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OECD Public Governance Reviews Public Procurement in Germany Strategic Dimensions for Well-being and Growth Sustainable Approaches in Textiles and Fashion Gendering Theory in Marketing and Consumer Research Indonesia-Taiwan Relations Corporate Social Responsibility in Europe Voices of pedagogical development – Expanding, enhancing and exploring higher education language learning Personal and Professional Development for Business Students Enhancing Board Effectiveness Commodity Option Pricing Publicidad contagiosa Öffentliche Vergabe in Deutschland Strategische Ansatzpunkte zum Wohl der Menschen und für wirtschaftliches Wachstum Econometrics as a Con Art Classroom Interaction Architectural Data Flow Analysis for Detecting Violations of Confidentiality Requirements BREXIT - and Its Impact On India's Export Business Centralising Public Procurement Digital Transformation Management Transforming Corporate Governance and Developing Models for Board Effectiveness Willingness to Pay Framework The Palgrave Handbook of Leadership in Transforming Asia Strategic Social Media Nonviolent Political Economy Handbook of Business Communication Information Technology - New Generations Proceedings of the Regional Conference on Science, Technology and Social Sciences (RCSTSS 2016) the Global Leadership-Lab New Perspectives for Environmental Policies Through Behavioral Economics Fashion and the Consumer Revolution in Contemporary Russia Teachers' Unions and Education Reform in Comparative Contexts Sustainability For Beginners: Introduction And Business Prospects Gce A Level Economics: The Examination Skills Guide (Second Edition) Все, что вы хотели знать о моделировании биткойна, но боялись спросить. Часть I Прикладная эконометрика No4 (44) 2016 Global Leadership Practices Research Handbook on EU Public Procurement Law Business modelování Vertrauen in der Share Economy Tüketici Davranışları 4- Güncel Akademik Çalışmalar Neljäs aalto Gehaltsobergrenzen im Berufssport in den USA und Europa

OECD Public Governance Reviews Public Procurement in Germany Strategic Dimensions for Well-being and Growth

2019-08-26

as the largest economy in europe germany has a massive public procurement market accounting for around 15 of gdp eur 500 billion per year and affecting many areas of the economy and society

Sustainable Approaches in Textiles and Fashion

2022-05-29

this second volume in this set of books discusses various sustainable approaches in textiles and the fashion sector with a focus on consumerism and the supply chain sustainability is one of the important aspects in today s industrial context and is no exception to textiles and fashion sustainability and strict adherence to the principles of sustainability has become as one of the essential needs again for any industrial sector including textiles and fashion there are countless measures in terms of various approaches to make the textiles and fashion sector sustainable these measures but not limited to ranging from innovating and implementing new fibres and raw materials introducing innovative manufacturing methods chemicals processes to focus on all the possible stages of a textile product s life cycle from cradle to grave these approaches include making the textiles and fashion sector circular and also development of new products from sustainable raw materials processes or combination of both

Gendering Theory in Marketing and Consumer Research

2018-10-03

gendering theory in marketing and consumer research showcases state of the art scholarship on gender in the field of marketing and consumer research the book presents seven original contributions by a group of internationally renowned academics who take up the task of theorising gender and gendering theory in new ways accommodating recent intersectional material discursive and practice

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oriented theorisations connecting the study of marketing and consumer behaviour to different theoretical perspectives on gender the contributors explore and critically examine the gendered nature and dimensions of contemporary marketplace activity through innovative conceptual development and insightful empirical analyses the book offers important scholarly contributions to the literature on gender marketing and consumer research and advances our understanding of gender as lived experience and socially regulated performance it also frequently employ an intersectionalist perspective theorising gender as only a part of one s subject position which is constituted by mutually reinforcing categories the book will be essential reading for students scholars and practitioners who are interested in the implications and contemporary manifestations of gender as a cultural category in the marketplace this book was originally published as a special issue of the journal of marketing management

