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**CHANEL DOWNS**

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**9th WCEAM Research**

**Papers** Routledge  
For years, technology has  
been the impetus for

progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world. Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities brings together marketing approaches and the application of current technology, such as social networking arenas, to

show how this interaction creates a successful competitive advantage. Focusing on qualitative research, various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes. Contemporary Issues and Development in the Global Halal Industry

Springer  
Investment in Latin America is continuously developing in complex patterns due to the region's increasing role in the global economy. The Handbook of Research on Economic Growth and Technological Change in Latin America helps readers to better understand the importance of Latin America in today's global economy. The book discusses the developments of investments involving Latin American

Multinational Corporations (□Multilatinas□) within the region. This investment is having profound influences on the state of business, government, and technological development in Latin America, which are all explored in this reference publication for use by researchers, scholar-practitioners, business executives, students, and academicians.

*(Dis)honesty in*

*Management* IGI Global

This edited book discusses lean production as a suitable platform for

global development by developing systems and products in a quicker, costless and sustainable way and educate people for a lean consumption. Lean thinking principles are totally and synergistically aligned with a lot of disciplines and current issues such as logistic, supply chain, construction, healthcare, ergonomics, education, project management, leadership, coaching, startup, product development, farming and sustainable development. Lean-Green is particularly

related to this last issue, sustainable development, the first global challenge for humanity that are totally connected to all remaining 14 global challenges because they are interdependent. Attaining these challenges could bring solutions for the 17 Sustainable Development Goals. Lean Production and Consumption have an important role in providing these solutions, by systematically reducing wastes in all activities performed, and at the same time, instruct

people in having a lean consumption. The target audience primarily comprises research experts in lean management, but the book may also be beneficial for practitioners alike.

*Social Media in Human Resources Management*  
Springer

This book features more than 95 papers that were presented at the bi-annual Regional Conference on Science, Technology and Social Sciences, RCSTSS 2014, which was organized by Universiti

Teknologi MARA Pahang. It covers topics ranging from communications studies, politics, psychology, education, religious studies as well as business and economics. The papers, which have been carefully reviewed, include research conducted by academicians locally, regionally and globally. They detail invaluable insights on the important roles played by the various disciplines in science, technology and social sciences. Coverage includes accounting, art

and design, business, communication, economics, education, finance, humanity, information management, marketing, music, religion, social sciences and tourism. Throughout, clear illustrations, figures and diagrams complement the research. The book is a significant point of reference to academicians and students who want to pursue further research in their respective fields. It also serves as a platform to disseminate research findings as a catalyst to

bring out positive innovations on the development of the region.

*Routledge Handbook of Sustainable Real Estate*  
ABC-CLIO

This book offers a collection of original, state-of-the-art essays addressing various aspects of the economic analysis of inequality, deprivation, poverty measurement and social polarization, at both the theoretical and empirical level. Written by leading authorities in the fields of distributional analysis and

normative economics, the respective chapters present detailed overviews of cutting-edge literature, as well as stand-alone research.

Compiled as a tribute to Satya Ranjan Chakravarty's lifetime contributions in the fields of normative economics and distributional analysis, it represents an indispensable resource for researchers, policymakers and doctoral students working on issues pertaining to income/wealth distribution, social

inclusion and poverty reduction.

*Issues in Business, Occupational, and Creative Psychology: 2013 Edition* Emerald Group

Publishing Limited

Cape Town, South Africa,  
7 Sept. 2016 – 8 Sept.

2016. Theme: Sustainable economies in the information economy.

Purpose: To share the quality academic papers presented at the International Conference on Business and Management Dynamics (ICBMD) held from 7 to 8 September 2016 at

African Pride Crystal Hotel and Spa in Cape Town. As grey literature, the proceedings are the contributions made by researchers at the conference and are considered the written record of the work that was presented to fellow conference delegates. Methodology: The methodology used varies from researcher to researcher but are suitable for the studies conducted. Thus, on the one hand, studies that were subjective in nature used the interpretive

paradigm, where the qualitative approach adopted made use of the interview method to collect data. On the other hand, studies that were objectively inclined adopted the positivist philosophy and used survey questionnaires to collect data. However, there were some academic papers which used mixed methodology because of the nature of the study. Whatever methodology used adhered to the ethos of the philosophies underpinning the

methodology.

