert E. Hinson, University of Ghana Business School; Ogechi Adeola, Lagos Business School, Pan-Atlantic University; Yam B. Limbu, Montclair State University; Emmanuel Mogaji, University of Greenwich, UK

2020. Paperback 978-1-64802-106-0 \$45.99. Hardcover 978-1-64802-107-7 \$85.99. eBook 978-1-64802-108-4 \$65.

Marketing in Healthcare-Related Industries captures the concepts and complexities of marketing healthcare in today's environment. The book provides detailed conceptual and practical insights that will be of great benefit to healthcare scholars and practitioners. Topics on healthcare marketing have been carefully selected to provide wide coverage and are illustrated by mini-cases with a highly practical marketing tool kit for healthcare managers included.

The healthcare sector in the 21st century face a multiplicity of challenges, which include changing disease patterns, more technology-driven health interventions, a more assertive and quality conscious clientele, as well as a rapidly growing for-profit segment of the industry. This places more responsibilities on healthcare service providers in both the public and private sectors, to deliver value-for-money services at competitive costs. To respond to the changing business environment, a carefully crafted marketing approach is needed by all players in the industry to create value and sustain the confidence of clientele and stakeholders.

### **Praise for Marketing in Healthcare-Related Industries:**

"Marketing in Healthcare-Related Industries is a timely book as the healthcare industry grows more customer-focused and faces increasing pressure to deliver high-quality service at more affordable costs. This book will serve as a roadmap for practitioners as it synthesizes insights from many marketing researchers into useful and actionable advice. It should also help students easily master the application of marketing principles to the healthcare industry with tools like review questions at the end of each chapter and mini-cases to apply marketing concepts."  
~ Dr. Bruce A. Huhmann, *Department Chair and Professor of Marketing, Virginia Commonwealth University*

"Marketing In Healthcare-related Industries could not have come at a better time. Just as the epidemiological and demographic transitions have changed the cycle of planning, resource allocation, delivering, monitoring and evaluating healthcare (especially in developing countries), shrinking domestic and donor resources for health, and ambitious agendas like the Universal Health Coverage 2030 Agenda, make it imperative that healthcare providers do more with less. This book provides a clear road map to a MARKETING TRANSITION, which links healthcare and marketing in a way hitherto not so clearly outlined. The Toolkit will be a valuable tool for undergraduate and graduate students in healthcare provision, as well as health practitioners who have traditionally not been trained in this area. I commend it highly as a must-read book in this area."  
~ Dr. Victor Asare Bampoe - *Former Deputy Minister of Health, Ghana and currently Director & Coordinator, Global Financing & Technical Support, Joint United Nation Programme on HIV&AIDS, Geneva*

"A truly remarkable scholarly work of our time. An easy-to-read and insightful book that captivates the reader, whether practitioner or student."  
~ Dr. Abigail Mensah, *Korle-Bu Teaching Hospital, Ghana*

"This book is well-written, easy-to-understand, and very up-to-date in its approach to marketing in healthcare-related industries. It is useful for undergraduate and graduate students as well as healthcare practitioners."  
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