Indonesia-Taiwan Relations

2021-05-17

this book is written in dual language english mandarin this book is a collection of researches from the taiwan studies project research team of bina nusantara university this book consists of three parts first the relationship between indonesia and taiwan in the context of the new southbound policy this part describes the collaboration scheme of the taiwanese government industry and high school in indonesia to improve human resource competencies by providing scholarships for economically disadvantaged indonesian students to study in taiwan it also illustrates the obstacles faced in implementing the new southbound policy in indonesia due to the language and culture constraints of taiwan and indonesia second part discusses about cross culture through cultural acculturation research it is hoped that indonesia and taiwan will better acknowledge each other s culture and realize the similarities in culture especially in the potehi puppet show which is still performed in taiwan today by using hokkien whereas the potehi puppet show in indonesia already uses indonesian regional languages besides hokkien also the influence of chinese culture on betawi bridal dress this closeness in history and culture is expected to be the glue of taiwan and indonesia relations last the third part illustrates the binus university lecturers visitation to taiwan they visit several places and indonesian young people who obtained a scholarship from university in taiwan from this visitation readers will better understand the good intentions of the taiwanese government to help the development of the indonesian economy by providing opportunities for young indonesians to become educated and trained personnel when they graduate from higher institutions

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Corporate Social Responsibility in Europe

2015-02-12

this book explores the current state of corporate social responsibility csr in 24 european nations examining the state of the development and practice of csr and sustainability for organizations in these countries the common denominator for all of the book s 25 chapters is a management perspective rather than an ethical discourse the book therefore represents a comprehensive survey of initiatives and activities in the field of csr and provides a wealth of complete cases and examples for different approaches to sustainable and responsible management practice the book also reviews the relevant political and governmental guidelines and frameworks for organizations both on a national and a european level europe has taken a leading role in the promotion and implementation of csr this book showcases how through csr enterprises can significantly contribute to achieving the european union s treaty objectives of sustainable development and a highly competitive social market economy

Voices of pedagogical development – Expanding, enhancing and exploring higher education language learning

2015-09-15

voices of pedagogical development is a collection of articles written by teacher researchers at the university of jyväskylä language centre it shares the fruits of their ideas and development work in the areas of academic literacies new forms of teaching and learning and internationalisation part one aims at establishing and expanding perspectives on the multilayered and multivoiced reality of pedagogical development in higher education part two looks at how practices can be enhanced by engaging teachers students and other cooperating partners in reflection and development part three focuses on exploring perceptions of language language learning and literature as a whole the collection represents a spectrum of approaches and shows the various stages of pedagogical thinking and perception it provides insights into pedagogical development in higher education language teaching through an examination of policies perceptions and practices

Personal and Professional Development for Business Students

2015-03-16

this book clearly approaches the 21st century skills issue hands on reflective thorough a definite must have for students professionals and he institutions nieke campagne careers policy advisor leiden university the netherlands whether you are about to embark on your business degree programme are already a business student or are a business graduate this book helps you to develop yourself and your career in ways which will benefit you your current and future employers and society focused on developing study and personal skills to enhance your employability it provides insights and practical guidance on developing a skill set and competencies that will be valued by employers including team working critical thinking networking managing emotion and managing technological change self profiling through career and life planning and self presentation through career communication volunteering and internships becoming a global business practitioner able to anticipate economic and cultural change understand a diversity of world views and the idea of global responsibility becoming a responsible and ethical business practitioner embodying virtues and values which are increasingly sought after by employers in line with consumer expectations the first thing i really love about paul dowson s hugely comprehensive book is its clarity he takes complex themes and turns them into accessible learning outcomes the other thing to love is its humanity it is insightful and borne of a deep concern about how students transition from higher education to working life and citizenship jane artess director of research higher education careers services unit hecsu uk

Enhancing Board Effectiveness

2019-03-07

enhancing board effectiveness seeks to examine the conceptualization and role of the board in a variety of contexts and articulate solutions for improving the effectiveness of the board especially in developing and emerging markets enhancing board effectiveness with therefore address the following central questions to what extent is the concept and role of the board evolving what rights powers responsibilities and other contemporary and historical experiences can enhance the effectiveness of the board especially in the particular contexts of developing and emerging markets what socio economic political regulatory and institutional factors actors influence the effectiveness of the board and how can the policies and practices of such actors exert such influences in what ways can a reconstructed

