

## Entrepreneurship For Modern Business Jorge A Camposano

In some cases, technology-based projects have revolutionized the way of living by contributing to job and wealth creation. These types of ventures, regardless of their outstanding relevance, are the exception rather than the norm in that they account for only a very small percentage of entrepreneurial activity. Although not ignoring these important ventures, the main goal of this title is to fully unleash the wide potential of the entrepreneurial activity, exploring and highlighting the somewhat hidden part, which is ultimately responsible for the largest part of new businesses and, as a consequence, for the wellbeing of millions of people virtually everywhere. The Handbook of Research on Approaches to Alternative Entrepreneurship Opportunities is a collection of innovative research on the methods and applications of entrepreneurial activity beyond the traditional boundaries of entrepreneurship research. While highlighting topics including collective business, organizational performance, and generational differences, this book is ideally designed for entrepreneurs, developers, researchers, business managers, industry professionals, academicians, and students seeking to draw attention to distinctive and multifaceted types of entrepreneurship.

Undeniably, the concept of corporate social responsibility (CSR) is not new, but there is a huge difference between understanding the concept of CSR in developed and developing nations. In developing countries, firms have little interest in adopting CSR as a strategy in their business goals. The best practices, techniques, and empirical studies conducted around the globe must be discussed in detail in order to encourage the incorporation of the best CSR strategies for regionally diverse businesses. Global Corporate Social Responsibility Initiatives for Reluctant Businesses is a critical reference source that covers the scope of global corporate social responsibility, which has continued to increase in the last couple of decades. The book includes core aspects of corporate social responsibility philosophy and practices in different European, North American, and Asian countries. This authored book helps readers to understand the corporate social responsibility practices in different countries and also provides a holistic picture of global CSR and emerging trends with the support of empirical studies. Covering topics including internationalization, Islamic CSR, green public procurement, CSR strategy, and sustainability, this book is essential for managers, executives, human resources managers, policymakers, academicians, researchers, students, and practitioners.

One of the most important activities of enterprises today is responsible entrepreneurship. Corporate social responsibility (CSR) activities can help to forge a stronger bond between employees and corporations, can boost morale, and can help both employees and employers feel more connected with the world around them. Moreover, the growing importance of this concept results from the fact that it is perceived as an effective tool for increasing competitiveness, improving the image of the company, or contributing to the generation of higher profits. In today's world, an active commitment to social responsibility is becoming more common for a company. CSR and Socially Responsible Investing Strategies in Transitioning and Emerging Economies is an essential reference source that identifies the scale and scope of implementation of CSR and socially responsible investing strategies and standards in companies operating in different transitioning and emerging economies as well as assessing the global effects of these activities.

Featuring research on topics such as economic growth, responsible investing, and business ethics, this book is ideally designed for managers, executives, directors, corporate professionals, government officials, industry leaders, academicians, students, and researchers in the fields of international economics, international business, marketing, finance management, and public relations. As businesses aim to compete internationally, they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition. Trends in entrepreneurship that drive consumer engagement and business initiatives, such as social media marketing, yields customer retention and positive feedback. *Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship* provides information on emerging trends in business innovation, entrepreneurship, and marketing strategies. While highlighting challenges such as successful social media interactions and consumer engagement, this book explores valuable information within various business environments and industries such as e-commerce, small and medium enterprises, hospitality and tourism management, and customer relationship management. This book is an ideal source for students, marketers, social media marketers, business managers, public relations professionals, promotional coordinators, economists, hospitality industry professionals, entrepreneurs, and researchers looking for relevant information on new methods in digital marketing and entrepreneurship.

Existent literature has identified the existence of some differences between men and women entrepreneurs in terms of propensity to innovation, approach to creativity, decision making, resilience, and co-creation. Without properly examining the current inequalities in social-economic structures, it is difficult to examine the results of corporate female leadership. *The Handbook of Research on Women in Management and the Global Labor Market* is a pivotal reference source that examines the point of convergence among entrepreneurship organizations, relationship, creativity, and culture from a gender perspective, and researches the relation between current inequalities in social-economic structures and organizations in the labor market, education and individual skills, wages, work performance, promotion, and mobility. While highlighting topics such as gender gap, woman empowerment, and gender inequality, this publication is ideally designed for managers, government officials, policymakers, academicians, practitioners, and students.

This special issue of the journal tries to shed light on how innovation processes occur in less developed regions by examining which factors affect these processes and how they differ substantially between the less developed and the more developed areas in Europe. There are significant differences in innovation capacity among the lagging-peripheral and the more developed regions. Recently, the downgrading of traditional manufacturing and districts-based models in Europe has also highlighted the importance of enhancing relationships between the global and local-regional networks of entrepreneurs and innovators. The transfer of resources alone is not enough to create competitive regional economies in a global world. In this regard, innovation policy may be crucial in designing new paths for development and increasing innovation in peripheral regions. The issue consists of six articles. All of the papers focus on analyzing various aspects of the less developed and peripheral areas within a European context, and look at innovation issues from different research perspectives and methods. In particular, four papers are related to innovation in

