

INFORMATION AGE PUBLISHING

# MANAGEMENT 2021

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# RECENT TITLES

## ADVANCES IN RESEARCH ON RUSSIAN BUSINESS AND MANAGEMENT



### 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.



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

Elena S. Akopova, Rostov State University of Economics; Natalia V. Przhedetskaya, Rostov State University of Economics; Yuri V. Przhedetsky, Rostov Cancer Research Institute; Kseniya V. Borzenko, Rostov State University of Economics

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

2020. 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.

## 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 and Ethics Responsibilities, Actions, Issues, and Experiences

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

A volume in the series *Contemporary Human Resource Management Issues Challenges and Opportunities*  
2021. Paperback 978-1-64802-329-3 \$45.99. Hardcover 978-1-64802-330-9 \$85.99. eBook 978-1-64802-331-6 \$65.

Human Resources Management and Ethics: Responsibilities, Actions, Issues, and Experiences, explores and provides an in-depth look at the responsibilities, actions, issues and experiences related to HRM and ethics for individual employees, organizations and the broader society. Like other departments in the broader organization HRM professionals will need to increasingly demonstrate how they contribute to an organization's ethical orientation and overall performance or success. While the ethical challenges, trends, and issues impacting employees, organizations and HRM professionals will continue to change over the years (consider the recent ethical challenges related cybersecurity and data breaches) the bottom-line of organization success is the clear reality that doing the right thing or institutionalizing an ethical culture or character is just as important to various stakeholders.

The chapters in this book provide an updated, current and future look at the relationship between HRM and ethics and across various sectors or organizations (i.e. public, private, not-for-profit, academic, etc.). That is, this book discusses the ever evolving role of HRM professionals to include discussion of how the profession continues to take on more responsibility for developing and institutionalizing an ethical culture in their organizations, industries and the broader society. The book also contributes to the need for ongoing dialogue, discussion or insights offered by HRM experts on what HRM professionals and their organizations can do in the face of ethical expectations, challenges and scandals. In the end, the book is intended to increase our understanding of the ethical responsibilities, actions, issues and experiences that arise both within HRM and in HRM's interactions with individuals and organizations.



## Leadership, Leaders and Leading

Ronald R. Sims, William and Mary

A volume in the series *Contemporary Human Resource Management Issues Challenges and Opportunities*  
2021. Paperback 978-1-64802-348-4 \$45.99. Hardcover 978-1-64802-349-1 \$85.99. eBook 978-1-64802-350-7 \$65.

Why with hundreds and hundreds of books on leadership to choose from, why another one?" The answer is simple. Given the importance of leadership and leaders in organizations there will always be efforts to try to improve our understanding on how we can improve the leadership process. Leadership, Leaders and Leading focuses on the age old reality that successful organizations will continue to need effective leaders at all levels. The book is based on the premise that effective leaders need to be able to establish a shared vision and accompanying strategy that other members of the organization strongly believe in and are willing to help execute. The book argues that we can continue to learn from traditional and contemporary theories and myths about effective leadership & leaders and how they can successfully lead an increasingly diverse and demanding workforce, consumers and the broader society.

The book discusses foundational leadership skills like motivation, communication, building leader-follower relationships, groups and teams, developing others, conflict, negotiation and organizational politics along with highlighting the important role leaders should play in the areas of human resource management, ethics, crisis and reputation management, sustainability/sustainable development, and cybersecurity. Each chapter offers the opportunity for the reader to increase their understanding of leadership, leaders and leading in an increasingly dynamic world of work. This book is written for those who are interested in the continued effort and dialogue on what effective leadership, leaders and leading should entail in the coming years.



## Succeeding as a Frontline Manager in Today's Organizations

Ronald R. Sims, William and Mary

A volume in the series *Contemporary Human Resource Management Issues Challenges and Opportunities*  
2021. Paperback 978-1-64802-363-7 \$45.99. Hardcover 978-1-64802-364-4 \$85.99. eBook 978-1-64802-365-1 \$65.