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concept of the board serve as a tool for theoretical analytical regulatory and pragmatic assessment of its effectiveness in examining this issues enhancing board effectiveness will investigate theoretical socio economic historical empirical regulatory comparative and inter disciplinary approaches academics in the relevant fields of accounting behavioural psychology economics development studies financial regulation law and management organizational studies political economy and public administration will find this book of high interest

Commodity Option Pricing

2014-04-21

commodity option pricing a practitioner s guide covers commodity option pricing for quantitative analysts traders or structurers in banks hedge funds and commodity trading companies based on the author s industry experience with commodity derivatives this book provides a thorough and mathematical introduction to the various market conventions and models used in commodity option pricing it introduces the various derivative products typically traded for commodities and describes how these models can be calibrated and used for pricing and risk management this book has been developed with input from traders and features examples using real world data together with relevant up to date academic research this book includes practical descriptions of market conventions and quote codes used in commodity markets alongside typical products seen in broker quotes and used in calibration also discussed are commodity models and their mathematical derivation and volatility surface modelling for traded commodity derivatives gold silver and other precious metals are addressed including gold forward and gold lease rates as well as copper aluminium and other base metals crude oil and natural gas refined energy and electricity there are also sections on the products encountered in commodities such as crack spread and spark spread options and alternative commodities such as carbon emissions weather derivatives bandwidth and telecommunications trading plastics and freight commodity option pricing is ideal for anyone working in commodities or aiming to make the transition into the area as well as academics needing to familiarize themselves with the industry conventions of the commodity markets

Publicidad contagiosa

2016-06-30

el marketing viral se inoculó en el panorama profesional publicitario como una vacuna eficaz económica contra la supuesta inmunidad

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de las audiencias a los mensajes comerciales conseguir que fueran los consumidores quienes transmitieran los anuncios espontáneamente entre sus redes sociales se consideró la panacea en un mercado comunicativo sobresaturado sin embargo la publicidad boca a oreja basada en recomendaciones ya conseguía el mismo objetivo desde tiempos ancestrales fueron las tecnologías de la información y de la comunicación las que posibilitaron el salto exponencial hacia la publicidad viral y en consecuencia un cambio de magnitudes sin precedentes los contenidos comerciales pasaban a ser compartibles a escala planetaria a la velocidad de un clic este libro se centra en detectar las claves creativas comunes que detonaron el contagio de 651 vídeos publicitarios entre los usuarios de las redes sociales digitales a partir de un constructo analítico formado por drivers creativos cepas virales y la variable ambigüedad se propone la fórmula $v \propto c \cdot d \cdot c \cdot a$ como base inspiradora para crear publicidad altamente contagiosa

Öffentliche Vergabe in Deutschland Strategische Ansatzpunkte zum Wohl der Menschen und für wirtschaftliches Wachstum

2019-10-11

als größte volkswirtschaft in europa hat deutschland einen großen vergabemarktplatz der ca 15 des bruttinlandsprodukts 500 milliarden euro umfasst und außerdem viele aspekte von wirtschaft und gesellschaft beeinflusst

Econometrics as a Con Art

2017-07-28

imad moosa challenges convention with this comprehensive and compelling critique of econometrics condemning the common practices of misapplied statistical methods in both economics and finance

Classroom Interaction

2015-07-22

internationalisation has had a forceful impact on universities across the anglophone world this book reviews what we know about interaction in the anglophone university classroom describes the challenges students and tutors face and illustrates how they can overcome these challenges by drawing on their own experiences and practices

Architectural Data Flow Analysis for Detecting Violations of Confidentiality Requirements