SMEs and Smart Specialisation Strategy, innovation and the regional allocation of coordination–participation in projects across EU regions, innovation policy and firm absorptive capacities, and innovation linkages with path development in rural areas. One article is based on the relationship between family firms and the propensity to invest in innovation, comparing the more and less developed macro geographical areas. The final paper concerns the nexus between policy planning and the local business ecosystems' innovative and competitive competence. The first paper by Lukasz Arendt and Wojciech Grabowski focuses on indirectly assessing the impact of innovation policies conducted in Polish NUTS 2 regions within the framework of Regional Innovation Systems and Smart Specialisation Strategy. Interestingly, the authors combine firm-level data with meso data in a multilevel setting and observe that Polish SMEs in less developed regions mostly depend on in-house capabilities, rather than on regional innovative potential, to introduce different types of innovations. Another observation is that Polish SMEs are more likely to innovate if they have an R&D department, a higher quality of labor, realized investments and they use ICT. Finally, regional policies in these less-developed regions should focus more on linking firm-level factors with regional innovation systems, so as to enhance companies' innovation capacity. The article by Pedro Varela-Vázquez, Manuel González-López and María del Carmen Sánchez-Carreira presents a consistent descriptive analysis concerning the regional allocation of coordination and participation in projects under the 6th and 7th Framework Programmes (FPs), as well as the funds allocated by the ongoing Horizon 2020. By comparing the 6th and 7th FPs, the authors show the existence of a slight reduction in the disparities, in particular, due to the higher participation of regions from Spain, Portugal, and Italy. The results show some interesting insights, as it emerges that developed regions account for most of the participation in projects and funds from the FP instruments. Concerning less developed regions, an uneven geographical distribution of projects and funds leads to the reinforcement of pre-existing industrial and innovation hubs. The third paper is by Marco Pini. The author investigates whether, in less developed regions, family businesses run by outside managers show a higher propensity to innovate (investing in Industry 4.0) than those where the managers are family members. This research focuses on the impact of digital innovation between the less developed Italian regions (Southern) and the more developed regions (the Centre-North). The results show that in Southern Italy, family businesses are more likely to invest in digital technologies when the firm is run by an external manager and spends on R&D. However, in less developed regions, R&D requires new competencies and capabilities. Hence, innovation policies should be based on specific “innovation patterns” defined within individual regions, not only in terms of R&D incentives, but also in encouraging a policy mix approach that is not entirely based on R&D and technology issues. The fourth paper, written by Agn? Paliokait?, refers to the “regional innovation paradox,” i.e. the low absorption capacity of public funds for innovation shown by less developed region. The author has carried out an analysis of innovation policies applied to central and eastern European countries between 2007 and 2013. She finds that policies hardly promote structural changes as they mainly focus on improving the capacities of mature sectors and on adopting existing technologies. In this sense, the results suggest that a more tailored approach to innovation capacity building is needed, taking into account the current capacity levels within the target groups. The fifth paper, by Merli Reidolf and Martin

Graffenberger, analyses the role of local resources for firm innovation and path development in rural areas. Based on the case of Estonia, they find that rural resources (physical, human, immaterial, social and community, and financial) have the potential to extend and upgrade regional development paths, and to enrich existing paths with additional functions. However, merely relying on rural resources to facilitate substantial changes in regional paths does not suffice. Finally, the sixth paper which has been written by Charis Vlado and Dimos Chatzinikolaou analyses the case of business ecosystem policy from a physiological and evolutionary perspective, the so-called “Strategy, Technology and Management” which represents the organic center of the produced innovation, inside a socioeconomic organism. By studying the case of the Eastern Macedonia and Thrace region, one of the less developed regions in Greece, they present an introductory and qualitative field research. The authors outline a new possible direction for policy planning and implementation in order to expand the local business ecosystems’ innovative and competitive competence, especially in the context of a less developed region, by the usage of the ILDI (Institutes of Local Development and Innovation) mechanism. We would sincerely like to thank the authors for their contributions to this special issue. The articles offer us the opportunity to evaluate various facets underneath innovation issues within the context of different peripheral areas. We also thank all the reviewers for their commitment, and for contributing to improving the quality and reliability of the articles. Finally, our special thanks go to the Editor in Chief, Prof. Anna Ujwary-Gil, for her tireless and valuable effort in producing this journal. And, lastly, we hope that all of our readers around the world find these articles an inspiration to conduct more research on these topics in the future.

A participatory alternative to the perennialism and experientialism dominant in transpersonal psychology.

The COVID-19 pandemic has affected every aspect of the modern world, and its impact is felt by all. The pandemic particularly has had a large impact on businesses as they were forced to close, supply chains were disrupted, and new health and safety precautions were adopted. As such, many businesses, especially small businesses, were faced with losses they could not afford. Governments and stakeholders across the world have thus needed to formulate various strategies and interventions to mitigate the negative consequences of the COVID-19 pandemic, particularly as they relate to small- and medium-sized enterprises (SMEs). The Handbook of Research on Strategies and Interventions to Mitigate COVID-19 Impact on SMEs is a comprehensive reference source that encapsulates the overall effect of COVID-19 on SMEs and a variety of strategies to overcome the negative effects and create more sustainable policies and organizations moving forward. The book offers a thorough overview of interventions and tactics to help organizations, entrepreneurs, and institutions of higher learning overcome the negative impact of COVID-19 while preparing policies for a more effective post-pandemic world. Covering topics that include sustainable practices for development, interventions to lessen the impact of COVID-19, and psychological resilience for SME employees, this book is ideal for entrepreneurs, managers, executives, small businesses, family firms, academicians, scholar-practitioners, policymakers, researchers, and students.

