Excel-Based Business Analysis
Forecasting Key Business Trends

“The trend is your friend” is a practical principle often used by business managers, who seek to forecast future sales, expenditures, and profitability in order to make production and other operational decisions. The problem is how best to identify and discover business trends and utilize trend information for attaining objectives of firms. This book contains an Excel-based solution to this problem, applying principles of the authors’ “profit system model” of the firm that enables forecasts of trends in sales, expenditures, profits, and other business variables. The program, called FIRM, which runs on Windows with Microsoft Excel 2010, uses historical time series of total sales, total costs, and total assets of the firm from its financial statements (income statements and balance sheets), estimates relationships among these variables, and then employs the estimated relationships to forecasts trends in these vital business variables. Featuring step-by-step case examples, the goal is to equip business managers and students with easy-to-use tools for understanding and forecasting trends in important business variables, thereby empowering them to make better business decisions.

Field of interest
Business/Management Science, general

Target groups
Research

Product category
Brief

Available
2012. XV, 44 p. 43 illus., 32 in color. (SpringerBriefs in Business) Softcover
► $49.95
ISBN 978-1-4614-2049-1

Decision Policies for Production Networks

Features
► Offers an overview of the state of the art of selection and development of dynamic decision policies in production systems
► Contributors will be recruited from academia, but with a special focus on the semiconductor industry
► Contains numerous figures

Contents
1. An Overview of Decision Policies for Production Networks.
3. The Ongoing Challenge for a Responsive Demand Supply Network: The Final Frontier — Controlling the Factory.
4. WIP-Oriented Dispatching in Complex Manufacturing Facilities.
5. Controlling a Re-entrant Manufacturing Line via the Push—Pull Point.

Fields of interest
Operation Research/Decision Theory; Engineering Economics, Organization, Logistics, Marketing; Mathematical Modeling and Industrial Mathematics

Target groups
Research

Product category
Monograph

Available
2012. XIV, 302 p. 107 illus. Hardcover
► $179.00

Knowledge Perspectives of New Product Development
A Comparative Approach

Contents
How Path Dependency Affects Innovative Behavior of Firms.
Factors Affecting the Performance of New Product Development Teams: Some European Evidence.
Knowledge Flows in an NPD Team from the Semiconductor Industry.
Strategies for Fostering Local New Service Development Teams in CapGemini and the MINALOGIC Cluster in Grenoble.
Regional Embeddedness of Multinational Enterprises in European Regions.
Competencies for the “Technological Europe” of Tomorrow: A New Model and an Emerging Concept of Inter-organizational Competence.
The Leader-Member Relationship at the Core of Innovation Development: Member Perceptions, Positions and Expectations.
A Stepwise, Actor-Based Approach to the Establishment of Science-Industry Co-operations.
Turning from Laggard to Leader in National Radical Innovation and Beyond.
Preparing India’s Workforce for the Knowledge Economy...

Fields of interest
R & D/Technology Policy; Innovation/Technology Management; Economic Policy

Target groups
Research

Product category
Monograph

Available
► $187.00

85
Reforming Turkish Energy Markets

Turkey has been reforming its energy markets since the 1980s, culminating in two major bills in the early 2000s. The country has restructured electricity and natural gas markets, establishing an independent regulatory agency (EMRA) and passed legislation on renewable and nuclear energy. With these regulatory reforms, Turkey, as a candidate country for accession to the European Union (EU), has aimed to direct the energy markets to a more competitive environment in parallel with EU energy directives. This book contains an analysis of regulatory reforms in Turkish energy markets (electricity, natural gas, renewable and nuclear energy), the impact of these reforms on country’s energy portfolio and role in global energy trade, especially between the EU, the Caspian, Caucasus, energy), the impact of these reforms on country’s energy portfolio and role in global energy trade, especially between the EU, the Caspian, Caucasus, and Central Asia. Finally, the book concludes with recommendations for Turkish energy policy.

Features
► Fills the gap in the record of the exemplary history of Turkey’s energy sector restructuring journey ► Places Turkish energy market reform in a regional (Central Asia) and European (EU) context ► Written by expert scholars of Turkish regulatory reform and energy markets

Fields of interest
Economics/Management Science, general; Energy Policy, Economics and Management; Industrial Organization

Target groups
Research

Product category
Monograph

Making It to the Forefront

Nanotechnology—A Developing Country Perspective

Nanotechnology, as shortly described as the study of manipulating matter on an atomic and molecular scale, is one of the most dynamic and promising industries, receiving a great deal of attention from researchers, business leaders, investors, and policymakers around the world. In Making It to the Forefront, Nesli Aydogan-Duda has assembled a distinguished group of authors to analyze the particular challenges and opportunities of nanotechnology emergence and management in the developing world. In so doing, they address the issues from several angles, ranging from cultural issues to capital markets, industrial clusters to government policy and legal structure. Drawing from in-depth research and case studies in Turkey, Latin America, India, China, and Iran, and a comparison with the development of the industry in the United states, the authors present a cross-cultural approach, with particular emphasis on the strategic nature of the nanotechnology industry for economic development, consumer welfare, and homeland security.

