

1. Record Nr.	UNINA9910338233503321
Titolo	The Synergy of Business Theory and Practice : Advancing the Practical Application of Scholarly Research // edited by Alkis Thrassou, Demetris Vrontis, Yaakov Weber, S. M. Riad Shams, Evangelos Tsoukatos
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9783030175238 3030175235
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (335 pages)
Collana	Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business, , 2523-8175
Disciplina	650 658
Soggetti	Strategic planning Leadership Entrepreneurship New business enterprises Industrial organization Technological innovations Business Strategy and Leadership Organization Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Editorial Introduction: The Requisite Bridge from Theory to Practice; Alkis Thrassou, Demetris Vrontis, Yaakov Weber, S. M. Riad Shams and Evangelos Tsoukatos -- 2. Theoretical Concepts and Practical Applications of Accounting-related Shared Service Centres in Medium-Sized Firms; Stefan Bantscheff and Bernd Britzelmaier -- 3. From Theory to Practice of Formal and Informal Palestinian Small Businesses; Suhail Sultan and Evangelos Tsoukatos -- 4. A Practicable Implementation of Training and Development in Professional Services: the Case of Accountants in Cyprus; Loucas Theodorou, Demetris

Vrontis and Michael Christofi -- 5. The Role of Organizational Identity in Post-Merger Integration; Yaakov Weber -- 6. Energy Business in Gambia: an Industry Review for Theoretical and Practical Implications; Musa Manneh and S. M. Riad Shams -- 7. Sustainable Customer Experience: Bridging Theory and Practice; Paola Signori, Irene Gozzo, Daniel J. Flint, Tyler Milfeld and Bridget Satinover Nichols -- 8. Industry Application of Assessment and Forecasting Theories through Comparative Financial Analysis: the Case of Greek Pharmaceutical Industries under Crisis Conditions; Klio Dengleri, Petros Lois, Alkis Thrassou and Spyros Repousis -- 9. Industry and Managerial Applications of Internet Marketing Research; S. M. Riad Shams -- 10. CSR Reporting Practices of Lithuanian and Italian Academic Institutions; Ligita Šimanskien, Jurgita Paužuolien, Erika Župerkien and Mariantonietta Fiore -- 11. The Practicable aspect of the Omni-Channel Retailing Strategy and its Impact on Customer Loyalty; Tandy Christoforou and Yioula Melanthiou -- 12. International Curative Marketing, Corporate and Business Diplomacy: a Triple Application for Migration; Hans Ruediger Kaufmann, Maria Paraschaki, Evangelos Tsoukatos, Dolores Sanchez Bengoa and Michael Czinkota -- 13. Sustainability in Project Management: Advancing the Synergy of Practice and Theory; Debu Mukerji.

Sommario/riassunto

The lack of congruence between theory and practice in business remains a widely discussed topic. This lack of synergy is quietly and elusively becoming the Achilles' heel of contemporary scholarly business research and, by extension, of business in general. Focusing on the deviation of means and ends between business theory and practice, this book comprises thirteen chapters, which present an array of theoretical and geographical contexts, and aim to bring scholarly thinking and scientific analysis together with managerial rationale and practical applications. Presenting valuable insights and demonstrating an equalised perception of the theorisation of practice, and reversely, the practicality of theory, this innovative book signifies a new philosophy of scientific work and provides thought-provoking reading for scholars in a range of business sub-disciplines.
