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Nota di contenuto	Section I -- Chapter 1 Institutional Approach to Strategic Management during Crisis -- Chapter 2 Economic Approach to Strategic Decisions Murat Aslan -- Chapter 3 Leading the Strategic Decision-Making Process: Conceptual Frameworks -- Chapter 4 Building Organizational Insight: Strategy & Organization -- Chapter 5 Strategies out of Global Recession in Emerging Markets: An Application for 2008 Global Crisis -- Chapter 6 Designing Strategic Alternatives for Global Operations -- Section II -- Designing Competitive Strategies, Leadership and Culture during Recession -- Chapter 7 Building Competitive Strategies and Managing Stakeholder Relations -- Chapter 8 Human Side of Strategic Alliances, Cooperations and Maneuverings during Recession and Crisis -- Chapter 9 The Role of Organizational Identity on Strategic Management Applications -- Chapter 10 The Importance of Trust for Partnership and Collaboration in Volatile Economic Conditions -- Chapter 11 Complexity and Crisis Call For Shared Leadership and

Empowered Teams -- Section III: Strategic Entrepreneurship, Innovation and Design -- Chapter 12 Establishing an Innovation Culture and Strategic Entrepreneurship -- Chapter 13 Strategies for Innovative Organizational Structure: Innovative Culture and Open Innovation -- Chapter 14 Building Innovative Strategies for the Competitiveness of Family Firms in Emerging Markets -- Chapter 15 Innovative Processes in New Product and Service Development -- Chapter 16 Increasing Strategic Competitiveness through Innovation: The Finance Perspective -- Chapter 17 Economic Growth and Dynamic R&D Investment Behaviour -- Section IV: Managing Risks through Adaptive Strategies and Decision Systems during Crisis -- Chapter 18 Risk Management Practices in Strategic Management -- Chapter 19 Reducing Risk through Strategic Flexibility and Implementation of Leadership in High Velocity Markets -- Chapter 20 er 21 The Formulation of Strategies to Mitigate Supply Risks -- Section V: Evaluation of Firm Performance, Financial Efficiency and Managerial Control -- Chapter 22 Applying Data Envelopment Analysis to Evaluate Firm Performance -- Chapter 23 Efficiency and Managerial Control in Financial Institutions -- Chapter 24 Examining Financial Innovation and Performance in Financial Sector: A Comprehensive Review of Emerging Markets -- Chapter 25 The Impact of Selected Firm Features on Sales Growth: Empirical Evidence from S&P 500 -- Chapter 26 Determinants of Working Capital in Emerging Markets: Do Economic Developments Matter? -- Chapter 27 Liquidity Position and Working Capital Adequacy of Companies in Turkey: Outlook from Industry Financial Statements -- Chapter 28 Determinants of Corporate Cash Holdings: Firm Level Evidence from Emerging Markets -- Author Bios -- Index.

Sommario/riassunto

As the world is currently in the midst of financial and economic crises, this collection of expert contributions focuses on strategy formation and implementation at various organizational levels to address the challenges ahead. The latest economic turmoil and its ongoing impact on business performance are compelling top managers to develop effective business strategies and redefine the boundaries of their operational and strategic activities. On one hand, tremendous challenges in the competitive business environment have become a source of global threats for many small entrepreneurs. On the other, investors faced with today's volatile economic conditions demand more gains on their capital investments to counter-balance the growing risk of global threats. This book explores the question as to whether it is possible to efficiently and effectively address these threats and obstacles. Are managers capable of planning and implementing strategic actions? What should the major managerial strategy be in order to overcome fluctuations in a market-oriented society? The strategies and practices recommended here are aimed to design continuous development competencies and contribute to the stability, recovery and sustainability of global business operations under volatile economic conditions. This refreshingly novel book seeks to establish managerial strategies and practices for effectively responding to challenges in the competitive business environment, as global volatility and fluctuations continue to worsen.