Features
► Features an international group of authors ► Analyzes the particular challenges and opportunities of nanotechnology emergence and management in the developing world ► Contains case studies from Turkey, Latin America, India, China, and Iran, and a comparison with the development of the industry in the United states

Fields of interest
Economics general; Nanotechnology and Microengineering

Target groups
Research

Product category
Contributed volume
Managing Diversity in Organizations

Diversity management has recently attracted a lot of attention in both academia and practice. Globalization, migration, demographic changes, low fertility rates, a scarce pool of qualified labor, and women entering the workforce in large scales have led to an increasingly heterogeneous workforce in the past twenty years. In response to those ongoing changes, organizations have started to create work environments which address the needs and respond to the opportunities of a diverse workforce. The implementation of diversity policies and practices and the creation of an organizational culture that values heterogeneity have been the focus of recent organizational initiatives.

Features
- Creation of an organizational culture
- Organizational initiatives
- Theoretical and empirical contributions

Contents
Diversity Research: What Do We Currently Know About How To Manage Diverse Organizational Units? - Getting Tuned in to Those Who Are Different: The Role of Empathy as Mediator between Diversity and Performance - Managing Demographic Change and Diversity in Organizations: How Feedback from Coworkers Moderates the Relationship between Age and Innovative Work Behavior - Gender and nationality pay gaps in light of organizational theories: A large-scale analysis within German establishments - Women on German Management Boards: How Ownership Structure affects Management Board Diversity.

Field of interest
Economics/Management Science, general

Target groups
Research

Product category
Special Issue

Available
2012. (ZfB Special Issue) Softcover
➤ $69.95
ISBN 978-3-8349-3455-0
In several parts of the world, countries are undergoing economic, social, and political transitions, enhanced and accelerated by the forces of globalization. These transition economies can serve as laboratories for understanding the innovation process. This volume features original theoretical and empirical research. It offers the first comprehensive view of innovation system development in the context of small catching-up economies. Smallness, path dependency, and latecomer status of such economies create some inherent limitations for their innovation systems, but these special characteristics can offer advantages as well. For example, smallness is often related with increased flexibility and shorter reaction times, while latecomers can benefit from earlier experiences of their more advanced neighbors. Path-dependency highlights the fact that the innovation system development processes are considerably influenced by the past experience of a particular country or region. By incorporating these features into an integrated analysis, the authors address such questions as: What special features characterize the innovation system development in small catching-up economies?

Features
- Unique focus on small, transitional economies to explore the dynamics of innovation and globalization
- Includes coverage of Eastern Europe, Latin America, and Asia
- Comparative empirical results, with in-depth case studies

Field of interest
Economics/Management Science, general

Target groups
Research

Product category
Monograph

Institutional Learning and Knowledge Transfer Across Epistemic Communities
New Tools of Global Governance

Over the past several decades, as the pace of globalization has accelerated, operational issues of international coordination have often been overlooked. For example, the global financial crisis that began in 2007 is attributed, in part, to a lack of regulatory oversight. As a result, supranational organizations, such as the G-20, the World Bank, and the International Monetary Fund, have prioritized strengthening of the international financial architecture and providing opportunities for dialogue on national policies, international cooperation, and international financial institutions. Prevailing characteristics of the global economic systems, such as the increasing power of financial institutions, changes in the structure of global production, decline in the authority of nation-states over their national economy, and creation of global institutional setting, e.g.

Features
- Applies a new perspective to issues of financial regulation and governance in the globalized world, with an emphasis on knowledge transfer
- Includes in-depth cases studies of successful initiatives around the world, including Kazakhstan, the West Indies, and Latin America
- Appropriate for graduate-level courses in knowledge management, financial regulation and governance, public policy, political economy, and international relations

Fields of interest
Economic Policy; Development Economics; Finance/Investment/Banking

Target groups
Research

Product category
Monograph

Mode 3 Knowledge Production in Quadruple Helix Innovation Systems
21st-Century Democracy, Innovation, and Entrepreneurship for Development

Developed and developing economies alike face increased resource scarcity and competitive rivalry. In this context, science and technology appear as an essential source of competitive and sustainable advantage at national and regional levels. However, the key determinant of their efficacy is the quality and quantity of entrepreneurship-enabled innovation that unlocks and captures the benefits of the science enterprise in the form of private, public or hybrid goods. Linking basic and applied research with the market, via technology transfer and commercialization mechanisms, including government-university-industry partnerships and capital investments, constitutes the essential trigger mechanism and driving force of sustainable competitive advantage and prosperity. In this volume, the authors define the terms and principles of knowledge creation, diffusion, and use, and establish a theoretical framework for their study. In particular, they focus on the “Quadruple Helix” model, through which government, academia, industry, and civil society are seen as key actors promoting a democratic approach to innovation through which strategy development and decision making are exposed to feedback from key stakeholders, resulting in socially accountable policies and practices.