These proceedings represent the work of contributors to the 16th European Conference on Innovation and

Entrepreneurship (ECIE 2021), hosted by ISCTE Business School, Instituto Universitário de Lisboa, Portugal on 16-17 September 2021. The Conference Chair is Dr. Florinda Matos and the Programme Co-Chairs are Prof Maria de Fátima Ferreiro, Prof Álvaro Rosoi and Prof Isabel Salavisa all from Instituto Universitário de Lisboa, Portugal. ECIE is a well-established event on the academic research calendar and now in its 16th year, the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at Instituto Universitário de Lisboa, Portugal, but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. The keynote presentation is given by Soumodip Sarkar, Vice-Rector, from University of Évora, Portugal on the topic of Social Intelligence. The second day of the conference will open with an address by Professor Vittorio Loreto, Sapienza University of Rome, Italy, who will talk about Exploring the adjacent possible: play, anticipation, surprise.

The field of business history has changed and grown dramatically over the last few years. There is less interest in the traditional 'company-centred' approach and more concern about the wider business context. With the growth of multinational corporations in the 1980s, international and inter-firm comparisons have gained in importance. In addition, there has been a move towards improving links with mainstream economic, financial and social history through techniques and outlook. The International Bibliography of Business History brings all of the strands together and provides the user with a comprehensive guide to the literature in the field. The Bibliography is a unique volume which covers the depth and breadth of research in business history. This exhaustive volume has been compiled by a team of subject specialists from around the world under the editorship of three prestigious business historians.

At a time when diplomatic practices and the demands imposed on diplomats are changing quite radically, and many foreign ministries feel they are being left behind, there is a need to understand the various forces that are affecting the profession. Diplomacy remains a salient activity in today's world in which the basic authoritative actor is still the state. At the same time, in some respects the practice of diplomacy is undergoing significant, even radical, changes to the context, tools, actors and domain of the trade. These changes spring from the changing nature of the state, the changing nature of the world order, and the interplay between them. One way of describing this is to say that we are seeing increased interaction between two forms of diplomacy, 'club diplomacy' and 'network diplomacy'. The former is based on a small number of players, a highly hierarchical structure, based largely on written communication and on low transparency; the latter is based on a much larger number of players (particularly of civil society), a flatter structure, a more significant oral component, and greater transparency. The Oxford Handbook of Modern Diplomacy is an authoritative reference tool for

those studying and practicing modern diplomacy. It provides an up-to-date compendium of the latest developments in the field. Written by practitioners and scholars, the Handbook describes the elements of constancy and continuity and the changes that are affecting diplomacy. The Handbook goes further and gives insight to where the profession is headed in the future. Co-edited by three distinguished academics and former practitioners, the Handbook provides comprehensive analysis and description of the state of diplomacy in the 21st Century and is an essential resource for diplomats, practitioners and academics.

This proceedings volume brings together the results of a corporate discussion on research, academic teaching and education in the field of business and economics in the context of globalization. The contributions examine leadership and sustainability, quality and governance and the internationalization of higher education. With a particular focus on business education and business schools, the book discusses the labor market and modernization as well as contemporary trends and challenges. By including both academic papers and contributions from industry, it forges research links between academia, business and industry.

The world is witnessing an increase in innovation both in start-ups and in SMEs, and the implementation of innovation is having a substantial impact on the knowledge of the economy. The ability of human beings to create new knowledge can be defined as a basic skill in a global economy, which involves learning as an essential dynamism of the competition. Following this and considering the need for developing standards and guidelines for innovation, organizations have been working on developing and updating a set of documents to help the innovators and the innovative companies work better. Knowledge-Driven Innovation in Start-Ups and SMEs: Emerging Research and Opportunities is a collection of innovative research on the methods and applications of standardization and guideline creation in business innovation, such as those implemented by the Organisation for Economic Co-operation and Development (OECD). While highlighting topics including business analysis, market research, and intellectual property, this book is ideally designed for market researchers, business professionals, academicians, and students seeking current research on innovative processes and approaches for organizations.

Currently, most organizations are dependent on IS/ICT in order to support their business strategies. IS/ICT can promote the implementation of strategies and enhancers of optimization of the various aspects of the business. In market enterprises and social organizations, digital economy and ICTs are important tools that can empower social entrepreneurship initiatives to develop, fund, and implement new and innovative solutions to social, cultural, and environmental problems. The Handbook of Research on Multidisciplinary Approaches to Entrepreneurship, Innovation, and ICTs is an essential reference source that discusses the digitalization techniques of the modern workforce as well as

important tools empowering social entrepreneurship initiatives. Featuring research on topics such as agile business analysis, multicultural workforce, and human resource management, this book is ideally designed for business managers, entrepreneurs, IT consultants, researchers, industry professionals, human resource consultants, academicians, and students.