Contribution made to scholarship: The articles come from individual researchers and each article in the proceedings is unique. Mostly, there is no general argument leading from one contribution to the next. However, it is interesting to note that in the area of economic performance it was evident that real exchange rate and net foreign direct investment contribute more towards innovations in economic growth. With regard to human capital

development, papers presented evidence that there exists a definite need to explore the phenomenon of personal branding as limited scientific academic research has been done within the field of personal branding or on elements of the topic. Thus, the outcome argues that personal branding has an influence on leadership style which in turn impacts on organisational performance and related hygiene factors. Furthermore, it was

demonstrated that current methods or strategies for enforcing institutionalisation of knowledge sharing within an organisation have not been successful, and, as such, new strategies are needed to reinforce efforts to nurture and invigorate the institutionalisation of knowledge sharing within an organisation. With regard to technology and big data impact on organisational performance, it was evident that system performance, memory

consumption and CPU utilisation can be used as criteria to compare and evaluate big data technologies to improve organisational performance. Most of the articles' contribution reemphasised technology education and training as a means of digitising business and improving effectiveness. Target audience: The target readership is academic researchers and business leaders who require access to the latest developments in the fields of economics, information

management, business, education, development studies, social sciences and technology. It is also for policymakers and other stakeholders who need a better understanding of the impact of new developments on existing policies and regulations for their review or amendment.

*Advertising in New Formats and Media*

Springer

Sustainable Management Development in Africa examines how African management and

business scholarship can serve African and multinational management and organizations operating in Africa. In a broader sense, this book, within an African context, explores how human capital and intellectual capabilities can be organized at the higher education level; describes the cultural, social, and political influencers impacting management and organization; helps conceptualize African management theories to address organizational

effectiveness; addresses the current management and organizational practices in Africa in identifying challenges; and provides guidance for more effective management and organizational operation. Aimed at researchers, academics, and advanced students alike, this book lays the groundwork for the application of uniquely African theoretical and practical perspectives for sustainable management and organizational operation, as explained



from a contemporary African point of view. In addition and most important, this book contains a uniquely African content that allows for developing new theories and examining new ways of doing business, thus reaffirming the rise of African scholarship in the fields of management, organization, and business.

*6th International Conference on Innovation and Entrepreneurship* IGI Global  
These proceedings

represent the work of researchers participating in the 6th International Conference on Management, Leadership and Governance (ICMLG 2018) which is being hosted this year by the Institute for Knowledge and Innovation Southeast Asia (IKI-SEA), a Centre of Excellence of at Bangkok University, Thailand on 24-25 May 2018.

[Lean Engineering for Global Development](#)

Springer

Recent years have seen a growing emphasis on ethics education in

different professions, such as medicine and teaching. However, the implications of this emphasis for professional education programs have been underdeveloped. In this volume, philosophers, philosophers of education, and ethics educators engaged in a variety of professional contexts in Canada, the UK, Norway, Malta, and Sweden assess the state of ethics education and the role, if any, of philosophical approaches to ethics for those professional contexts. This volume

speaks to teacher, medical, and business education, and the education of school psychologists. Each of these fields has its own context, aims and expertise, generating distinctive ethical challenges. As such, ethics curricula cannot be uncritically transplanted from one professional context to another. Nonetheless, the arguments and analyses in this volume point to a shared concern about the role of moral respect, self-understanding, and virtue

in the education of professionals. The chapters examine a wide range of topics, including empirical ethics, core concepts in professional ethics, moral agency, the ethics of ethics education, risk-taking, professional ethics as a practice with its own ethical requirements, and the tensions between the individual (client, patient, student) and the increasing generalization of professional systems. This book was originally published as a special issue of Ethics in