Field of interest
Business/Management Science, general

Target groups
Research

Product category
Brief
A. CARSRUĐ, Ryerson University, Toronto, ON, Canada; M. BRÄNNBACK, Åbo Akademi University, Turku, Finland (Eds)

Understanding Family Businesses
Undiscovered Approaches, Unique Perspectives, and Neglected Topics

Contents

Fields of interest
Entrepreneurship; Management/Business for Professionals; Sociology, general

Target groups
Research

Product category
Contributed volume

P. CHAUDHRY, Villanova University, PA, USA; A. ZIMMERMAN, CUNY, College of Staten Island, NY, USA

Protecting Your Intellectual Property Rights
Understanding the Role of Management, Governments, Consumers and Pirates

Counterfeit products represent a growing problem for a wide range of industries.

Features
► Establishes the full environmental aspects of the piracy dilemma ► Describes successful anti-counterfeiting actions and prescribe measures IPR owners should take to protect their intellectual property ► Offers pragmatic recommendations for protecting intellectual property given the recent trends global protection of the intellectual property rights environment

Contents

Fields of interest
Economics general; Management/Business for Professionals; Law, general

Target groups
Professional/practitioner

Product category
Professional book

X. CHEN, N. R. SWANSON (Eds)

Recent Advances and Future Directions in Causality, Prediction, and Specification Analysis
Essays in Honor of Halbert L. White Jr

This book is a collection of articles that present the most recent cutting edge results on specification and estimation of economic models written by a number of the world’s foremost leaders in the fields of theoretical and methodological econometrics. Recent advances in asymptotic approximation theory, including the use of higher order asymptotics for things like estimator bias correction, and the use of various expansion and other theoretical tools for the development of bootstrap techniques designed for implementation when carrying out inference are at the forefront of theoretical development in the field of econometrics.

Features
► Contains previously unpublished chapters written by the foremost academics in their respective areas of theoretical, methodological, and applied econometrics ► Presents new theoretical results on estimation and inference by including careful development and discussion of new empirical methodology, worked empirical examples, and carefully carried out Monte Carlo experiments ► Pays particular emphasis on carefully outlining how to empirically implement all of the latest advances in econometrics when the objective is to build economic models for the purpose of prediction, causality, and policy analysis

Fields of interest
Economic Theory; Economic Policy

Target groups
Research

Product category
Contributed volume
International Employer Brand Management
A Multilevel Analysis and Segmentation of Students’ Preferences

The increasing globalization of business activities forces companies to recruit highly skilled employees all over the world. In order to attract these talents, employers have to differentiate themselves through a unique employer brand, appealing to diverse target audiences. However, in the absence of research on international students’ preferences for employer characteristics, it is difficult for multinational companies to decide on a feasible degree of employer brand standardization. Lena Christians investigates the impact of between-country differences, such as in national culture or economic wealth, on students’ preferences in relation to individual differences of students within the same country. In combination with a segmentation of the European graduate market, the results provide readers with inside on which elements of the employer value proposition are suitable for standardization in which target groups.

Features
► Publication in the field of economic sciences

Contents

Fields of interest
Marketing; Economics/Management Science; general; Entrepreneurship

Target groups
Research

Product category
Monograph

Cross-Cultural Knowledge Management
Fostering Innovation and Collaboration Inside the Multicultural Enterprise

Cross-cultural knowledge management, an elusive yet consequential phenomenon, is becoming an increasingly essential factor in organizational practice and policy in the era of globalization. This work contributes to entrepreneurship research and offers practical implications for entrepreneurs and entrepreneurship promoters by critically analyzing a networked approach to value creation processes of young knowledge-intensive entrepreneurial firms and assessing precise strategies and tactics for entrepreneurial firms to exploit these structures. In this context the concept of co-innovation competence is introduced and empirically analyzed. Results indicate that entrepreneurs follow a specific approach towards networking minimizing transaction costs taking an on-demand-based perspective of networking. In this case entrepreneurs may relate to regional innovation promoters and also reach beyond regional structures to explore suitable partners and exploit structural holes.

Feature
► Publications in the fields of economic studies

Contents
Cross Cultural Knowledge Management: Definition, Nature, and Significance Professional identities and organisational evolution: paradoxes of new individualism Culture, personality and norms National differences in knowledge management Managing cultural diversity Improving cultural fit Reflections on the dynamics of the field and challenges for the future

Fields of interest
Entrepreneurship

Target groups
Research

Product category
Monograph

Regional Innovation Structures
Co-Innovation Competence
A Strategic Approach to Entrepreneurship in Regional Innovation Structures

This work contributes to entrepreneurship research and offers practical implications for entrepreneurs and entrepreneurship promoters by critically analyzing a networked approach to value creation processes of young knowledge-intensive entrepreneurial firms and assessing precise strategies and tactics for entrepreneurial firms to exploit these structures. In this context the concept of co-innovation competence is introduced and empirically analyzed. Results indicate that entrepreneurs follow a specific approach towards networking minimizing transaction costs taking an on-demand-based perspective of networking. In this case entrepreneurs may relate to regional innovation promoters and also reach beyond regional structures to explore suitable partners and exploit structural holes.