This book constitutes the refereed proceedings of the 10th International Conference on Software Business, ICSOB 2019, held in Jyväskylä, Finland, in November 2019. On the occasion of its tenth anniversary the conference theme this year was “The First Decade and Beyond” and focused on the development during the past decade, addressing the future of software-intensive business as well as studies on new and emerging ideas. The 18 full papers and 10 short papers presented together with 3 invited talks, 6 emerging research papers and a tutorial were carefully reviewed and selected from 52 submissions. They are organized in the following topical sections: software ecosystems; management of software products; continual improvement and product development; impacts of digitalization; software business education; software startups and digital business.

Our intention with this special issue is to continue a rich, scholarly dialogue on producing insightful qualitative research in the management field. Being engaged in fieldwork through varied research endeavors, we have experienced challenges and uncertainties when doing qualitative research (e.g., Najda-Janoszka, 2016a, 2016b; Daba-Buzoianu, Bira, Tudorie & Duduciuc, 2017; Daba-Buzoianu & Bira, 2017). Despite a growing number of studies pertaining to the interpretative approach, there are no universal standards for conducting qualitative inquiry (Bluhm, Harman, Lee, & Mitchell, 2010; Cassell & Symon, 2015). Moreover, advocates of qualitative research have been arguing against development of such standards (Sinkovics & Alfoldi, 2012; Pratt, 2009), because it could put at risk the fluid and emergent nature of qualitative research (Cassell & Symon, 2015). Hence, the enduring dilemma relates to the balance between the creative, inherent messiness of qualitative research and methodological rigor (Cyfert, 2014; Sinkovics & Alfoldi, 2012). We agree with the standpoint of Symon, - Cassell and Johnson (2016) that evaluation criteria should not marginalize alternative perspectives nor impose unified normative practices. Representing different research backgrounds (strategic management, communication) as well as perspectives (organizational, individual) we have discussed promising opportunities for management studies stemming from confronting distinct research traditions within an interpretive approach. The biennial conference, Qualitative Research in Communication (QRC) in Bucharest, provided the perfect environment to enhance such a debate and resulted in a call for this special issue. Papers included in the issue do not contribute to the standardization trend but are expected to show the diversity of methods used and phenomena studied in the qualitative research in management.

The nine papers published in this issue of the Journal of Entrepreneurship, Management and Innovation point to various problems which are important for effective management in a turbulent and dynamically changing contemporary market. The authors of the articles come from universities in the Czech Republic, Italy, the Republic of Moldova, Nigeria, Poland, Taiwan and Ukraine. The scientists present current and original views on issues related to: research & development expenditure and innovation levels in EU countries; the role of innovative entrepreneurship in economic development; the competitiveness of small innovative companies; social networking in family businesses; the connections between socioemotional wealth and competitive advantage of family firms; agrirural entrepreneurial alertness; the assessment of human resources` interactions; the impact of seasonality on employment in tourism; and socio-economic clients' requirements for food packaging. However, regardless of the subject matter, all the papers indicate an organizational framework and solutions for achieving success in a competitive market. The first article, by Radka MacGregor Pelikánová, addresses R&D expenditure and innovations in the EU, which are the foundations for competitiveness in contemporary economies. The author focuses on the following three essential questions: How much is spent on R&D? How many patentable inventions are filed and succeed, and how many other ideas lead to innovations? Is it possible to imply a potential relationship and what are the trends? The described study entailed secondary data while exploring hard data sources, such as Eurostat and the European Patent Office databases, official or legislative documents, such as Europe 2020, and the academic literature. Furthermore, the author used direct observations, field search and her own experience, gained over 20 years by participating in many patent applications and other instruments protecting future innovations. Answering the questions, it was found that: the 3% threshold will not be met in the larger part of the EU, the number of patent applications and granted patents keep growing along with digitalization, and the possibility of a relationship between these factors and trends exists but is not conclusive or dramatically strong. The research challenge, taken by Radka MacGregor Pelikánová, requires an appreciation that, as she notes, "one of the limitations of the study was caused by the intangible, ephemeral and hardly predictable nature of innovations, and the impossibility to collect and mathematically process all the involved phenomena." The second paper, written by Rodica Crudu, refers to the importance of entrepreneurship in driving innovation, economic growth and welfare, as well as job creation, and draws attention to the fact that innovation is seen as a driving force in the economic development of nations. Since innovative entrepreneurship has begun to be considered a key factor in modern economic development, finding a prominent place at the core of the European Union's development strategy – Europe 2020, the author aims to analyse the role of innovative entrepreneurship in the economic development of EU member states by testing a model that captures new or young innovative firms as manifestations of innovative entrepreneurship along with determinants of economic growth