2022-12-09

software vendors must consider confidentiality especially while creating software architectures because decisions made here are hard to change later our approach represents and analyzes data flows in software architectures systems specify data flows and confidentiality requirements specify limitations of data flows software architects use detected violations of these limitations to improve the system we demonstrate how to integrate our approach into existing development processes

BREXIT - and Its Impact On India's Export Business

2020-05-13

brexit will lead to fundamental changes in the trade relations between the uk and other nations it would pose a challenge to countries such as india that use the uk as a gateway into the eu the loss of the single market would also pose a challenge to the uk and the eu it is too early to tell how the economic rivalry between the uk and the eu will play out in the long run developing economies that depended on the eu are bound to be affected by the rivalry india is one of the countries that would be affected by the economic rivalry the paper uses a review method to determine the impact of brexit on indian companies both at the local and international level it undertakes a review of some of the largest companies in india these companies operate in industries that are bound to be affected by brexit therefore an analysis of the impact of brexit on these companies would depict the impact of brexit on india as a case study the results of the paper show that india would have a positive net effect from brexit regardless of the fact that brexit may lead to losses in trade between the uk and india as india is the source of fdi of the uk brexit would result in making other countries in the eu attractive destinations of the fdi to avoid losing out the uk would try harder to ensure that more capital comes from india the uk may do this by wooing indian companies to ensure they invest in the uk it may provide tax breaks and other incentives nevertheless it is vital for india

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to form stronger ties with the eu since the uk has been india s gateway to the eu this will provide india with a wider access to the eu market loss of subsidies for eu students to study in the uk would necessitate the country to look for an alternative source of students india is one of the markets that the uk would explore in the aftermath of brexit

Centralising Public Procurement

2021-12-09

this timely book examines the ever increasing prevalence of central purchasing bodies cpbs analysing their use and structure across different eu member states it argues that since cpbs are only partially regulated at eu level their operations will depend on the legislation of the individual member states and more importantly on the states distinct practices and traditions comparative contributions consider the legal nature and structures of cpbs across 12 member states and the uk

Digital Transformation Management

2022-02-27

this book addresses key topics related to organization design and knowledge management in the digital economy with organizational context particularly in asia asian nations are moving fast toward the digital economy within which the role of organization design and knowledge management is crucial to support innovative and creative ideas for meeting huge market opportunities where customers are ready for digitalization the book conceptualizes organization design into three dimensions people information and technology and offers readers a unique valued insight bringing new perspectives to understanding emerging business opportunities and challenges in asia it presents a valuable collection of 14 chapters with empirical studies from leading researchers the book addresses digital transformation in companies and organizations in asia analysing how disruptive technologies can help them have more efficient organization processes create innovative products and services be more resilient and achieve sustainable goals in the post pandemic time it fills a gap in the market offering a valuable collection of chapters that combines strategic topics for companies organizations and nations today such as digital economy disruptive technologies big data and knowledge management with a specific focus on the asian region providing rich examples and studies focused in countries and regions within asia written for scholars researchers and other specialists in digitalization

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this book offers a unique collection of insights into the current and future situation in asia

Transforming Corporate Governance and Developing Models for Board Effectiveness

2020-12-25

corporate governance can be considered as an environment of trust ethics moral values and confidence as a synergistic effort of all the constituent parts including stakeholders the public service provides and the corporate sector the actions of an organization and the consequences of those actions has become increasingly concerned with corporate governance as such it is essential to examine the latest concepts and trends that can lead to the development of effective models for corporate boards transforming corporate governance and developing models for board effectiveness is an essential reference source that contains forward thinking research intended to facilitate effective entrepreneurial and prudent management that can deliver the long term success of the company the book discusses the different theories and practices surrounding boards of directors responsibilities and innovative strategies for the governance of their companies that allow them to become and remain successful highlighting topics that include board diversity and independence business ethics and family business governance this book is intended for corporate boards board of directors executives managers business professionals academicians researchers policymakers and students

