

Global Business Strategies in Crisis: Strategic Thinking and Development

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Deadline for full paper submission 13 MARCH 2016

The latest economic turmoil and its ongoing reflections on business performance urged top managers to develop effective business strategies and redefine the boundaries of their operational and strategic activities. Tremendous challenges in competitive business environment in one aspect became source of global threats for many small entrepreneurs. On the other hand, investors in volatile economic conditions today demand more gains on their capital investments as global threats and risks are increasing dramatically. Is it possible to challenge these threats and obstacles in volatile conditions in an efficient and effective way? Are managers capable of planning and implementing strategic actions? What should be the major managerial strategy to overcome fluctuations in market-oriented society?

Enhancing business performance, increasing organizational effectiveness, proactive management, advanced financial management, developing own leader and setting up supportive business culture, cost management, resource allocation, Information Technologies, Marketing, building new strategies are some important dimensions of this research.

All strategies and practices in this book are aimed to design continuous development competencies and expected to contribute to stability, recovery and sustainability of global business operations in volatile economic conditions.

In this novel book, it is aimed to build effective managerial strategies and practices as a reaction to challenges in competitive business environment as volatilities and fluctuations are increasing at global level.

Our contributors in this premier reference book are locating out effective strategies and practices to answer questions in business market.

This book composes of four contributory sections. The first section evaluates the 2008-2009 Global Financial Crisis and its ramifications on the business operations. Chapters in this section spotlight the ramifications of global economic crisis on business operations, investment decisions and investor behaviors.

This book continues with section two evaluating strategic practices and applications. The Third Section will develop strategic solutions to corporate issue from Culture to Information Technologies. The final section analysis success stories and develops insights from leading companies in the industry.

This book is anticipated to be one of the pioneering premier sources in the field with contribution of scholars and researchers overseas from different disciplines. Chapters are not limited to current content.

This premier source is an editorial book and will be published by Springer.

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This is an English text book and the most of our authors will not be native speakers. Therefore, publisher kindly demands a proofreading document from authors in addition to individual contract of copyright transfer.

DEADLINE

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Authors are expected to shape and design their individual chapters in the light of Strategic Management and Applications as a reaction to Global Economic Crisis.

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