Feature
► Publications in the fields of economic studies

Contents

Field of interest
Entrepreneurship

Target groups
Research

Product category
Monograph
M. Ghosh, Visva-Bharati, Santiniketan, Birbhum, India

Liberalization, Growth and Regional Disparities in India

Upon the backdrop of impressive progress made by the Indian economy during the last two decades after the large-scale economic reforms in the early 1990s, this book evaluates the performance of the economy on some income and non-income dimensions of development at the national, state and sectoral levels.

Features
- Offers extensive information on and in-depth analysis of important issues of contemporary relevance in the Indian economy
- The approach followed in applying the advanced econometric methods and the data set reported in the book will be of immense value for future research, particularly for guiding future developmental policies
- A valuable resource for researchers, teachers, students, policymakers, and general readers with an interest in Indian economic problems

Contents
Chapter 1: Introduction.
Chapter 3: Regional Economic Growth and Inequality.
Chapter 4: Growth and Regional Divergence in Industry and Services.
Chapter 5: Growth and Regional Divergence in Agriculture.
Chapter 6: Structural Breaks and Performance in Agriculture.
Chapter 7: Growth and Structural Breaks in Food Grains Production.
Chapter 8: Spatial Efficiency in Regional Food Grain Markets.
Chapter 9: Inclusive Growth, Employment and Rural Poverty.
Chapter 10: Microfinance and Rural Poverty.
Chapter 11: Regional Disparities in Education, Health and Human Development.

Fields of interest
Development Economics; Agricultural Economics; Econometrics

Target groups
Research

Product category
Monograph

N. K. Hanna, Bethesda, MD, USA; P. T. Knight, Arlington, VA, USA (Eds)

National Strategies to Harness Information Technology

Seeking Transformation in Singapore, Finland, the Philippines, and South Africa

The ability to harness Information Communication Technologies (ICTs) is increasingly at the heart of competitiveness and sustainable growth. As countries engage in an increasingly competitive global economy, they are trying to weave ICT into their development strategies, in the same way enterprises have learned to use ICT to transform their business models and strategies.

Features
- Integrates analytical insights, practical application, and policymaking across the fields of development economics, public administration, and information and communication technology to show how ICT can impact development
- International coverage, featuring in-depth case studies from country specialists
- Also for business decision makers in the ICT industry, consulting firms, and investors, and public decision makers in government agencies and ministries, NGOs, and aid organizations, in addition to researchers and students

Contents
- Why National e-Transformation Strategies?.
- The e-Transformation Journey of Singapore.
- Information Society and Consensus Formation in Finland.
- A Decade of e-Development in South Africa: Sufficient for a "Services (R)evolution"?.
- Finland.
- The Quest for Genuine e-Development.
- Comparative Experience and Lessons in e-Transformation.

Fields of interest
Development Economics; Economic Growth; Management of Computing and Information Systems

Target groups
Research

Product category
Monograph
Integrated Methods for Optimization

The first edition of Integrated Methods for Optimization was published in January 2007. Because the book covers a rapidly developing field, the time is right for a second edition. The book provides a unified treatment of optimization methods. It brings ideas from mathematical programming (MP), constraint programming (CP), and global optimization (GO) into a single volume. There is no reason these must be learned as separate fields, as they normally are, and there are three reasons they should be studied together. (1) There is much in common among them conceptually, and to a large degree they can be understood as special cases of a single underlying solution technology. (2) A growing literature reports how they can be profitably integrated to formulate and solve a wide range of problems. (3) Several software packages now incorporate techniques from two or more of these fields. The book provides a unique resource for graduate students and practitioners who want a well-rounded background in optimization methods within a single course of study.

Features
- Complete update of an important and successful text in a fast-moving field
- Three new chapters, covering network flow theory, search methods from MP and AI, and GO/Nonlinear Programming
- Now includes exercise solutions

Contents

Fields of interest
- Operation Research/Decision Theory; Optimization; Computing Methodologies

Target groups
- Professional/practitioner

Product category
- Graduate/Advanced undergraduate textbook

Financial Management Practices

An Empirical Study of Indian Corporates

Financial management practices are likely to have a marked effect on the financial performance of a corporate enterprise. Therefore, sound financial decisions/practices can contribute towards meeting the desired objective of having profitable operations. This subject assumes paramount significance in view of the present dynamic and turbulent business environment, which has produced more intense competition and smaller profit margins across the world. In this context, the financial management practices of the corporates in India, a country with a vast potential for economic growth, can offer valuable insights.