Willingness to Pay Framework

2021-08-02

this book aims to develop a framework for the assessment of population preferences in climate change mitigation policies by applying a willingness to pay wtp approach and presents the results from several case studies in lithuania on renewable energy generation and renovation in different households these analyses of climate change mitigation policies and measures based on the assessment of their effectiveness provide recommendations for developing innovative measures in other countries since public preferences are variable climate change mitigation policies can change these preferences and allow to form new ones features analyses social benefits of climate change mitigation measures and their integration methods based on assessment of public preferences presents several practical case studies on energy needs where the willingness to pay framework was applied discusses climate change mitigation barriers in energy

sector and the effectiveness of climate change mitigation policies to overcome them provides a novel approach for climate change mitigation policies development in households includes useful information for evaluating and planning policies related to renewable energy investment this book is a useful reference for those in the academic research and business communities policy makers graduate students and professionals involved with climate change mitigation projects

The Palgrave Handbook of Leadership in Transforming Asia

2017-07-25

this handbook provides a comprehensive overview and evaluation of the variety of organizational leadership issues within the asian region it highlights the relationship between leaders and their followers and the complexity of leadership research and practices in asian transformational economies covering a wide range of contexts and perspectives the chapters are based on empirical studies with evidence based findings that can be used as case studies for academics and practitioners the handbook makes significant contributions to leadership theory including practice and assists international researchers practitioners and students in understanding the influence of the asian culture and its impact on leadership

Strategic Social Media

2016-10-31

strategic social media is the first textbook to go beyond the marketing plans and how to guides and provide an overview of the theories action plans and case studies necessary for teaching students and readers about utilizing social media to meet marketing goals explores the best marketing practices for reaching business goals while also providing strategies that students readers can apply to any past present or future social media platform provides comprehensive treatment of social media in five distinct sections landscape messages marketing and business models social change and the future emphasizes social responsibility and ethics and how this relates to capitalizing on market share highlights marketing strategies grounded in research that explains how practitioners can influence audience behaviour each chapter introduces theory practice action plans and case studies to teach students the power and positive possibilities that social media hold

Nonviolent Political Economy

2019-07-05

nonviolent political economy offers a set of theoretical solutions and practical guidelines to build an economy of nonviolence which implies a social state of peacefulness involving minimal violence and minimal destruction of nature the book provides renewed reflections on heterodox economics ecological economics anthropology buddhism gandhianism disarmament and business ethics as well as innovative initiatives such as blue frontiers it also sets out feasible solutions to rebuild countries that have suffered prolonged conflicts such as syria iraq and kurdistan bringing together authors from around the world this collection includes new perspectives on the abolition of profit disarmament obliteration of the consumer society expansion of collective property buddhist and gandhian economies small scale and artisanal production the increasing use of clean energies a gradual reduction in the human population political processes closer to direct and radical democracy and anarchy discussing cutting edge developments this book provides valuable tools to build alternatives to the prevailing models of violent political economy it will be of great interest to a public of critical citizens students and researchers from a range of disciplines and backgrounds and all those seeking to understand the fundamental concepts of nonviolent political economy

Handbook of Business Communication

2017-07-24

in spite of the day to day relevance of business communication it remains underrepresented in standard handbooks and textbooks on applied linguistics the present volume introduces readers to a wide variety of linguistic studies of business communication ranging from traditional lsp approaches to contemporary discourse based work and from the micro level of lexical choice to macro level questions of language policy and culture

Information Technology - New Generations

2018-04-12

this volume presents a collection of peer reviewed scientific articles from the 15th international conference on information technology new generations held at las vegas the collection addresses critical areas of machine learning networking and wireless communications cybersecurity data mining software engineering high performance computing architectures computer vision health bioinformatics and education

Proceedings of the Regional Conference on Science, Technology and Social Sciences (RCSTSS 2016)