Succeeding as a Frontline Manager in Today's Organizations, highlights the fact that as the world of work continues to change in response to a variety of trends, issues and opportunities, managers on the frontline will still be expected to see that their organizations operate both effectively and efficiently to not only survive but to thrive. To do this, frontline managers (FLMs) must continue to learn and develop their skills to get the organization's work done through its people. This book examines both the traditional and contemporary skills today's frontline managers must have at a minimum and those they must successfully learn to implement to fulfill their critical roles and responsibilities.

The book argues that FLMs will continue to play a critical role in helping their organizations pursue and achieve their strategic, tactical and operational goals efficiently and effectively. By focusing on the skills a good FLM needs, this book offers specificity on what the FLM and their organizations must do to increase the potential for the success of FLMs in having a positive influence on the organization overall by focusing both on results and the well-being of employees.

The book examines not only looks at the essentials of effective management but discusses the importance of how one becomes and makes a smooth transition to the role of a FLM. In addition, the book examines the essential elements of management—planning, organizing, controlling, and leading—while also offering an in-depth look at the important role FLMs can and should play as it relates to ethics, building and leading effective teams, and safety and health. Each chapter offers insights into what FLMs can do to be effective in their work, particularly for those FLMs who want to continue to develop themselves as they play the different roles and exercise different skills in doing their jobs. In the end, this book is written for, those who are interested in increasing their understanding of the FLMs role, responsibilities and skills needed to be effective while also getting those who work for them to accomplish their work effectively, efficiently and productively on their own or as a member of a group or team.

## CONTEMPORARY ISSUES IN CONFLICT MANAGEMENT AND DIALOGUE



### Conflict Management and Leadership Development Using Mediation

Nance T Algert, Texas A&M University

A volume in the series *Contemporary Issues in Conflict Management and Dialogue*  
2020. Paperback 978-1-64802-259-3 \$45.99. Hardcover 978-1-64802-260-9 \$85.99. eBook 978-1-64802-261-6 \$65.

Conflict management is an overlooked area in leadership development. Mediation as an intervention method to use in conflict management can be productive for building leadership capacity and organizational development in higher education. Adults average five conflicts per day and people in titled leadership spend over two-thirds of their time engaged in managing conflict. This workbook offers conflict management strategies, models, and processes to support college and university personnel in recognizing and managing conflicts and how to build skill sets that can enhance effective communication and address conflicts.



### 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

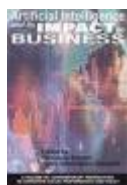
Jennifer Moss Breen, Creighton University; Haytham Abduljawad, Knowledge to Power Consulting; Jacqueline N. Font-Guzmán, Creighton University

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



### Artificial Intelligence and its Impact on Business

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

A volume in the series *Contemporary Perspectives in Corporate Social Performance and Policy*  
2020. Paperback 9781648020735 \$45.99. Hardcover 9781648020742 \$85.99. eBook 9781648020759 \$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-chatbot 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 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)".



## CONTEMPORARY PERSPECTIVES IN DATA MINING



### Contemporary Perspectives in Data Mining Volume 4

Kenneth D. Lawrence, New Jersey Institute of Technology; Ronald Klimberg, Saint Joseph's University

A volume in the series *Contemporary Perspectives in Data Mining*

2021. Paperback 978-1-64802-143-5 \$45.99. Hardcover 978-1-64802-144-2 \$85.99. eBook 978-1-64802-145-9 \$65.

The series, Contemporary Perspectives on Data Mining, is composed of blind refereed scholarly research methods and applications of data mining. This series will be targeted both at the academic community, as well as the business practitioner.

Data mining seeks to discover knowledge from vast amounts of data with the use of statistical and mathematical techniques. The knowledge is extracted from this data by examining the patterns of the data, whether they be associations of groups or things, predictions, sequential relationships between time order events or natural groups.

Data mining applications are in business (banking, brokerage, and insurance), marketing (customer relationship, retailing, logistics, and travel), as well as in manufacturing, health care, fraud detection, homeland security and law enforcement.