Features
- An insight into the financial management practices of Indian
- Corporates Guidelines and normative framework for practicing finance executives
- Current and emerging issues in corporate financial decision-making

Contents

Fields of interest
- Finance/Investment/Banking; Financial Economics; Economics/Management Science, general

Target groups
- Research

Product category
- Monograph

Due February 2013

- $179.00
ISBN 978-81-322-0989-8

Available
2012. XXXII, 315 p. 33 illus. Hardcover
- $139.00
ISBN 978-1-4614-1553-4
A. J. Lee

Taxation, Growth and Fiscal Institutions
A Political and Economic Analysis

S. P. MacGregor, IESE Business School, Barcelona, Spain; T. Carleton, Innovation Leadership Board LLC, Silicon Valley, CA, USA (Eds)

Sustaining Innovation
Collaboration Models for a Complex World

In many ways, the process of innovation is a constant social dance, where the best dancers thrive by adapting new steps with multiple partners. The systematic and continuous generation of value in any innovation system relies on collaboration between different groups, who must overcome multiple, often competing agendas and needs to work together fruitfully over the long term. Featuring contributions from leading researchers, business leaders, and policymakers representing North America, Europe, India, Africa, and Australasia, this volume investigates different combinations of collaborative arrangements among innovation actors, many of which are changing conventional expectations of institutional relationships. Collectively, the authors demonstrate that no particular combination has emerged as the most dominant, or even resilient, model of innovation.

Features
➤ Building on an emerging concept (quadruple helix) through existing expertise (European CLIQ project) and profile of the editors as ‘industrial academics’ ➤ Investigating of sustainable innovation from a variety of viewpoints, including sustainability as long-term competitiveness, as well as notions related to responsibility in the guise of sustainable development ➤ Editors from leading business-centered universities with a global network from which to design a compelling table of contents

Fields of interest
Economics/Management Science, general; Innovation/Technology Management; Entrepreneurship

Target groups
Research

Product category
Monograph

Available

R. W. McGee, Florida International University, North Miami, FL, USA (Ed)

The Ethics of Tax Evasion
Perspectives in Theory and Practice

Why do people evade paying taxes? This is the central question addressed in this volume by Robert McGee and a multidisciplinary group of contributors from around the world. Applying insights from economics, public finance, political science, law, philosophy, theology and sociology, the authors consider the complex motivations for not paying taxes and the conditions under which this behavior might be rationalized. Applying theoretical approaches as well as empirical research, The Ethics of Tax Evasion considers three general arguments for tax evasion: (1) in cases where the government is corrupt or engaged in human rights abuses; (2) where citizens claim inability to pay, unfairness in the tax system, paying for things that do not benefit the taxpayer, excessively high tax rates, or where taxes are used to support an unpopular war; and (3) through philosophical, moral, or religious opposition.

Features
➤ The first book to explore the phenomenon of tax evasion from an ethical perspective, filling the gap in the business ethics literature ➤ Incorporates insights from economics, finance, philosophy, law, psychology, religion, and sociology ➤ Features case studies from around the world ➤ Incorporates insights from economics, finance, philosophy, law, psychology, religion, and sociology ➤ Features case studies from around the world

Fields of interest
Business Taxation/Tax Law; Public Finance & Economics; Theories of Law, Philosophy of Law, Legal History

Target groups
Research

Product category
Contributed volume

Available
S. Nayak, ICFAI Business School, Mumbai, India

The Global Financial Crisis

Genesis, Policy Response and Road Ahead

Features

➤ Takes a novel and holistic view of the global problem and proposes a comprehensive agenda for the reform of the global economy ➤ It introduces a new concept, ‘The Niagara Effect’ in financial markets, and highlights why financial markets are different than others, i.e., why they are more volatile and need better regulation ➤ Analyses the metamorphosis of American capitalism, compares the current crisis to the Great Depression of the 1930s and discusses the US savings gap vs. the global liquidity glut

Contents


Fields of interest

Financial Economics, International Economics, Macroeconomics/ Monetary Economics

Target groups

Professional/practitioner

Product category

Professional book

R. Norén, Mid Sweden University, Östersund, Sweden

Equilibrium Models in an Applied Framework

Industrial Structure and Transformation

This book gives the historical development, explanations of technical specifications, and a basic understanding of how to use different equilibrium models in an applied framework.

Features

➤ Presents the whole range of applied equilibrium models (input-output, linear activity model, quadratic activity model, and the CGE model) ➤ Presents a transformation model, i.e., endogenous disinvestment and investment ➤ The CGE model presented is included in the GAMS model library. The GAMS distribution is available on internet without cost.