rates. The key findings of the paper show that innovative entrepreneurs are more often present in countries with higher development levels and higher incomes, being motivated by the improvement opportunity they see in becoming entrepreneurs. However, a higher degree of entrepreneurship, especially in the creation of new firms, does not substantially contribute to accelerated economic development. This is explained by the variation in the motivation (necessity or improvement-oriented) of entrepreneurs across EU countries. In developed countries, entrepreneurs are most likely to be of Schumpeterian type, while in developing countries most of them are shopkeepers. The presented paper has significant practical implications for decision and policy-making authorities in terms of the possible directions of innovative entrepreneurship policy development, including friendlier and more efficient policies aimed at the creation of new firms and the development of SME-supporting tools. Edward Stawasz, whose paper is based on the results of conducted research, carried out an analysis and evaluation of the importance of selected determinants of competitiveness of small innovative enterprises operating in international markets and using business advice services. The first part of this article is a comprehensive literature review concerning the identification of determinants of competitiveness of small enterprises and the characteristics of motives for using, as well as the areas and effects of using, business advice. The second part of the article presents an analysis of the results of a survey conducted among 67 small, innovative enterprises operating in international markets and at the same time using business advice services, carried out with the use of the CATI method. The conducted analysis has shown that the use of business advice extends the scope of determinants of competitiveness of enterprises operating in international markets. Business advice can be considered an effective factor in improving the competitiveness of enterprises already characterized by high competitiveness, which means that a high level of competitiveness favors the effectiveness of the use of business advice. An important conclusion reached by the author is the existence of a positive relationship between business advice and enterprises' capacity to absorb business knowledge. Therefore, improving the competitiveness of enterprises requires using business advice and improving the business knowledge absorptive capacity. The focus of the next article, written by Kenneth Chukwujiokwe Agbim, is the conceptual considerations regarding social networking and family businesses, presented in a review of the contribution of social networking to the financial and non-financial performance of family businesses. Based on an analysis of 55 peer-reviewed, published journal articles, the author identified the most frequently used social networking platforms, the measures of financial performance, the measures and proxies of non-financial performance, and the differences between the financial and non-financial performance. The study proposes the use of both financial and non-financial measures in assessing the performance of family businesses due to their complementary roles. Therefore, the presented research contributes to the family business literature by highlighting the

importance of combining financial and non-financial measures in assessing family business performance, indicating that due to the specificity of a family business, its performance should be assessed in such a joint manner. The research topic of the fifth article, by Katarzyna Bratnicka-Myśliwiec and Martyna Wronka-Poźpiech, is socioemotional wealth in the context of competitive advantages of family businesses. These authors argue that socioemotional wealth may trigger or limit family firms' strategic initiatives that ultimately shape their competitive advantage. The basic assumption is that, unlike non-family firms, family businesses have some unique qualities that should be considered. The research was conducted in almost two hundred firms through a telephone survey. The obtained results reveal that, indeed, socioemotional wealth and competitive advantage are partially associated, and socioemotional wealth can be regarded as an important strategic antecedent to firm performance. Therefore, the first main theoretical implication is the emphasis on the importance of socioemotional wealth as a strategic resource. The second main conclusion is the recommendation that socioemotional wealth is a relevant determinant of competitive advantage. Family businesses rely on more complex social dynamics than the dynamics of a pure market, where the informal sphere is critical for current functioning. Moreover, the connections between family business attributes and firm performance are by no means easy to understand. Consequently, this paper makes a significant contribution to the scientific literature. In the next article Chaoyun Liang presents research on agrirural entrepreneurship and the results of a series of three studies conducted to develop a measure of entrepreneurial alertness in the agrirural environment which is empirically valid, easy to use, and can analyze how the personality traits of agrirural entrepreneurs affect their entrepreneurial alertness. The results indicate that both extraversion and openness affect all of the dimensions of entrepreneurial alertness, whereas conscientiousness only influences scanning and searching, and agreeableness has an impact solely on evaluation and judgment. The presented findings also demonstrate the interactive relationships between extraversion and openness for all of the dimensions of entrepreneurial alertness. The research provides a new understanding of how agrirural entrepreneurial alertness can be assessed more practically and how personality traits can help predict various dimensions of agrirural entrepreneurial alertness. The author states that, due to the fact that agriculture remains the basis of socioeconomic development, governments worldwide are actively formulating relevant policies to aid in the restructuring and upscaling of their agricultural industries. Thus, providing essential guidance in agricultural entrepreneurship for diversifying rural regions should be their central concern. Therefore, recognizing and interpreting opportunities are the most crucial abilities that should be fostered in developing agrirural entrepreneurship. The seventh paper is devoted to the subject of human resources, in particular interactions. The author of this text is Anna Pereverzieva, who indicates that there is a need to develop a methodological approach to the assessment of united