## CONTEMPORARY TRENDS IN ORGANIZATION DEVELOPMENT AND CHANGE



### An Introduction to Professional and Executive Coaching 2nd Edition

Sheila Boysen-Rotelli, Lewis University

A volume in the series *Contemporary Trends in Organization Development and Change*

2020. Paperback 978-1-64802-250-0 \$45.99. Hardcover 978-1-64802-251-7 \$85.99. eBook 978-1-64802-252-4 \$65.

The coaching profession is growing and innovating. According to the International Coaching Federation (ICF), coaching earns over \$3 Billion per year with over 100,000 practitioners of coaching. This book is for both practitioners and scholars of executive coaching. Coaching is an exciting and powerful skillset that allows individuals to empower others and helps individuals to generate awareness that opens the door for great levels of success.

The approach of this book is to look at the theoretical framework of coaching as it applies to the actual practice of coaching others and groups.

It is important to ground practice in theory and research to bring together the researched framework to help to inform the approach. There is an old proverb that states: "Theory is when you know everything but nothing works. Practice is when everything works but no one knows why." The approach of this book will enable the student with the theory, the processes and the skills to coach in a way that works and to be able to understand the why behind the success as well as make it replicable.

## DIMENSIONS OF LEADERSHIP AND INSTITUTIONAL SUCCESS: EXPLORING CONNECTIONS AND PARTNERSHIPS



### Creating School Partnerships that Work A Guide for Practice and Research

Frances K. Kochan, Auburn University; Dana M. Griggs, Columbus State University

A volume in the series *Dimensions of Leadership and Institutional Success: Exploring Connections and Partnerships*  
2020. Paperback 978-1-64802-119-0 \$45.99. Hardcover 978-1-64802-120-6 \$85.99. eBook 978-1-64802-121-3 \$65.

THIS IS A UNIQUE BOOK. IF YOU CARE ABOUT SCHOOLS AND SCHOOLING AND THE WAY IN WHICH PARTNERSHIPS MAY HELP TO STRENGTHEN AND IMPROVE THEM AND THE INSTITUTIONS THAT PARTNER WITH THEM, YOU SHOULD READ IT! School partnerships have a long history in the United States. The inception of public schooling was a type of partnership with the community. The concept of local school boards and local control was integral to the establishment of schools and the idea that public education was a public good has deep roots in the country. Partnerships denote relationships which are mutually beneficial to the parties involved and which result in joint benefits for those who create and engage in them. The partnerships presented in this book provide ample evidence of the value and benefits of these arrangements.

The book contains stories and research about school partnerships from a variety of groups and perspectives, which are focused upon multiple issues within educational institutions and communities within the United States. The final chapter, presents an analysis across all the partnerships to identify the elements that fostered and hindered their success and the primary lessons learned. This analysis should provide meaningful information for those engaged in developing and operating similar partnerships or those involved in conducting research on or about them. Although the cases presented in this book occur within the United States, the findings may also have relevance for similar initiatives in other countries.

#### **Praise for Creating School Partnerships that Work: A Guide for Practice and Research:**

*Kudos to Dana Griggs and Frances Kochan for compiling the rich accountings of eight different school partnerships all in one place. Readers will learn a great deal from both the individual accountings of a broad array of partnerships as well as the collective analysis of the partnerships and lessons learned across them. Creating School Partnerships that Work: A Guide for Research and Practice is a must-read book for anyone who ever has been, is, or desires to be involved in any type of school partnership.*

Nancy Fichtman Dana, Professor, School of Teaching and Learning  
University of Florida, Gainesville

*Creating School Partnerships that Work: A Guide for Research and Practice is a must read for scholars, researchers, practitioners, and community members seeking to identify elements of successful school partnerships that foster students' academic and personal successes. This edited volume shares stakeholders' perspectives on multi-dimensional school partnerships, which have successfully led to sustained collaborations across diverse purposes that are mutually beneficial for all groups. The usefulness of the content analysis presented in the final chapter, which identifies elements both fostering and hindering partnerships with recommendations, cannot be overstated.*

