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Nota di contenuto	Chapter 1: Introduction - Setting the Stage -- Part I: The Historical

Evolution of IB Thought -- Chapter 2: The Emergence and Growth of International Business Thought as an Evolutionary Process -- Chapter 3: Commentary on "The Emergence and Growth of International Business Thought as an Evolutionary Process" -- Chapter 4: An Appraisal on "The Emergence and Growth of International Business Thought as an Evolutionary Process" -- Chapter 5: Commentary on "The Emergence and Growth of International Business Thought as an Evolutionary Process": The Multiple Histories of the IB Field -- Part II: The Historical Evolution of IB Teaching -- Chapter 6: The Evolution of IB Teaching Content: Analyses of IB Textbooks and Syllabi -- Chapter 7: Review on "The Evolution of IB Teaching Content: Analyses of IB Textbooks and Syllabi" -- Chapter 8: Commentary on "The Evolution of IB Teaching Content: Analyses of IB Textbooks and Syllabi" -- Chapter 9: Tracing the Early History of IB Teaching: IB at Harvard Business School -- Chapter 10: An Appraisal on "Tracing the Early History of IB Teaching through the Lens of the Harvard Business School" -- Chapter 11: Commentary on "Tracing the Early History of IB Teaching through the Lens of the Harvard Business School" -- Part III: The Historical Evolution of IB Teaching Institutions -- Chapter 12: Vignettes from the Memoir of an IB Veteran: IB Teaching in the US -- Chapter 13: Reflections on Jim Goodnow's Characterization of IB Teaching Institutions -- Chapter 14: IB Development in non-US Business Schools -- Part IV: The Historical Evolution of IB Institutions -- Chapter 15: The History of the Academy of International Business and its Chapters -- Chapter 16: Commentary on "The History of the Academy of International Business and its Chapters": Why the Field of IB Needs the AIB -- Chapter 17: The AIB's Shared Interest Groups (SIGs) -- Chapter 18: Women in the Academy of International Business: Remembering the Past, Shaping the Future -- Part V: IB as a Field of Study -- Chapter 19: The Historical Evolution of IB in a Comparative Perspective -- Chapter 20: Seen from the Outside: A Commentary on "The Historical Evolution of IB in a Comparative Perspective" -- Chapter 21: Bringing it Altogether and Moving Forward -- Chapter 22: Commentary on "Bringing it Altogether and Moving Forward": The History of IB: Some new Questions Regarding the Formative Period -- Chapter 23: Commentary on "Bringing it Altogether and Moving Forward": Perspective on the Past and Future of International Business -- Chapter 24: Commentary on "Bringing it Altogether and Moving Forward": AIB - Where We've Been, Where We're Going.

Sommario/riassunto

Nachum and Yaprak provide an impressive study of international business thought, teaching, and institutions. Their separate categorization of these and AIB leaders' comments on each consider theories, methods, and measurement, emphasizing different aspects of IB and provide a panoply of fresh insights. This stimulating book on international business should attract a wide audience, comprising scholars, teaching faculty, students, managers, and policy makers around the world. Those interested in international business will find this volume worthy of their attention. – Mira Wilkins, Professor of Economics Emeritus, Florida International University. This book represents the first and most comprehensive account of the history of International Business (IB) as a field of study. The chronicling of the evolution of IB thought, teaching, and institutions in a unified framework serves to observe the interdependencies among these components and demonstrates the ways by which they have jointly shaped IB as a field of study. The book is based on vast volumes of original material whose discussion and interpretation by leading IB scholars creates a dialogue between historical perspectives and contemporary developments and shows the critical role of history in

understanding the current state and discourse of IB as a field of study. The book situates the history of IB within the broader context of business, political, and societal developments, and examines the interaction between external and internal forces as they have shaped the field's growth trajectory, both on its own and in comparison with those of other fields of study. Lilac Nachum is Professor of International Business at Leeds University Business School, UK. She is an AIB Fellow, and a former Fulbright Scholar to Africa. Her research has been published in the leading academic journals in IB and strategy, where she has also served as a board member and associate editor. She has held visiting positions at business schools around the world. Her views on globalization and multinational companies have been featured frequently in various media outlets. Attila Yaprak is Professor of Marketing and International Business at the Ilitch Business School at Wayne State University, USA and an AIB Fellow. His research has appeared in the Journal of International Business Studies, the Journal of World Business, Journal of the Academy of Marketing Science, and Political Psychology, among several others. He has taught and held research visits at business schools and trained executives in several countries around the world.