communities` human resources` level of interactions. Hence, in light of the gap in the scientific literature, she tries to determine such an approach. The author`s work is based on the example of a united community and a structural unit and, in addition, considers two determinants of human resources` interactions – the group size and the nature of labor. As a tool of the empirical study, the author used expert assessment and the application of certain mathematical dependencies that allowed the coefficient of interactions to be determined. It transpired that small groups with intellectual labor have higher levels of interactions than large groups with a predominance of manual labor. It is worth noting that the proposition of a methodical approach is universal and might be used by both communities and business entities. Moreover, an additional advantage of the study is the proposal of a 4-stage procedure for assessing the level of human resources` interactions. The eighth paper, written by Aleksandra Grobelna and Katarzyna Skrzyszewska, connects tourism seasonality with employment in the travel and tourism sector. The issue, raised by these authors, is a current and important topic, since nowadays seasonality plays a decisive role in creating demand in the tourist industry. The problem is investigated from the perspective of tourism and hospitality students of higher educational institutions located in the northern part of Poland (Southern Baltic Sea Region). The main point of the authors` interest was the students` attitudes towards seasonality in tourism employment and its impact on students` tourism employment aspirations. As a research method, a direct questionnaire was used and the obtained data were analyzed statistically. According to one of the conclusions, more students agree that seasonality contributes positively rather than negatively to tourism employment. The authors indicate that the depicted results of the research study can be of substantial importance to managers in the industry, which suffers from low employment status and experiences chronic shortages of skilled and well-qualified employees. The last article by Agnieszka Cholewa-Wójcik, Agnieszka Kawecka, Carlo Ingrao and Valentina Siracusa presents interesting results of research on the requirements for packaging to answer contemporary consumers` needs. The study represents a holistic approach to the topic. The authors conducted a survey among clients of shopping malls in the Małopolska region of Poland. Analysis of the obtained data indicated the following order of priority of consumers` needs: ensuring safety, meeting legal regulations, wants related to lifestyle, improving consumers` life quality through added value, and protection of the environment. Furthermore, the team of authors proposed the model packaging. According to them, modern food packaging should be characterized by health (safety), simplicity (reduction, convenience), identity (belonging), aesthetics (design), and meaning (sustainability, intelligence). These conclusions have a managerial dimension because they might be valuable premises for developing packaging and introducing innovative solutions in this area. The paper confirms that both the design of food packaging systems and the production of such kinds of packaging should be developed after giving due consideration not only to the technical requirements but

also to the socio-economic and the environmental ones. As the editors of this issue, we would like to thank all the authors for their contribution, and for sharing their own theoretical considerations and the results of empirical research. We are convinced that the presented studies constitute a valuable contribution to management sciences in the area of effective organizational management in a turbulent environment. We would also like to thank the reviewers for their efforts in reviewing the articles for this issue, as well as their valuable comments and suggestions that have influenced its final shape. We hope that the articles presented in this issue will interest readers, scientists and researchers from around the world, in addition to inspiring them to conduct further research on the topics discussed.

This new collection provides a much needed retrospective view of the key academic work published in this area. The papers here highlight the importance of studying entrepreneurship from a wide range of perspectives, including research that derives from economics, history, sociology, psychology and from different business disciplinary bases such as marketing, finance and strategy. The overall focus in this set is on "entrepreneurial" activity, rather than specifically small or family-owned business and favours research articles over those that deal purely with practice.

This reference book is an IGI Global Core Reference for 2019 as it provides trending research on family businesses. With the recent boom in entrepreneurship and the maker market, this publication will provide the timeliest research outlining how family businesses can enhance their business practices to ensure sustainability. The Handbook of Research on Entrepreneurial Leadership and Competitive Strategy in Family Business is a collection of innovative research on business and leadership strategies that can be applied to family firms in order to boost efficiency, competitiveness, and optimal use of resource allocation to compete internationally. While highlighting topics including global leadership, knowledge creation, and market performance, this book is ideally designed for business managers, management professionals, executives, researchers, academicians, and students seeking current research on the entrepreneurship role of family businesses in the modern economic age.

Post COVID-19 pandemic, researchers have been evaluating the healthcare system for improvements that can be made. Understanding global healthcare systems' operations is essential to preventative measures to be taken for the next global health crisis. A key part to bettering healthcare is the implementation of information management and One Health. The Handbook of Research on Information Management and One Health evaluates the concepts in global health and the application of essential information management in healthcare organizational strategic contexts. This text promotes understanding in how evaluation health and information management are decisive for health planning, management, and implementation of the One Health concept. Covering topics like development partnerships, global health, and the nature of pandemics, this text is essential for health administrators, policymakers, government officials, public health officials,

information systems experts, data scientists, analysts, health information science and global health scholars, researchers, practitioners, doctors, students, and academicians.

Information is considered both an essential element of organizational design and an asset to be processed and managed. Further research on and application of topics relating to the architecture, management, and use of information is imperative to organizational success. The Handbook of Research on Information Architecture and Management in Modern Organizations focuses on information as an essential element of organizational design and emphasizes the strategic role of knowledge transfer and management in organizations across industries. Taking a cross-disciplinary approach to information architecture and management, this publication draws on research essential to diverse organizations and is designed for use by business professionals, researchers, academicians, and upper-level students. This comprehensive reference work features key research and concepts on topics related to information functionality, information modeling, information overload, information retrieval, innovation management, organizational architecture, informed governance, and relevant applications across industries.