2018-07-20

this book features papers addressing a broad range of topics including psychology religious studies natural heritage accounting business communication education and sustainable development it serves as a platform for disseminating research findings by academicians of local regional and global prominence and acts as a catalyst to inspire positive innovations in the development of the region it is also a significant point of reference for academicians and students this collection of selected social sciences papers is based on the theme soaring towards research excellence presented at the regional conference of sciences technology and social sciences rcstss 2016 organised bi annually by universiti teknologi mara cawangan pahang malaysia

the Global Leadership-Lab

2016-12-24

this third issue in our leadership series provides you with a comprehensive analysis of management practices in argentina china georgia germany greece hungary india israel italy japan kazakhstan lebanon malaysia russia and singapore this book shows how domestic leadership conventions often differ significantly from those in other countries comparative desk research focus interviews with and

online polling of c level professionals in the aforementioned countries made us realise how much cultural factors can affect leadership strategies accros the globe this book provides a reference for those aiming at a cross border career or interested in international management issues

New Perspectives for Environmental Policies Through Behavioral Economics

2015-09-25

this book presents essential insights on environmental policy derived from behavioral economics the authors demonstrate the potential of behavioral economics to drive environmental protection and to generate concrete proposals for the efficient design of policy instruments moreover detailed recommendations on how to use nudges and related instruments to move industry and society toward a sustainable course are presented this book addresses the needs of environmental economists behavioral economists and environmental policymakers as well as all readers interested in the intersection between behavioral economics and environmental policy

Fashion and the Consumer Revolution in Contemporary Russia

2014-10-24

this book explores how clothing consumption has changed in russia in the past 20 years as capitalism has grown in a postsocialist state bringing with it a consumer revolution it shows how there has been and continues to be a massive change in the fashion retail market and how ideal lifestyles portrayed in glossy magazines and other media have contributed to the consumer revolution as have shifts in the social structure and everyday life overall the book which includes the findings of extensive original research including in depth interviews with consumers relates changes in fashion and retail to changing outlooks identities and ideologies in russia more generally the mentioned changes are also linked to the theoretical concept of fashion formed in postsocialist society

Teachers' Unions and Education Reform in Comparative Contexts

2017-09-19

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teachers unions have long been controversial and divisive organizations but criticism and distrust of them may be at an all time high this volume considers the prevailing assumption that unions successfully block change in education because they are primarily motivated to protect members interests it challenges the conceptualization of teacher union motivation and provides a more nuanced account of unions interests power and impact through a series of international cases from the united states finland and the canton of zürich this volume examines the hot button issue of performance related pay reform and compensation it argues that a better understanding of the union management relationship may be the key to securing more meaningful change and reform it will be of use to scholars policy makers union leaders teachers and citizens who are interested in the possibilities for the union management relationship rather than the limitations

Sustainability For Beginners: Introduction And Business Prospects

2022-07-28

this book provides a basic introduction to sustainability sustainable developments integrated with current business models and future business prospects in 10 chapters the authors cover a wide array of topics comprehensively in an accessible style of language that will appeal to the uninitiated many eye catching self illustrated artworks coupled with in depth analyses of numerous case studies allow the reader to grasp the theoretical concepts with ease multiple choice exercises at the end of every chapter with answers provided further aid readers in verifying their own understanding sustainability for beginners hopes to encourage effective learning improve abstract thinking and culminate sustainable entrepreneurship among students and innovators

Gce A Level Economics: The Examination Skills Guide (Second Edition)

2023-03-21

why do hard working students who understand all the economic concepts not do well in gce a level economics examinations the reason is surprisingly simple there are two areas that students need to do well in content mastery and economics specific examination skills students who have revised the content thoroughly could still perform poorly because they lack the latter this book is meant to fill this gap by being the first book that makes the full range of these examination skills explicit newly updated to follow the 2023 economics

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syllabus the skills covered in this book are organized by question type the first section covers the skills needed to answer case study questions and the second section covers the skills needed to answer essay questions each skill is illustrated using worked examples of examination type materials and questions at the end of each section a summary of the skills required is provided to enable students to do a quick revision before the relevant papers