Education.  
Principles of Global Supply Chain Management  
 Anthem Press  
 Business and Development Studies: Issues and Perspectives provides a comprehensive collection of cutting-edge theoretical and empirical contributions to the emerging field of business and development studies. Compared to more traditional business-school accounts of business in developing countries which focus on the challenges and opportunities of doing

business in developing countries, this anthology explores whether, how, and under what conditions business contributes to the achievement of economic, social, and environmental goals in developing countries. The book consolidates the current status of academic work on business and development, identifies state of the art in relation to this academic field, and establishes a future research agenda for 'business and development studies' as

an emerging academic discipline within the social sciences. The book will be of interest to researchers and students, including economists, geographers, sociologists, political scientists, corporate social responsibility specialists, and development scholars who are seeking an in-depth overview of current debates about the role of business as a development agent in the Global South. The book is also of relevance to practitioners that are engaged in work with the private sector seeking to

enhance the positive effects and minimize the negative economic, social, and environmental consequences of business activity in the Global South.

*Data fusion and sensor selection from imperfect sources with regards to the operating environment* Springer Science & Business Media  
This book constitutes the refereed proceedings of the International Conference on Business and Technology (ICBT2021) organized by EuroMid Academy of

Business and Technology (EMABT), held in Istanbul, between November 06–07, 2021. In response to the call for papers for ICBT2021, 485 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 292 papers were selected for inclusion in the conference proceedings from forty countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a

double-blind peer-review process. The book highlights a range of topics in the fields of technology, entrepreneurship, business administration, accounting, and economics that can contribute to business development in countries, such as learning machines, artificial intelligence, big data, deep learning, game-based learning, management information system, accounting information system, knowledge management,

entrepreneurship and social enterprise, corporate social responsibility and sustainability, business policy and strategic management, international management and organizations, organizational behavior and HRM, operations management and logistics research, controversial issues in management and organizations, turnaround, corporate entrepreneurship, and innovation, legal issues, business ethics, and firm

governance, managerial accounting and firm financial affairs, non-traditional research and creative methodologies. These proceedings are reflecting quality research contributing theoretical and practical implications, for those who are wise to apply the technology within any business sector. It is our hope that the contribution of this book proceedings will be of the academic level which even decision-makers in the various economic and executive-level will get to

appreciate.  
*Role of Language and Corporate Communication in Greater China*  
Routledge  
Protest has proliferated in the early part of the twenty-first century, forcing change in political systems and challenging established patterns of behaviour. The factors driving these protests range from religion and inequality through to the effectiveness of the state and its role in protecting the rights of citizens. The growth in discontent represented by these

protests potentially threatens the stability of the state by raising questions about the right of governments to govern. Anger and frustration embodied in many of these actions has resulted in the growth of support for populist political actors promising simplified solutions to the complex underlying issues. In this way, the inability of the state to address the claims of its population potentially places its continued viability at risk. The cases in this collection examine

a range of protest movements from around the world, in both democratic and authoritarian political systems, to provide an overview of contemporary issues and protest forms. Addressing contemporary protest in this manner is an important task in supporting our understanding of the root causes of the current tensions and their possible future effects. This book is a compilation of articles from a special issue of Contemporary Social Science with

additional papers selected from Contemporary Politics, Journal of Contemporary China and Democratization.

**Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities** AOSIS

More than 1 billion people worldwide have a disability, and they are all affected by politics. This two-volume work explores key topics at the heart of disability policy, such as voting, race, gender, age, health care, social security, transportation,

abuse, and the environment. • Explains all stages of disability policy development, including the framing of issues in the political participation of disability, current policy, retired policy, and cutting-edge issues likely to motivate policy in decades to come • Includes material from contributors who represent a range of academic disciplines and employ varied thought about disability across fields of study and professional expertise • Ideally suited for students

taking undergraduate courses in sociology, education, human development, social work, disability studies, and public affairs

### **Becoming American**

Springer

The purpose of this paper is to extend the work of fusing sensors with a Bayesian method to incorporate the sensor's reliability with regard to their operating environment.

