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Nota di contenuto	1. Position of Sri Lankan Products in the Global Market: A Comparison of Brand Values -- 2. The Effect of Corporate Social Performance on Firm Financial Performance: The Moderating Effect of Ownership Concentration -- 3. The Moderating Role of Firm Size to Capital Structure-Financial Performance Relationship: A Panel Data Approach -- 4. Role of Innovative marketing strategy for success of Micro, Small and Medium Enterprises (MSMEs) -- 5. Role of Organizational Culture and Actors on Success and Failure of Balanced Scorecard Operationalization: A Case Study of a Clustered Firm.
Sommario/riassunto	Drawing upon research and practitioner narratives from management, leadership, organizational studies, entrepreneurship and sustainable business domains, this book explores the many pathways that enable emerging countries to transform knowledge into action to achieve economic and sustainable development. The authors take a holistic approach to 'transforming knowledge' that goes beyond the mere 'application of knowledge' to include the assimilation, adaptation, and contextualization of knowledge to suit the unique contexts, needs and conditions existing in emerging countries. They then presents success stories and case studies comprising innovative solutions for emerging

economies that practitioners can utilize. Current research in management is highlighted by bringing together academics, practitioners, policy-makers and interest groups from diverse regions and perspectives.