Mary Barbara Trube,  
Professor Emerita, Ohio University-Chillicothe  
Contributing Faculty & Dissertation Mentor, Walden University  
Early Childhood Education Adjunct Faculty, Florida SouthWestern State College  
Mentor & Early Childhood Consultant, ILEAD Xi'an Jiaotong-Liverpool University

## 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 978-164113-961-8 \$85.99. eBook 978-164113-962-5 \$65.

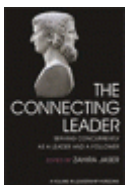
The rash of bullying incidents within schools, universities, and workplaces has prompted a public outcry and a call to action. To address the growing problem of interpersonal violence, schools have engaged in anti-bullying rallies, businesses have enacted civility policies, states have passed legislation, 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 soughtafter 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.

## LEADERSHIP HORIZONS



### The Connecting Leader Serving Concurrently as a Leader and a Follower

Zahira Jaser, University of Sussex

A volume in the series *Leadership Horizons*

2021. Paperback 978-1-64802-204-3 \$45.99. Hardcover 978-1-64802-205-0 \$85.99. eBook 978-1-64802-206-7 \$65.

Previous books of the Leadership Horizon Series showed unequivocally how both leaders and followers play an equally important part in the co-production of leadership outcomes, and how leader and follower identities are fluid, so that the same individual can enact both at different times. This book stretches the notion of leadership a step further by exploring the co-enactment of both roles, identities, and positions of leader and follower by one same individual. This individual is defined as a connecting leader, as in this co-enactment he/she functions as connector between different leadership relationships.

The concept of connecting leader emerges from the observation that most individuals in organizations engage in the leader-follower role co-enactment: managers, pulled between executives and reportees; CEOs, between the board and the head of departments; or employees involved in cross functional teams, leading and following in different degrees, subject to their expertise. Yet, despite its pervasiveness this concept is at best under theorized by the literature, which, dominated by dyadic and romanticized views, mostly presents the roles as enacted by separate

individuals facing each other.

To advance our understanding of connecting leaders the editor proposes to shift our focus on leadership in three ways: to unpack the interconnectedness and interplay of leader and follower identities; to investigate the tensions arising from the co-enactment and how these can be overcome; to widen the way in which we study leadership, through new configurations (e.g. leadership triads) and ontologies; and finally to consider the similarities between leading and following. The book chapters are organized to mirror these areas of exploration. Understanding leadership from a perspective that acknowledges that many individuals in organizations are not just leaders or followers, but both, democratizes the way we theorize leadership, and moves us further away from the temptation to romanticize it.

## 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

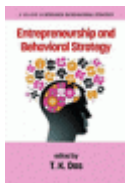
A volume in the series *Perspectives on Mentoring*

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 & Pascarella, 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 BEHAVIORAL STRATEGY



### Entrepreneurship and Behavioral Strategy

T. K. Das, City University of New York

A volume in the series *Research in Behavioral Strategy*

2020. Paperback 978-1-64802-048-3 \$45.99. Hardcover 978-1-64802-049-0 \$85.99. eBook 978-1-64802-050-6 \$65.

Behavioral strategy continues to attract increasing research interest within the broader field of strategic management. Research in behavioral strategy has clear scope for development in tandem with such traditional streams of strategy research that involve economics, markets, resources, and technology. The key roles of psychology, organizational behavior, and behavioral decision making in the theory and practice of strategy have yet to be comprehensively grasped. Given that strategic thinking and strategic decision making are importantly concerned with human cognition, human decisions, and human behavior, it makes eminent sense to bring some balance in the strategy field by complementing the extant emphasis on the “objective” economics-based view with substantive attention to the “subjective” individual-oriented perspective. This calls for more focused inquiries into the role and nature of the individual strategy actors, and their cognitions and behaviors, in the strategy research enterprise. For the purposes of this book series, behavioral strategy would be broadly construed as covering all aspects of the role of the strategy maker in the entire strategy field. The scholarship relating to behavioral strategy is widely believed to be dispersed in diverse literatures. These existing contributions that relate to behavioral strategy within the overall field of strategy has been known and perhaps valued by most scholars all along, but were not adequately appreciated or brought together as a coherent sub-field or as a distinct perspective of strategy. This book series on Research in Behavioral Strategy will cover the essential progress made thus far in this admittedly fragmented literature and elaborate upon fruitful streams of scholarship. More importantly, the book series will focus on providing a robust and comprehensive forum for the growing scholarship in behavioral strategy. In particular, the volumes in the series will cover new views of interdisciplinary theoretical frameworks and models

