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Nota di contenuto	Part-I Introduction -- Chapter 1 People, Power, and Profit: Convergence of Corporate Governance and Democracy -- Part-II Innovation, Technology and Sustainability -- Chapter 2 Rural Women in Search of Innovative Solutions: A Study in India -- Chapter 3 Digital Transformation in Companies: Case Studies across Sectors -- Chapter 4 Enterprise Sustainability through the Eyes of Human Resources -- Chapter 5 Growth Dimensions of Indian Floriculture Trade: Scenario after National Horticulture Mission -- Chapter 6 Towards categorizing components and creating value for Industry 4.0: A comprehensive case study of a commercial vehicle manufacturing facility -- Chapter 7 Advanced Scientometric Insights into Derivatives for Corporate Democracy, Open Innovation, and Growth in Developing Markets --

Part-III Finance and Operations -- Chapter 8 Will Cryptocurrency become the future of Digital India? A comparative study of Generation Y and Z to identify the intention to adopt cryptocurrency -- Chapter 9 Tapping the potential and creating value with Industry 4.0 -- Chapter 10 Social Marketing Approach to Democratizing Micro Finance Services -- Part-IV Marketing, Entrepreneurship, and Governance -- Chapter 11 Impact of Web Assurance Mechanism on Purchase Intention of Products on E-commerce Websites: Mediating Role of Trust and Customer Security Concern -- Chapter 12 Open Innovation Research in Marketing: A Review Using Latent Dirichlet Allocation -- Chapter 13 Covid-19 pandemic and tourism service providers of Meghalaya, India: A discussion on mitigation measures -- Chapter 14 "Whom to Trust?": Investigating the Efficacy of Influencer Marketing and Social-Media Sponsored Advertisements -- Chapter 15 Country of origin in times in deglobalization. A bibliometric analysis -- Part-V Education and Research -- Chapter 16 Research Infrastructure, Research Outcome, and Teaching-Learning Process: A cross-cultural study of India and Mexico -- Chapter 17 Trends of Hardiness Research in Business Management: A Bibliometric Study -- Part-VI Epilogue -- Chapter 18 Corporate Democracy, Agility, and Business Growth: A Call for Paradigm Shift.

Sommario/riassunto

"This book analyzes dynamic interconnection across corporate democracy, innovation, and economic prosperity that fosters democratic principles within corporations embracing open innovation for sustainable economic growth... An essential addition to the contemporary literature and a must read for business leaders, policymakers, and academics to understand and leverage the power of corporate democracy for a thriving future." -Osmar Zavaleta, Associate Dean, EGADE Business School, Tecnológico de Monterrey, Mexico This book discusses stakeholders' engagement in corporate governance as an emerging philosophy to empower them and motivate value-based business performance through co-creation and coevolution. Reviewing a wide range of literature and empirical studies this edited volume analyzes emerging theories of stakeholder engagement, agility in business, corporate social responsibility, and value co-creation. Eighteen articles spread across five sections in this volume deliberate on human factors in corporations. This book presents new insights of corporate democracy, governance, and agile business modeling integrating people, profit, and corporate citizenship behavior. Articles in this book discuss the democratization and socialization processes of business as budding corporate philosophies. Rajagopal is Distinguished Professor of Marketing at EGADE Business School of Tecnológico de Monterrey, Mexico and Life Fellow of the Royal Society for Encouragement of Arts, Commerce, and Manufacture, United Kingdom. Dr. Rajagopal is currently serving as Visiting Professor at Boston University, USA, since 2013. He has to his credit 75 books on business management and over 400 research papers. Dr Rajagopal has received the Pravasi Bharatiya Samman, the highest civilian award of Government of India in the field of Education in January 2023. The award is conferred to the citizens of India working at overseas destinations. Ramesh Behl is Distinguished Professor of Information Systems at International Management Institute, New Delhi, India. He has authored 25 books, 17 case studies, and more than 45 research papers of national and international repute.