Все, что вы хотели знать о моделировании биткойна, но боялись спросить. Часть I

2022-01-29

Биткойн это децентрализованная цифровая валюта и платежная система с открытым кодом Она привлекла к себе значительное внимание и глобальный интерес возрастающее число статей посвящено вопросам ее операционной экономической и финансовой жизнеспособности Данная статья рассматривает эконометрические и математические инструменты которые были предложены к настоящему времени для моделирования цены биткойна и различные другие аспекты включая преимущества и ограничения Обсуждаются методы определения основных характеристик биткойн пользователей модели оценки фундаментальной стоимости биткойна эконометрические подходы к моделированию динамики цены биткойна тесты для выявления финансовых пузырей в ценах и методологии предложенные для изучения ценообразования на биткойн биржах

Прикладная эконометрика №4 (44) 2016

2017-04-29

Журнал адресован специалистам аналитических отделов банков компаний федеральных региональных и муниципальных органов власти маркетологам и менеджерам различного уровня а также научным работникам аспирантам и студентам специализирующимся в области эконометрики и прикладной статистики В 2006 году журнал Прикладная эконометрика включен в список периодических изданий ВАК рекомендованных для публикации результатов диссертационных исследований Материалы помещаемые в журнале посвящены эмпирическому анализу конкретных российских социально экономических и финансовых процессов и систем проблемам образования и консультациям в области эконометрических методов и их практического применения Они в частности нацелены на теоретико методологическую и практическую поддержку читателя в

диапазоне принятия оптимальных управленческих решений на уровне фирм предприятий банков федеральных и региональных органов власти выбора оптимальных решений игры на финансовых и фондовых рынках эффективного применения эконометрических методов в маркетинге анализа и прогноза потребительского спроса прогнозирования в бизнесе и в задачах социально экономического развития региона страны в целом использования современных пакетов программ по эконометрике и прикладной статистике содержания и методологии преподавания эконометрики и прикладной статистики в высшей школе Журнал является первым и единственным периодическим изданием в данной области дополняющим такие известные зарубежные журналы как journal of applied econometrics econometrica journal of econometrics econometrics reviews и др Журнал выходит 4 раза в год Журнал включен в международную базу данных герес

Global Leadership Practices

2017-09-16

an advanced level edited text that covers key theories of cross cultural management and helps develop practical solutions to deal with difference in organizations focuses on the impact of globalisation on individuals work life and identity and explores how to manage and lead teams in a globalised context includes coverage of emerging markets

Research Handbook on EU Public Procurement Law

2016-07-27

public procurement law is a necessary component of the single market because it attempts to regulate the public markets of member states and represents a key priority for the european union this research handbook makes a major contribution to the understanding of the current eu public procurement regime its interface with the law of the internal market and the pivotal role that this will play in the delivery of the european 2020 growth strategy

Business modelování

2022-10-31

kniha poskytuje přehledný rámec problematiky business modelování kdy aplikuje techniky a nástroje využitelné pro design navrhování hodnocení a modelaci nových inovovaných struktur business modelů s přímým transferem poznatků do praxe

Vertrauen in der Share Economy

2015-09-16

bis zu 80 der internetnutzer wollen wegen mangelnden vertrauens keine angebote der share economy nutzen mit dieser studie sollen einblicke in die vertrauensbildung in der share economy gewonnen werden hierzu wurden faktoren von online profilen untersucht und evaluiert wie wichtig diese bei der vertrauensbildung sind die studienresultate zeigen dass in der share economy übergeordnete faktoren zur vertrauensbildung existieren die über mehrere domänen hinweg gültigkeit besitzen einer der wichtigsten faktoren um vertrauen zu schaffen ist die erworbene reputation in form von bewertungen hinzu kommen die kommentare und texte die im rahmen der bewertungen von dritten verfasst werden für das vertrauen sind ebenso die verfügbaren kontaktinformationen wichtig wesentlich ist dass dem gegenüber vermittelt wird eine greifbare person mit kontaktmöglichkeiten wie telefon oder adresse vor sich zu haben hierbei schafft es häufig schon vertrauen wenn die kontaktdaten in einem näheren geographischen umfeld liegen unabhängig vom anwendungsfall sind darüber hinaus die qualifikation und die erfahrung des anbieters wichtig um eine transaktion in der share economy durchzuführen für eine möglichst hohe glaubwürdigkeit sollten darüber hinaus die informationen verifiziert sein more than 80 of all internet users do not want to use share economy services due to a lack of trust this study provides insights into trust building in the share economy based on an evaluation of online user profiles it analyzes how important specific factors are for trust building the results show that some general factors for trust building exist that are valid across several domains one of the most important factors to establish trust is reputation in the form of ratings in addition comments and written texts that are generated in the course of a rating by third persons are an important trust factor the availability of contact data the geographic region qualifications and experiences of the provider are other trust factors identified by the study for a high degree of trust information should also be verified