(dealing with all behavioral aspects), significant practical problems of strategy formulation, implementation, and evaluation, and emerging areas of inquiry. The series will also include comprehensive empirical studies of selected segments of business, economic, industrial, government, and non-profit activities with potential for wider application of behavioral strategy. Through the ongoing release of focused topical titles, this book series will seek to disseminate theoretical insights and practical management information that will enable interested professionals to gain a rigorous and comprehensive understanding of the subject of behavioral strategy.

Entrepreneurship and Behavioral Strategy contains contributions by leading scholars in the field of entrepreneurship with an interest in researching behavioral perspectives. The 10 chapters in this volume deal with a number of significant issues relating broadly to the behavioral aspects of entrepreneurship, covering topics such as entrepreneurial process orientation, a machine learning approach to reviewing the intersection of the entrepreneurship and behavioral strategy literatures, the temporalities of entrepreneurial risk behavior, entrepreneurs under ambiguity, disruptive business model innovations, international attention, entrepreneurial team formation, building alliances in new and small ventures, the role of insight in entrepreneurial action, and the effects of foreign competition on entrepreneurship activities. The chapters include empirical as well as conceptual treatments of the selected topics, and collectively present a wide-ranging review of the noteworthy research perspectives on the confluence of entrepreneurship and behavioral strategy.

## RESEARCH IN HUMAN RESOURCE MANAGEMENT



### 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 Resource 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



### 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*

2020. 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 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 ORGANIZATIONAL SCIENCE



### Organizations Behaving Badly Destructive Behavior and Corrective Responses

Daniel J. Svyantek, Auburn University

A volume in the series *Research in Organizational Science*

2021. Paperback 978-1-64802-354-5 \$45.99. Hardcover 978-1-64802-355-2 \$85.99. eBook 978-1-64802-356-9 \$65.

Organizational science profits from taking new perspectives using a simple model to understand why behaviors of particular types occur within them. This volume provides readers with a rich source of casestudies and empirical studies of the role played by the interaction between individual actors, organizational contexts, and the actual behaviors being performed the actors. These chapters each seek to describe how these three interact in to create organizational practices with negative effects on either internal members of the organization or external stakeholders (e.g., clients). The chapters provide insight into how organizations may control these negative behaviors with basic Human Resource



Management practices. It is this volume's hope that these chapters may provide insight into the important role these three factors plays in understanding negative organizational behavior within organizations across the world.

## RESEARCH IN SOCIAL ISSUES IN MANAGEMENT



### Perspectives on Gender and Work

Eden King, Rice University; Quinetta Roberson, Michigan State University; Mikki Hebl, Rice University

A volume in the series *Research in Social Issues in Management*

2020. Paperback 978-1-64802-244-9 \$45.99. Hardcover 978-1-64802-245-6 \$85.99. eBook 978-1-64802-246-3 \$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.

In recognition of the centennial anniversary of the ratification of the 19th Amendment to the U.S. Constitution, which granted American women the right to vote and the subsequent struggle for women of color to exercise it, this volume features the personal narratives of recognized scholars in the field who have advanced understanding of gender at work. In this way, we appreciate, and gain perspective on, the rewards and challenges of this essential scholarship and the lives of those who engage in it. The combination of these narratives is an exciting and meaningful exploration of the study of gender and its intersection with other marginalized social identities at work that authentically captures the experiences of scholars in the field and inventively pushes our understanding of diversity in organizations.