Contents


Fields of interest

Microeconomics, Economic Theory, Simulation and Modeling

Target groups

Graduate

Product category

Graduate/Advanced undergraduate textbook

T. Pfeffer, University of Klagenfurt, Vienna, Austria

Virtualization of Universities

Digital Media and the Organization of Higher Education Institutions

The purpose of this volume is to shape conceptual tools to understand the impact of new information and communication technologies (ICTs) on the organization of universities. Traditional research-based universities, the most typical representatives of the higher education system, find themselves challenged by the speed and the wide range of technical innovations, but also by a vast array of implicit assumptions and explicit promises associated with the distribution of digital media. The author observes that as universities increasingly use digital media (computers and the Internet) to accomplish their tasks, a transformation takes place in an evolutionary rather than in a revolutionary way. Using the University of Klagenfurt as an in-depth case study, he explores such dynamic issues as how digital media affect the practice of research, the preservation and dissemination of knowledge (for example, through publishing and archiving), and delivery of education at universities.

Features

➤ Explores the impact of digital media on research, preservation and dissemination of knowledge, and education at universities ➤ Considers the organizational and policy implications for university administrators, educators, and other stakeholders ➤ For professors and students, and researchers of digital media, organizational studies, and higher education, and also university leaders, management, and policymakers concerned with innovation and digital media practices and policies

Fields of interest

Media Management; Innovation/Technology Management; Higher Education

Target groups

Professional/practitioner

Product category

Monograph
R. A. Schwartz, J. A. Byrne, G. Schnee (Eds)

Rethinking Regulatory Structure

Features
- Delves deep into how competition, technology, and regulation are affecting financial markets
- From a Baruch College Conference on equity market structure in the aftermath of the global financial crisis
- Features contributions from an acclimated panel of industry leaders, international scholars, regulators, and policymakers

Contents

Fields of interest
Business/Management Science, general; Business Information Systems; Finance/Investment/Banking

Target groups
Research

Product category
Monograph

J. Sengupta

Dynamics of Industry Growth

Economic growth of a country depends on its industries. The focus of modern growth theory is basically macroeconomics, although neoclassical models use competitive markets and the optimization behavior of households and firms in general equilibrium framework. The emphasis here is on industry growth, where the microfoundations of industry are analyzed in terms of economic efficiency. The various linkages which link firm growth with the industry growth are discerned here under various market structures both competitive and monopolistic. The role of information in facilitating market signals and allowing the adoption of new processes has been especially emphasized in this volume. Many issues of market failure and the suboptimality of competitive equilibria are due to incomplete and imperfect information structures and we need a comprehensive theory of information structures underlying the process of industry growth and its dynamics. This book will be of interest to economists studying economic and industry growth and innovation.

Features
- Explores a comprehensive theory of innovation extending the Schumpeterian perspective
- Develops a theory of stochastic birth and death processes for industry evolution
- Investigates the theory of hypercompetition and dynamic efficiency and its role in dynamic industry growth

Contents

Fields of interest
Economic Growth; Economic Theory; Political Science, general

Target groups
Research

Product category
Monograph

P. Sklias, N. Tzifakis, University of Peloponnese, Corinth, Greece (Eds)

Greece’s Horizons

Reflecting on the Country’s Assets and Capabilities

The Greek economic crisis has imperilled the stability of the eurozone, generating much global anxiety. Policymakers, analysts, and the media have daily debated the course of the Greek economy, prescribing ways to move forward. This collection of essays progressively moves from an analysis of the causes of the crisis and the policy responses so far to a debate on some of the country’s advantages and capabilities that should underpin its new development model and propel the return to growth. The book analytically chooses to view the glass as half-full and seeks to provide motivation and inspiration for change by indicating some of the economic sectors where Greece maintains a comparative advantage. Therefore, it challenges the emerging picture of Greece as a country doomed to failure, where everything falls apart.

Features
- Focuses on the comparative advantages and the potential of Greece rather than the causes of the crisis
- Provides an interdisciplinary approach to Greece’s economy, assembling the scholarship of a large number of analysts across a wide spectrum of issues
- Takes note of the most recent developments, such as the successful completion of the P.S.I. and the approval of the second aid package to the country

Contents

Fields of interest
Economic Policy; Political Economy; Financial Economics

Target groups
Research

Product category
Contributed volume

Available
2013. XIV, 103 p. 113 illus., 108 in color. (Zicklin School of Business Financial Markets Series, Volume 10) Hardcover
 $129.00
ISBN 978-1-4614-4372-8
Economics/Management Science

**New Perspectives on Industrial Organization**
With Contributions from Behavioral Economics and Game Theory

**Contents**

**Fields of interest**
Industrial Organization; Economics/Management Science; general; Economic Policy

**Target groups**
Professional/practitioner

**Product category**
Graduate/Advanced undergraduate textbook

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**Trade in Ideas**
Performance and Behavioral Properties of Markets in Patents

The economic system is generally understood to operate on the premise of exchange. The most important factor in economic development has always been technology, as a way to expand a limited resource base. Such increase in technology and knowledge is generally accepted by economists, but the mechanisms of exchange through which this happens are much less studied. Generally, a static analysis of product exchange, incorporating new technology, has been undertaken. This book explores the transition of trade in ideas from an exchange largely within firms and nations to an exchange between firms and nations. This process has been going on since the beginning of the patent system, where importing (trading) technology was made policy in 1474, more than 500 years ago. However, during the past 25-30 years, a growth in exchange of technology between specialized firms, cooperating based on patent licensing, has been seen in history but not at this scale and level of coordination.

