

1. Record Nr.	UNINA9910452856403321
Autore	Dobrowolska Magorzata
Titolo	Flexible forms of employment in view of unemployment problems in middle age // Magorzata Dobrowolska [[electronic resource]]
Pubbl/distr/stampa	Krakow : , : Jagiellonian University Press, , 2011
ISBN	83-233-8495-9
Edizione	[First edition.]
Descrizione fisica	1 online resource (186 pages) : digital, PDF file(s)
Disciplina	331.398
Soggetti	Older people - Employment Age and employment Age discrimination in employment
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 31 May 2016).
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	Flexible forms of employment have been presented in the book as one of key instruments in fighting unemployment. Although negative voices are raised about objective treatment of an employee, the lack of social security, uncertainty of employment, etc. many of these opinions are just myths and stereotypes. Similarly, general characteristics of the socio-professional activation of people over fifty is also connected with a number of common beliefs about how people in late adulthood function. Unfortunately, these convictions emphasise their worse psycho-social and intellectual functioning, which firstly, does not have any psychological justification, secondly, prevents the over 50's from benefitting from different forms of flexible employment. What is even worse, aid institutions are discouraged from creating adaptation programmes in non-standard employment and other socio-professional initiatives. Despite an exploratory nature of the research and a new focus on the functioning of people in "alternative" working conditions, its findings contributed to better understanding of regulatory mechanisms of people at work. An attempt was made to answer the question: to what extent can flexible forms of employment be an employment alternative for the over 50's? In the explanatory research one of the most important variables were the reasons of

people over 50 for searching for work and the role of social support in unemployment. Another important issue was the contents of a psychological contract characterising the population in-question. The potential professional activity of people 50+ in flexible forms of employment was analysed with reference to the satisfaction scale, psychological costs of the job, perception of personal resources, psychological dimension of flexibility and a sense of self-efficacy.

2. Record Nr.	UNINA9910254913703321
Autore	Srinivasan R
Titolo	Strategic Marketing and Innovation for Indian MSMEs // by R. Srinivasan, C.P. Lohith
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2017
ISBN	981-10-3590-3
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIII, 131 p. 27 illus.)
Collana	India Studies in Business and Economics, , 2198-0012
Disciplina	338.6420954
Soggetti	Management Industrial management Marketing research Development economics Economic policy Innovation/Technology Management Market Research/Competitive Intelligence Development Economics Development Policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Introduction to MSMEs -- Innovations -- Strategic Marketing -- Issues with respect to Indian MSMES and how to address them? -- Research design -- Pilot study -- Main data collection -- Data analysis -- Inference -- Future MSMEs in India.
Sommario/riassunto	This book investigates how strategic marketing is influencing

organizations' innovation performance. It presents a structured study conducted on micro, small and medium enterprises (MSMEs) to identify the correlation between innovation and strategic marketing in both Indian manufacturing and service organizations. Strategic marketing, which achieves excellence in organizations, is at the heart of improving productivity, profitability and market sustainability, while also supplying organizations a much sought-after competitive advantage. It has been observed that strategic marketing can significantly help any manufacturing firm to attain the required level of growth, and can specifically be used by Indian firms as a means of deriving differential advantages. Indian organizations that pursue more traditional approaches to strategy are now feeling the intense market pressure to modify their policy with respect to quality. The result has been a shift to 'Strategy with Innovation'. As market competition has again increased, providing quality products and services alone is no longer sufficient; companies are additionally expected to provide products with a touch of innovation to attract customers. This calls for innovation in terms of products, processes, technologies, systems and practically every other area of an organization, which can only be achieved by combining strategies and innovation. This book identifies the variables of strategic marketing that can help companies significantly boost their innovation performance, making it a valuable resource for students, researchers, professionals and policymakers alike.