### 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 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.

## RESEARCH ON RELIGION AND EDUCATION



### Anchoring Cultural Change and Organizational Change Case Study Research Evaluation Project All Hallows College Dublin 1995-2015

Patrick McDevitt, DePaul Centre; Marjorie Fitzpatrick, All Hallows

A volume in the series *Research on Religion and Education*

2020. Paperback 978-1-64802-154-1 \$45.99. Hardcover 978-1-64802-155-8 \$85.99. eBook 978-1-64802-156-5 \$65.

This book describes the organizational processes and changes coupled with leadership changes over three distinct eras from 1995-2015. It illustrates the challenges the college faced, and the actions taken to resolve issues and make changes. The successes, and the barriers encountered as the organization worked toward solutions to the many interrelated and confounding social and financial issues with which the college was facing, are also described.

In the book, John Kotter's Steps of Organizational change and culture is the theoretical context in the analysis of data. Kotter stresses the point that in Organizational change the "Culture" must be anchored in order for change to take place successfully. Kotter understands "Culture" as the Organization's Identity and the Organization's attitude for "Change". The concept of "Culture" also includes how "Identity" and "Change" interrelate to one another. Unfortunately, this "anchoring of culture" does not often happen in many organizations which leads to failure and the dying of Organizations. In general, Kotter's theory is typically used in for-profit organizations, whereas the All Hallows' study applies Kotter's theory to a faith-based and non-profit organization. Although All Hallows enjoyed 172 years of educational contributions, the book will illustrate how legacy challenges, sense of complacency, lack of vision and mission identity at critical times of change failed to inculcate and anchor an Organizational Culture and Identity for Change.

## STRESS AND QUALITY OF WORKING LIFE



### Stress and Quality of Working Life Finding Meaning in Grief and Suffering

Ana Maria Rossi, International Stress Management Association; James A. Meurs, Kennesaw State University; Pamela L. Perrewé, Florida State University

A volume in the series *Stress and Quality of Working Life*

2020. Paperback 978-1-64802-157-2 \$45.99. Hardcover 978-1-64802-158-9 \$85.99. eBook 978-1-64802-159-6 \$65.

According to the American Institute of Stress (AIS), job stress is far and away the primary source of stress for American adults. The relationship between job stress and heart attacks, hypertension, and other disorders is well understood. Further, the cost of job stress in the United States is estimated to be over \$300 billion due to outcomes such as accidents, turnover, and lost productivity. Perhaps the most consistent findings connecting job stress to health outcomes confirm that employees who perceive a high level of job demands without the appropriate control over job demands are at an increased risk for cardiovascular disease.

In Brazil, the loss is estimated at 3.5% of the gross domestic product per year. Occupational diseases are related to the activities performed by workers and to working conditions and can trigger new or worsen already existing symptoms. Proper diagnosis and relevant information are essential for managers and workers to become aware of stressors and to take efficient measures to manage stress. Although quality of life is the responsibility of every individual, companies will definitely be able to benefit from the implementation of preventive actions, thus avoiding to pay a high price as a result of absenteeism, sick leaves, and drops in productivity and low work quality.

This book is designed to be an additional tool to provide information and to suggest ways to deal with pressures and work demands, because stress levels are still on the rise. We believe that through information – and here you will be able to find the experience and opinions of recognized professionals in this area – workers will be able to live better and more balanced lives.

## 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.



### 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



### **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



## 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.

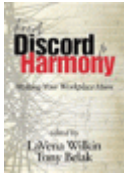
This book aggregates facts, expertise, insights and acumen from industry experts to provide answers on various questions including: Who are the key players in WealthTech? What is fueling its exponential growth? What are the key technologies behind WealthTech? How do regulators respond? What are the risks?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

~ Dr. Gouher Ahmed, *Professor of Strategic Leadership & International Business, Skyline University College, UAE*



## Quality Time Productivity Through Time Management

David D. Van Fleet, Arizona State University

2020. Paperback 978-1-64802-241-8 \$45.99. Hardcover 978-1-64802-242-5 \$85.99. eBook 978-1-64802-243-2 \$65.

Managers who focus on time usually concentrate on the wrong things. Quality Time presents a new approach to achieving productivity through time management. Time itself is not what matters but rather how that time is used to achieve individual and organizational goals. Managers who get upset over employees coming to work late or socializing on the job often care more about them "putting in time" than putting their time to good use.

