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Altri autori (Persone)	MachadoCarolina DavimJ. Paulo
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Nota di contenuto	Title Page; Contents; Preface; Chapter 1: We the Engineers and Them the Managers; 1.1. Introduction; 1.2. Identities and values: the self and the other; 1.3. Symmetries, asymmetries and career dynamics; 1.4. Evolving identities and professional reference groups; 1.5. Protean or boundaryless careers; 1.6. Dialectics, dilemmas and career choices; 1.7. Case study, sample and data analysis; 1.8. Results; 1.8.1. Professional identification (comparison group); 1.8.2. Mediating effect of the perceived comparative status; 1.8.3. Management training/education 1.8.4. Relationship between engineers and managers1.9. Discussion and conclusions; 1.10. Strengths and limits; 1.11. Implications for future research; 1.12. Bibliography; Chapter 2: Strategic Capabilities for Successful Engagement in Proactive CSR in Small and Medium Enterprises: A ResourceBased View Approach; 2.1. Introduction - CSR and SMEs; 2.1.1. The nature of CSR; 2.1.2. The SME context; 2.2. The

resource-based view approach to business strategy; 2.2.1. Resources and capabilities; 2.2.2. Competitive advantage and performance; 2.3. Proactive CSR in SMEs

2.3.1. Economic dimension of proactive CSR; 2.3.2. Social dimension of proactive CSR; 2.3.3. Environmental dimension of proactive CSR; 2.3.4. Interaction and its contribution to SME financial performance; 2.4. Capabilities for proactive CSR in SMEs; 2.4.1. Internally directed capabilities; 2.4.2. Externally directed capabilities; 2.5. Conceptual model for successful engagement in proactive CSR in SMEs; 2.6. Conclusion; 2.7. Bibliography

Chapter 3: Innovative Management Development in the Automotive Supply Industry - A Preliminary Case Study for the Development of an Innovat Approach to Innovation Management

3.1. Introduction; 3.2. Innovation; 3.3. Case study; 3.3.1. Small event/critical juncture; 3.3.2. Strategy; 3.3.3. Structure (organization); 3.3.4. Culture; 3.3.5. People/personnel; 3.3.6. Communication; 3.4. Reflection as a key to innovative management development; 3.5. Further research issues; 3.6. Bibliography; Chapter 4: Innovative Product Design and Development through Online Customization; 4.1. Introduction

4.2. Mass customization and reconfigurable products for E-PD; 4.2.1. Innovative reconfigurable product development; 4.2.2. Conceptual systematic loop of E-PD; 4.3. The empirical research design; 4.4. Case of Indian office furniture sector; 4.4.1. Market segmentation; 4.4.2. Distribution channels; 4.4.3. Data collection; 4.5. Data analysis; 4.5.1. Response of questionnaires; 4.5.2. Findings on section A1.1 (demographics): getting to know the respondents; 4.5.3. Findings on section A1.2 (opinion): how they feel about these statements; 4.6. Discussions and further analysis using PESTLE

4.6.1. Political and legal factors

## Sommario/riassunto

This book discusses management and engineering innovation with a particular emphasis on human resource management (HRM) and production engineering. In an innovation context, the disciplines of management and engineering are linked to promote sustainable development, seeking cultural and geographical diversity in the studies of HRM and engineering, applications that can have a particular impact on organizational communications, change processes and work practices. This connection reflects the diversity of societal and infrastructural conditions. The authors mainly analyze research