The literature on family business has developed significantly over the last years. However, efforts remain to summarize and systematize the main aspects that affect the behavior of this type of company. In this regard, the topic of strategic management has been developed. In this sense, it is especially important to recognize how the family decisively influences the behavior of the company and also to identify how the existence of the company affects family dynamics. Those who manage family businesses, whether family or not, must reconcile both perspectives (business and family) in the definition of strategic objectives, allowing sustainability and continuity in this type of organization. The Handbook of Research on the Strategic Management of Family Businesses provides emerging research that covers how strategic management in the family business has been developed and identifies the objectives that sustain this strategic behavior, the main areas of analysis (family and business), the definition of strategies, and their implementation. Also, the authors of this book review the different scenarios for family firms and propose strategies to tackle the challenges and seize the possibilities to grow in a competitive and dynamic environment. Featuring coverage on a broad range of topics such as human capital, organizational leadership, and knowledge creation, this book is ideally designed for family firms, managers, advisors, consultants, policymakers, business professionals, executives, entrepreneurs, researchers, academicians, and students.

The sports industry had impressive global growth over the years, with factors from the introduction of e-sports and new streaming and viewing methods to sponsorships and digital media contributing to its rise. However, the COVID-19 pandemic brought upon a rapid change in this sector. Sports' seasons ended abruptly, people's escape from reality

suddenly vanished, their spending attitudes changed, live games and commercial flights were suspended, hotels were impossible to book, and consumers practically turned into prisoners within their own homes. No live sports matches were to follow on any media either, so specialized sports channels were forced to play old recordings rather than broadcasting new events. Even athletes themselves struggle to stay relevant and thus, try to utilize creative methods to enhance their brand value in these difficult times. With most of the sports leagues shut down during the pandemic, with a few exceptions which performed in empty venues, the restrictions diminished the sports experience compared to the pre-COVID-19 era and the impacts were widespread. Impacts and Implications for the Sports Industry in the Post-COVID-19 Era explores the changes that have been and will continue to be created by the unexpected disruptions that occurred as a result of the pandemic within the sports industry, fans consumption, and recreational habits. The chapters explore the status of sports after the pandemic, paths to recovery, and the future of sports, along with the many impacts and issues that have arisen due to changes in the industry necessitated by COVID-19. Covering important topics such as mental health, impacts on athletes and coaches, the market value for professional sports, consumer behavior during COVID-19, and the changes in marketing, tourism, and business, this book is ideally intended for sports managers, marketers, broadcasting agencies, media specialists, brand managers, fitness professionals, practitioners, stakeholders, researchers, academicians, and students interested in the impacts on the sports industry and the outlook for sports in the post-COVID-19 era.

Western business owners and managers are increasingly interested in doing business in Mexico. Yet few have thoroughly investigated the business climate and culture in Latin America's largest economy. This collection of new essays by contributors who work in and research the business culture of Mexico takes a combined academic and real-world look at the country's vibrant and dynamic commerce. Topics include business and the government, conceptions of time, Mexican entrepreneurialism and the place of women in business.

This book is based on the work of the YEEES Research Centre, an international network of scientists from partner universities in Germany, Mozambique, Namibia and South Africa. It presents inter- and transdisciplinary research that explores different ways of understanding resilience, an essential characteristic for systems, organizations and people – providing them with strength in the face of attacks and challenges, and both enabling and fostering constant adaptation and improvement. Building resilience to face today's ever-changing societal and environmental realities requires unbiased research activities that transcend the borders of countries and academic disciplines alike. The research addressed in this book, thus, is multidisciplinary and includes contributions to areas such as sustainable agriculture, entrepreneurial ecosystems, and smart communities, as well as groundbreaking work on skills development and ICT education. Highlighting the variety of research activities and their outcomes, this book offers a valuable resource for researchers and practitioners in the fields of sustainable resilience development.

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Economic challenges are becoming very difficult to manage throughout the world, and entrepreneurship can play a key role in handling these new realities. Due to this, academic institutions must update their study programs and knowledge, modernize their curricula, and integrate research activities in their degree programs that encompass topics about and related to entrepreneurship. Developing Entrepreneurial Ecosystems in Academia provides implications, best practices, and approaches for countries to improve their economic systems using entrepreneurship and increasing entrepreneurial education. As the world population is expanding and resources are shrinking, it creates a challenging environment for people in low-income and transition economies, as well as developed countries. This book discusses entrepreneurship and entrepreneurial education as a potential solution and critical concept. Covering a range of topics such as financial education and entrepreneurial management, it is ideal for instructors, academicians, researchers, practitioners, business professionals, policymakers, and students.

This study looks at entrepreneurial history from three angles: Entrepreneurial Typologies; Business Leaders; and Culture vs Institutions. The previous scarcity of material makes this collection of eight papers an invaluable resource and should encourage further analysis.

With the current upsurge of Industry 4.0, the way manufacturers assemble their products to sell in a competitive market has changed, guided by the SMART strategy. Only the most adaptable and suitable firms will be able to survive in this new business and economic world, and in this sense, the combination of (formal and informal) formation and working experience exerted by senior entrepreneurs will generate competitive advantages in the firms they work. Senior Entrepreneurship and Aging in Modern Business is an essential reference source that discusses senior entrepreneurship, its benefits to companies due to its combination of practical experience and training, and the impact technology has on it. Featuring research on topics such as human capital, value creation, and organizational success, this book is ideally designed for entrepreneurs, executives, managers, policymakers, professionals, researchers, business administrators, academicians, and students.