Quality Time is for managers and others who care about everyone putting their time to good use to contribute to the value of the organization. Based on unique concepts, Quality Time offers both general and specific information and advice from an individual and a team or group point of view. It is designed so that the manager is involved first and then group or team members are engaged. Through reciprocal communication, all parties can arrive at better uses of time. While focused on managers, anyone can achieve productivity from the use of the unique framework and assessments.

Quality Time is different from other time-management books. Most are focused solely on the individual. Quality Time is intended to serve individuals but also workgroups or teams. Quality Time is readable. It uses straightforward language to involve the reader. It makes learning easier and enjoyable by making the material realistic and interesting. The material is up-to-date and accurate as well.

### Praise for Quality Time

*"I own a one employee company. Reading Quality Time enlightened me. It was not a difficult read and full of useful concepts, many I have never considered. We have all been taught, 'plan your work, work your plan.' Dr. David Van Fleet's book keeps me focused on better ways to use time wisely to create a better plan."*

**Steve Nemeth**

Realtor Broker

*"The framework and assessments in the book should be valuable to any organization."*

**Todd LaPorte**

CEO of HonorHealth Scottsdale

*"Teamwork is a fact of life in organizations and the struggle to make teams use time more effectively is another ongoing fact of life. This book is a broadly comprehensive and immediately applicable look at the ways we can make team's use of time better. The novel use of the V-REEL® Framework to focus the efforts to improve team time is both insightful and helpful. My hearty applause is offered to David Van Fleet's unique perspective that will serve to improve team interactions and performance through the use of quality time."*

**G. David Flint,**

Co-founder of Value Creation Company

and author of Think Beyond Value - Building Strategy to Win

*"Having completed the first-time management program offered by Time Systems, Inc. in 1980, I was keen to discover what David Van Fleet would offer to add to those earlier ideas and refine recommended practices that were previously known. Professor Van Fleet has offered here some wonderful time management tips, but even more importantly, he has demonstrated how to move from personal goal setting to managing team time, more readily achieving institutional goals. In particular, his idea of developing a means-end-staircase for a team is a significant contribution toward the management of time expended toward organizational goals. It necessarily includes consideration of the individual goals of each team member and should be highly motivating to everyone on the team. David has also addressed the necessary process of managing both the positive and negative effects of stress on employee performance. This book goes a long way toward explaining how to implement the principles in my own book."*

**Richard N. Morrison,** Author,

Activate Human Capital





## Enterprise Systems and Technological Convergence Research and Practice

Sam Goundar, The University of the South Pacific

2021. Paperback 978-1-64802-341-5 \$45.99. Hardcover 978-1-64802-342-2 \$85.99. eBook 978-1-64802-343-9 \$65.

Enterprise Systems have been used for many years to integrate technology with the management of an organization but rapid technological disruptions are now creating new challenges and opportunities that require urgent consideration. This book reappraises the implementation and management of Enterprise Systems in the digital age and investigates the vital link between business processes, information technology and the Internet for an organization's competitive advantage and success.

This book primarily focuses on the implementation, operation, management and integration of Enterprise Systems with fastemerging disruptive technologies such as blockchains, big data, cryptocurrencies, artificial intelligence, cloud computing, data mining and data analytics. These disruptive technologies are now becoming mainstream and the book proposes several innovations that organizations need to adopt to remain competitive within this rapidly changing landscape. In addition, it examines Enterprise Systems, their components, architecture, and applications and enlightens readers on the benefits and shortcomings of implementing them.

This book contains primary research on organizations, case studies, and benchmarks ERP implementation against international best practice.



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

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

2021. Paperback 978-1-64802-344-6 \$45.99. Hardcover 978-1-64802-345-3 \$85.99. eBook 978-1-64802-346-0 \$65.

The arrival of the COVID-19 pandemic throughout the globe at the end of 2019 turned global business upside down. It forced the closure of many businesses, disrupted global supply chains, reduced travel across borders, and created fear about face-to-face interactions. As the lockdowns in many countries created uncertainty about the future business activities, global business leaders were scrambling to find new strategies to safely re-establish their business relationships with their stakeholders. The existing historical economic, social, and racial injustice in the American society toward Black, Indigenous, and People of Color was compounded by the COVID-19. This led the movements of the Black Lives Matter to reenergize and become a global phenomenon. The horrific and sad death of George Floyd and many others triggered huge global movements to demand respect for human rights and dignity for all. Additionally, climate change and environmental degradation have caused unprecedented forests fires, more frequent and damaging hurricanes, and migration demand a revived global business book.