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18/21

ancient secret of the fountain of youth book 2

Tüketici Davranışları 4- Güncel Akademik Çalışmalar

2024-05-01

yaşam kaynağı olan üretimin dünya üzerindeki gücü yadsınamaz bir gerçekliktir doğru zamanda doğru yerde doğru üretimi yapan ve doğru yöntemle doğru hedef kitle ile buluşturabilenler ister birey ister işletme isterse de uluslar olsun her zaman rekabet üstü olmayı ve kalmayı hak edeceklerdir dolayısıyla ayakta olmanın hayatta kalmanın sırrı da rekabet üstü olmakta gizlidir hedef kitlenin istek ve beklentilerinin an be an değiştiği bir ortamda buna ayak uydurmak için gerekli araştırmaların çalışmaların güncel olarak yapılması bir zorunluluk haline gelmektedir bu kitapla pazarlama alanındaki tüketici davranışları konusu farklı alanlarla birlikte ele alınarak ilgili alanda çok sınırlı olarak bulunan tematik kitaplarımıza bir yenisinin daha kazandırılması amaçlanmıştır böylece ilgili alanda çalışmalar yapan araştırmacılar için başucu eser niteliği olan kitap serimizde tüketici davranışı konusu ile ilgili güncel konular ele alınmış olup alanında uzman akademisyenlerimizin katkılarıyla kitap son halini almıştır

Neljäs aalto

2020-12-01

digitalisaatio on muuttanut ja muuttaa jatkuvasti yhä useamman toimialan rakenteita ja toimintatapoja media alalla digitalisaation kehitys kohti nykymuotoisia toimintatapoja alkoi 1980 luvun lopulla mediamateriaalin tuotannossa alettiin käyttää standarditietokoneita ja ohjelmistoja tiettyihin tehtäviin erikoituneiden järjestelmien sijaan tämän kehityksen alullepanijoina voidaan pitää applea adobeaa ja aldusta näiden yritysten yhteistyön alusta alkoi desktop publishingin aikakausi neljäs aalto on kuvaus yhdestä näkökulmasta tähän jo yli 30 vuotta jatkuneeseen kehitykseen

Gehaltsbergrenzen im Berufssport in den USA und Europa

2022-09-14

die begrenzung von gehältern im berufssport aus gründen der kostenkontrolle und sportlichen ausgeglichenheit hat in den

professionellen sportligen nordamerikas lange tradition zuletzt mehrten sich stimmen die auch für den europäischen fußball eine solche gehaltsbegrenzung fordern es stellt sich jedoch jeweils die frage der kartellrechtlichen zulässigkeit warum werden die bestehenden gehaltsobergrenzen in nordamerika nicht als kartellrechtswidrig angesehen können derartige begrenzungssysteme im europäischen berufsfußball eingeführt werden ohne an kartellrechtlichen hürden zu scheitern wie ist die jeweilige sportorganisation ausgestaltet und zeitigt dieser sachverhalt einen einfluss auf gehaltsobergrenzen wie stellen sich die verschiedenen kartellrechtssysteme dar und bestehen besonderheiten und ausnahmen für den sport entlang dieser fragestellungen untersucht jan mertens die zulässigkeit von gehaltsobergrenzen für nordamerika und europa aus kartellrechtlicher sicht

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