This Special Issue aims to provide an extensive mapping of policies in the promotion of ethnic entrepreneurship in a number of countries. It is motivated by the desire of national and municipal Governments to create an environment conducive to setting up and developing SMEs in general and immigrant businesses in particular. Furthermore it also highlights how the third sector has also had a crucial role in the reinforcement of immigrant entrepreneurship, and provides indications of how best to address this issue at a Governmental level in the future. Now in a fully revised and updated edition including new primary sources and illustrations, this comprehensive and balanced history of modern Korea explores the social, economic, and political issues it has faced since being catapulted into the wider world at the end of the nineteenth century. Placing this formerly insular society in a global context, Michael J. Seth describes how this ancient, culturally and ethnically homogeneous society first fell victim to Japanese imperialist expansionism, and then was arbitrarily divided in half after World War II. Seth traces the postwar paths of the two Koreas—with different political and social systems and different geopolitical orientations—as they evolved into sharply contrasting societies. South Korea, after an unpromising start, became one of the few postcolonial developing states to enter the ranks of the first world, with a globally competitive economy, a democratic political system, and a cosmopolitan and dynamic culture. By contrast, North Korea became one of the world's most totalitarian and isolated societies, a nuclear power with an impoverished and famine-stricken population. Considering the radically different and historically unprecedented trajectories of the two Koreas, Seth assesses the insights they offer for understanding not only modern Korea but the broader perspective of world history. All readers looking for a balanced, knowledgeable history will be richly rewarded with this clear and concise book.

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This collection of essays explores two traditions of interpreting and manipulating nature in the early-modern and nineteenth-century Iberian world: one instrumental and imperial, the other patriotic and national. Imperial representations laid the ground for the epistemological transformations of the so-called Scientific Revolutions. The patriotic narratives lie at the core of the first modern representations of the racialized body, Humboldtian theories of biodistribution, and views of the landscape as a historical text representing different layers of historical memory.

This book presents a curated collection of research on ethnic entrepreneurship, focusing on the informal sector. The common theme of the expert contributions is that entrepreneurial motivation to start informal business is paramount to ethnic groups. In particular, the book explores the factors influencing ethnic groups to start informal businesses and how this creates innovative business activity. It also charts the evolution of ethnic entrepreneurship and informal businesses in advanced and emerging economies; the diversity of entrepreneurial strategies; the economics of co-ethnic employment; and the issues surrounding immigrant entrepreneurship. The book is a valuable resource for researchers in the field of informal ethnic entrepreneurship, as well as for policy makers and entrepreneurs.

In modern society, it has become increasingly important to consumers that their products be environmentally safe. Green marketing is the most efficient way for corporations to convey that their merchandise is environmentally ethical, which in turn increases profit. *Green Marketing and Environmental Responsibility in Modern Corporations* is a comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable products. Featuring comprehensive coverage across a range of relevant topics such as green consumption, organic food products, supply chain performance, and ecological marketing, this publication is an ideal reference source for professionals, practitioners, academics, and researchers interested in the latest material on sustainable corporate operations.

Ranked 100th among 190 countries for ease of doing business, India is not the choicest place for start-ups. Only a handful of founders have been able to beat the odds. What's in their journey that can be dissected and emulated? This curiosity led Nistha Tripathi to pursue these founders, who rose from humble beginnings yet made a dent in the Indian start-up universe, including a couple of founders from the Silicon Valley. This book is a record of her 18-month odyssey. In her incisive one-on-one interviews with 15 ambitious founders from India, including Girish Mathrubootham, Nithin Kamath, Jaydeep Barman, Gaurav Munjal and Tarun Mehta among others, Nistha uncovers the decisions and insights that led these start-up founders to find their unique roadmap to success. One thing underlined all the stories—the founders' belief in 'No Shortcuts'. Read the never-heard stories of Freshworks, Faasos, Unacademy, Zerodha, Slideshare, Pulse, Aspiring Minds, Madhouse/Morpheus, Akosha, Ather Energy, Instablogs, Greyb, LikeaLittle, Wingify and Fashiate.

The Bribery Act 2010 is the most significant reform of UK bribery law in a century. This critical analysis offers an explanation of the Act, makes comparisons with similar legislation in other jurisdictions and provides a critical commentary, from both a UK and a US perspective, on the collapse of the distinction between public and private sector bribery. Drawing on their academic and practical experience, the contributors also analyse the prospects for enforcement and the difficulties facing lawyers seeking asset recovery following the laundering of the proceeds of bribery. International perspectives are provided via comparisons with the law in Spain, Hong Kong, the USA and Italy, together with broader analysis of the application of the law in relation to EU anti-corruption initiatives, international development and the arms trade. This accessible guide to the rapidly growing and interdisciplinary field of modern economic sociology offers critical insights into its fundamental concepts and developments. International in scope, contributions from leading economic sociologists and sociologically-minded

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economists explore the intersections and implications for theory and empirical research in both disciplines.

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