This third edition of Global Business: An Economic, Social, and Environmental Perspective incorporates global business issues related to COVID-19, the economic and social injustice of BIPOC, and environmental degradation where it is appropriate. The reader will understand the impact of these critical global business issues discussed in the book through examples, case studies and thought-provoking discussions. These challenges require businesses, governments, and the active engagement of citizens to succeed. The aim of this book is to bring these issues for discussion and action by these stakeholders. Each chapter includes supplementary PowerPoint slides, Test-Bank, and Teaching notes that are available for instructors only.



## Managing Performance Strategically in Education Agencies A Guidebook for Strategic Performance Management (SPM)

Allison Layland, Academic Development Institute; Sam Redding, Academic Development Institute

2021. Paperback 978-1-64802-335-4 \$45.99. Hardcover 978-1-64802-336-1 \$85.99. eBook 978-1-64802-337-8 \$65.

This book gives an education leader a practical path to organizational effectiveness, shared sense of direction, and clear focus on outcomes for students. Setting a clear direction, structuring personnel for the greatest productivity, engaging everyone in meaningful work, tracking organizational performance, and encouraging innovation are fundamental concerns for every kind of education organization—schools, districts, state agencies included. Yet, education leaders struggle to give due attention to these organizational matters while also tackling the challenges of meeting the needs of their students. They are searching for a path leading to both organizational productivity and excellence in learning for students, a path that enlists the passions and efforts of all personnel. Strategic Performance Management (SPM) integrates strategic planning with

performance management into a seamless process by which an education organization develops and operationalizes a strategic direction. This direction goes beyond the basic elements of vision, mission, values, goals, and strategies to include careful analysis of the functions performed by the organization, its units, and its positions (roles) to facilitate effective placement, assignment, and training of personnel. SPM emphasizes planning through strategic thinking that enables the organization to make critical adjustments as needs and context change. It provides the flexibility to act in times of crisis. Most of all, it gets everyone moving in the same direction, aimed at goals for students.



## Organizational Behavior An Evidence-Based Approach Fourteenth Edition

Fred Luthans, University of Nebraska, Lincoln; Brett C. Luthans, Missouri Western State University; Kyle W. Luthans, University of Nebraska at Kearney

2021. Paperback 978-1-64802-125-1 \$69.99. Hardcover 978-1-64802-126-8 \$99.99. eBook 978-1-64802-127-5 \$65.

Contrary to the common saying: we do want you to judge this new edition of Organizational Behavior by its front cover. Specifically, featured is that this is the 14th edition, it takes an "Evidence-Based Approach," and similar to the previous edition there are now three Luthans authors. This 14th edition is based on the foundation provided by the first mainline text which has become the classic for the study and understanding of organizational behavior. However, by taking an evidence based approach, this insures that, even though a classic, this new edition adds the most recent and relevant research to the most extensive, up-to-date reference-base of any organizational behavior text. By adding the two closely related authors (professor sons) literally pumps "new blood" into the sustainability of this classic text by Fred Luthans. Importantly, Fred has recently been recognized with: 1) Lifetime Achievement Award in Organizational Behavior; 2) Top 1% of Citation Count of all researchers in the world; and 3) the #1 most cited author in Organizational Behavior textbooks. Finally, this new edition recognizes that even though the theoretical framework and coverage largely remains, the context of organizational behavior is rapidly changing. This new edition reflects the "New Age" environment, but still holds to the premise that in today's organizations, success and competitive advantage still comes from the understanding, prediction, and effective management of human resources. With this new edition we invite you to continue the never-ending journey guided by the best organizational behavior theory, research, and application.

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