**Features**
- Includes a concise survey of concepts within the area of artificial intelligence
- Connects artificial intelligence to economics
- Presents implications for microeconomic theory

**Contents**
Introduction.- Technological Progress: Logistic Growth or Singularity.- Artificial Intelligence.- Artificial Happiness.- Issues in Artificial Intelligence.- Artificial Intelligence in Economics: ACE.- Economics of Artificial Intelligence.- State of the Art, Challenges for AGI

**Fields of interest**
Microeconomics; Artificial Intelligence (incl. Robotics); Game Theory/Mathematical Methods

**Target groups**
Research

**Product category**
Monograph

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**The Nexus between Artificial Intelligence and Economics**

The manuscript reviews some key ideas about artificial intelligence, and relates them to economics. These include its relation to robotics, and the concepts of synthetic emotions, consciousness, and life. The economic implications of the advent of artificial intelligence, such as its effect on prices and wages, appropriate patent policy, and the possibility of accelerating productivity, are discussed. The growing field of artificial economics and the use of artificial agents in experimental economics is considered.

**Features**
- Includes a concise survey of concepts within the area of artificial intelligence
- Connects artificial intelligence to economics
- Presents implications for microeconomic theory

**Contents**
Introduction.- Technological Progress: Logistic Growth or Singularity.- Artificial Intelligence.- Artificial Happiness.- Issues in Artificial Intelligence.- Artificial Intelligence in Economics: ACE.- Economics of Artificial Intelligence.- State of the Art, Challenges for AGI

**Fields of interest**
Microeconomics; Artificial Intelligence (incl. Robotics); Game Theory/Mathematical Methods

**Target groups**
Research

**Product category**
Monograph

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Available
2012. XXVI, 811 p. 156 illus., 1 in color. (Springer Texts in Business and Economics) Hardcover
- $69.95
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**Due January 2013**
2013. Approx. 120 p. (SpringerBriefs in Economics) Softcover
- approx. $69.95
ISBN 978-3-642-33647-8
W. Ver Eecke, Georgetown University, Washington, DC, USA

Ethical Reflections on the Financial Crisis 2007/2008
Making Use of Smith, Musgrave and Rajan
In this book the author reflects on the philosophical and ethical bases of the financial crisis 2007-08 and the subsequent recession. He finds in Adam Smith solid arguments for the new free market economy, capitalism, but also arguments for a role for the government in the case of public goods (roads) and of merit goods (education, control of banking). Where the provision of public goods requires that the government respect consumer sovereignty there the provision of merit goods legitimates the violation of that principle. By making use of the history of economic thought (e.g., the neo-liberal tradition) the author demonstrates that Musgrave's idea of merit goods can be expanded to eleven domains in which the government has an important function.

Features
► Provides ethical arguments for the necessary role of the government for a well-functioning economy ► Generalizes the applicability of Musgrave's concept of merit goods by connecting this concept to the neo-liberal economic philosophy ► Provides a Kantian argument to connect individual freedom with government regulation, oversight and intervention

Contents

Fields of interest
Financial Economics, Finance/Investment/Banking; Ethics

Target groups
Research

Product category
Brief

V. W. Wang, UNDP/UNFPA, New York, NY, USA;
E. G. Carayannis, George Washington University, Washington, DC, USA

Promoting Balanced Competitiveness Strategies of Firms in Developing Countries
Since the pioneering work of Joseph Schumpeter (1942), it has been assumed that innovations typically play a key role in firms’ competitiveness. This assumption has been applied to firms in both developed and developing countries. However, the innovative capacities and business environments of firms in developing countries are fundamentally different from those in developed countries. It stands to reason that innovation and competitiveness models based on developed countries may not apply to developing countries. In this volume, Vivienne Wang and Elias G. Carayannis apply both theoretical approaches and empirical analysis to explore the dynamics of innovation in developing countries, with a particular emphasis on R&D in manufacturing firms. In so doing, they present an alternative to Michael Porter’s Competitive Advantage Model—a Competitive Position Model that focuses on incremental and adaptive innovations that are more appropriate than radical innovations for developing countries.