[The New International Telecommunication Regulations and the Internet](#) ScholarlyEditions

Both personal and analytical, while remaining factual and well-argued throughout, Fariborz Ghadar's *Becoming American* makes the case for common sense immigration policies and practices that will not only help strengthen America's fledgling economy and role as world leader, but also help millions of prospective immigrants for generations to come.

[Disability and U.S. Politics: Participation, Policy, and Controversy](#) [2 volumes]  
Springer

This book originates from the work of contributors to initiatives and global networks promoting and pursuing lines of enquiry that recognise and probe relationships between sustainable consumption, design and production, and the implications of those relationships for new economic activity and the way we live and govern ourselves. It features contributions from social scientists (e.g. from the fields of innovation studies, geography, environmental policy and sociology) and

practitioners, serving to generate a short-list of research perspectives and topics around which future research and actions in practice will be orientated. The book consists of ten chapters divided into three parts, focusing on: perspectives/methodological insights; empirical work integrating consumption and production; and site-specific practitioner-oriented case studies. The conclusion examines the key aspects of policy, research and practical

implications. **Social Media in Employee Selection and Recruitment** Academic Conferences and publishing limited Supply chain management is the cornerstone of the competitive strategies of many presentday organizations and has evolved from the operational to the strategic level. Understanding this, Principles of Global Supply Chain Management offers a comprehensive insight into the global supply

chain sector—analyzing the strategic, operational and financial aspects of the industry, and addressing the key elements in the management of global supply chains. The key topics of each chapter demonstrate a variety of fundamental issues in the supply chain industry: What are supply chain markets? What is the supply chain cost structure? What are supply chain strategies? How do supply chain firms design and implement strategies? What are the



key roles of logistics service providers, logistics education operators and logistics associations? How should supply chain operations be managed? How is a sustainable and innovative supply chain structure created? Comparative practical case studies from Asia, North America and Latin America lend weight to the chapters.

*The People and the State*  
Routledge

In light of growing discourse on 'frugal innovation', this book offers novel approaches

to innovation based on extensive empirical research. The study complements a decade of scholarly attention on frugal innovation by taking a research-based approach to innovation in resource-scarce and complex institutional contexts. The findings suggest that concepts such as frugal, reverse, jugaad, social, grassroots and inclusive innovation in fact represent heterogeneous assemblies of innovation for social, environmental and economic value. The

conceptual framework invites attention to more plural sources and elements in the study of models of innovation to inspire further research in the fields of strategy, innovation, entrepreneurship, economic sociology and development studies. The design framework offers models, metrics and competencies for practitioners and policymakers to identify, evaluate and design frugal innovations. The comprehensive view of frugal innovation

demonstrates how firms can implement globally competitive strategies by pursuing innovation for humanity to improve lives for everyone, everywhere.

**Reliability and Statistics in**

**Transportation and**

**Communication** Springer

This book features more than 50 papers presented at the International Halal Conference 2014, which was held in Istanbul and organised by the Academy of Contemporary Islamic Studies of Universiti Teknologi MARA. It

addresses the challenges facing Muslims involved in halal industries in meeting the increasing global demand. The papers cover topics such as halal food, halal pharmaceuticals, halal cosmetics and personal care, halal logistics, halal testing and analysis and ethics in the halal industry. Overall, the volume offers a comprehensive point of view on Islamic principles relating to the halal business, industry, culture, food, safety, finance and other aspects

of life. The contributors include experts from various disciplines who apply a variety of scientific research methodologies. They present perspectives that range from the experimental to the philosophical. This volume will appeal to scholars at all levels of qualification and experience who seek a clearer understanding of important issues in the halal industry.

**Frugal Innovation**

Academic Conferences and publishing limited  
The advertising universe

is changing rapidly.  
Communication  
technologies have given  
advertisers new platforms  
to communicate and

promote their messages.  
This book provides  
conceptual overviews,  
literature reviews,  
research work, and

developing viewpoints on  
the key issues, providing  
a valuable overview of  
insights into modern  
advertising practice.