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Nota di contenuto	Chapter 1: Deglobalization: Review and Research Future Agenda using PAMO Framework -- Chapter 2: Developing A Hierarchical Model Among Factors Influencing Deglobalization Thinking in COVID -19 Era -- Chapter 3: Global Sourcing in Times of Covid-19 -- Chapter 4: The Nexus Between Trade Openness and Foreign Direct Investment, amid Structural Economic Vulnerability in Developing Countries -- Chapter 5: Deglobalization and its effect on International Joint Venture -- Chapter 6: Analysing Covid Adjustments in Hospitality business models: Insights from Indian Hospitality sector through Social Media Analytics -- Chapter 7: De-internationalization in the Sky: Aeroméxico and the COVID-19 Pandemic -- Chapter 8: Effects of Covid-19 on De-Globalisation -- Chapter 9: Digital Marketing as a Tool of De-globalization: A Study During Covid Pandemic -- Chapter 10: Deglobalization in COVID-19 times: New routes for global business -- Chapter 11: Business Beyond Covid-19: Towards Open Innovation -- Chapter 12: Combating Covid -19 with Digital Marketing – Strategies

for the Marketer. .

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## Sommario/riassunto

This book analyzes the changing dynamics of competition and the emergence of deglobalization trends and processes. The authors begin by explaining the role of technology on globalization and its impact on competitive strategy. Then, they present a theoretical framework that outlines the connection between globalization and modern society. The book also delves into the shift toward deglobalization and addresses how the onset of the COVID-10 pandemic has accelerated the process. Concluding with a discussion of how the 4th Industrial Revolution has resulted in new paradigms for business, this book will fill a gap through its investigation of an emerging concept for scholars in international business. Justin Paul is Full Professor in the Ph.D & MBA programs at the University of Puerto Rico, San Juan, PR, USA and holds the title of Distinguished Scholar at Indian Institute of Management Kozhikode, India's premier business school. He serves as Editor-in-Chief of the International Journal of Consumer Studies and (co-) author of the best-selling textbooks Business Environment (4th edition), International Marketing, (2nd edition), Management of Banking & Financial Services (2nd edition), and Export-Import Management (2nd edition). Sanjay Dhir is an Associate Professor of Strategic Management in the Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India. He is a Fellow (Ph.D.) from the Indian Institute of Management (IIM) Lucknow. He is also author of Case Studies on Strategic Management, Flexible Strategies in VUCA Markets and Global Value Chains, Flexibility and Sustainability.

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