Features
► Presents an alternative to Porter’s Competitive Advantage Model for developing countries ► Provides in-depth analysis of R&D in developing countries, with an emphasis on implications for policy and practice ► Includes case studies and data from high-growth regions, including China, India, and Brazil

Fields of interest
Economics/Management Science, general; Economic Growth; Economic Policy

Target groups
Research

Product category
Monograph

K. M. Wasylyshyn
Behind the Executive Door
Unexpected Lessons for Managing Your Boss and Career
Features
► Inside look at the behavior of top business executives from the files of a licensed psychologist who has "seen it all" through 25 years of research, consulting, and coaching ► Offers fresh insights about leadership types — to better equip senior executives, aspiring leaders, HR professionals, career coaches, and counselors to enhance self-reflection and achieve their work-related objectives ► Features vignettes and case examples, self-assessment exercises, scorecards, and other tools to engage the reader and provide practical guidance ► Includes a foreword by Rajiv Gupta, former Chairman & CEO, Rohm & Haas Company, and endorsements from prominent business leaders and consultants

Contents

Fields of interest
Economics/Management Science, general; Human Resource Management; Industrial and Organizational Psychology

Target groups
Popular/general

Product category
Professional book
One-dot Theory Described, Explained, Inferred, Justified, and Applied

The ancient Chinese scholars are fond of applying the Yin and Yang diagram to correlate almost everything. This book continues that tradition and uses the model to study other non-“dialectical” theories and models. The major finding qua contribution in this publication is to point out that the four diagrams are equivalent to the BaGua or BaGuaTu (BG), a set of eight ancient China symbolic notations/gossip. Another finding is that dialectical/crab and frog motion remark is just the opposite of a non-dialectical/crab and frog motion (usually deductive, linear, or cause and effect) remark, or, at best, they must meet half-way. The two major tasks of this book are to, first, apply the author’s one-dot theory, which is shored up by the crab and frog motion model, to convert other theories and models as well as studies and, second, apply his theory and model to reinvent some well-known western-derived theories and models and studies, such as game theory. The attempt is to narrow down the gap between the East and the West scholarship/XueShu, broadly defined, making the book of interest to Eastern and Western philosophers and scholars alike.

Contents
Preface.- Chapter 1. Introduction.- Chapter 2. Can the Diagrams be Applied to All the Scales?- Chapter 3. Converting and/or Reinventing Some Non-“dialectical” Theories and Models or Studies as One Dot.- Chapter 4. Findings from Each Chapter.- Chapter 5. Conclusion.- Appendix I. The Beijing versus Taipei Chart.

Fields of interest
Economic Theory; Methodology and the History of Economic Thought; Philosophy (general)

Target groups
Research

Product category
Brief

Available
2012. XII, 114 p. 15 illus., 9 in color. (SpringerBriefs in Philosophy, Volume 3) Softcover
► $49.95

Designing Public Procurement Policy in Developing Countries
How to Foster Technology Transfer and Industrialization in the Global Economy

This book presents effective strategies for developing countries to leverage their public sector demand for manufactured imports to promote industrialization, trade, and technology transfer. Technology transfer and its absorption is considered one of the most crucial and complicated challenges for developing countries, which are characterized by insufficient infrastructure, low technological intensity of the domestic capital stock, and high levels of manufactured imports. Which strategies and policy tools can governments employ to link demand with technology transfer, thereby enhancing absorption capacity and development in emerging economies? This book is part of a broader project launched by PGlobal Global Advisory and Training Services Ltd., in cooperation with Istanbul Commerce University (İTÜCU) and the Scientific and Technological Research Council of Turkey (TÜBİTAK). The contributors to this book are policymakers, academicians, and experts who are working together to identify problems and develop policy recommendations for public procurement with respect to economic development.

Features
► Contains contributions from international experts from both practitioner and academic backgrounds ► Uses case studies and examples to share solutions and recommendations ► Proposes new strategies for developing countries to move to procurement based on technology transfer

Fields of interest
R & D/Technology Policy; Development Economics; Economic Policy

Target groups
Professional/practitioner

Product category
Contributed volume

Available
2012. XIX, 268 p. 71 illus., 46 in color. Hardcover
► $139.00
ISBN 978-1-4614-1441-4

Venture Capital and the Corporate Governance of Chinese Listed Companies

State-controlled listed companies have always dominated Chinese stock markets. As a result of the rampant scandals related to them, there have been voluminous academic efforts to explore their corporate governance, underpinned by agency costs. However, these studies have yet to examine the phenomenon from the perspective of venture capital and adaptive efficiency. During the last ten years, despite China’s remarkable progress in the development of its venture capital market, its domestic venture capital has been marginalized by American competitors. Given the different performance between them, the author contends that the corporate governance system of Chinese state-controlled listed companies has hampered the performance of the institutional factors which are responsible for the prosperity of American venture capital in Chinese venture capital markets. With the practice of American venture capital as the mirror, he empirically demonstrates that Chinese domestic venture capital lacks the four factors related to the success of their American counterparts: large and independent funding, application of incentive mechanisms, efficient exit channels, and a high risk tolerance level.

Features
► Applies venture capital perspective to analyze Chinese corporate governance ► Timely topic, as interest in Chinese business is growing rapidly ► Considers implications for foreign, especially American, investment in China

Fields of interest
Economics/Management Science, general; Finance/Investment/Banking; R & D/Technology Policy

Target groups
Research

Product category
Monograph

Available
2012. VIII, 122 p. Hardcover
► $139.00