

# ECONOMICS AND MANAGEMENT

## 2022

Photo by ETA+ on Unsplash



**PETER LANG**  
INTERNATIONAL ACADEMIC PUBLISHERS

**Recent Publications:**

Agriculture & Farming .....	1
Business & Management .....	1
Business & Management: Study & Revision Guides .....	10
Business Ethics & Social Responsibility .....	12
Business Strategy .....	13
Business Studies: General .....	14
Corporate Finance .....	15
Corporate Governance: Role & Responsibilities of Boards & Directors .....	15
Development Economics & Emerging Economies .....	16
Econometrics & Economic Statistics .....	17
Economic Forecasting .....	18
Economic Growth .....	18
Economic History .....	19
Economic Theory & Philosophy .....	20
Economics .....	21
Economics of Specific Sectors .....	26
Economics, Finance, Business & Management .....	26
Environmental Management .....	30
Finance & Accounting .....	30
Gender Studies, Gender Groups .....	31
Health Systems & Services .....	31
History .....	32
Industrialisation & Industrial History .....	32
International Business .....	33
International Economics .....	34
Labour Economics .....	34
Macroeconomics .....	35
Management & Management Techniques .....	35
Monetary Economics .....	36
Organizational Theory & Behaviour .....	36
Political Economy .....	37
Political Science & Theory .....	38
Psychology .....	39
Public Administration .....	39
Sales & Marketing .....	40
Social Groups: Religious Groups & Communities .....	40
Society & Culture: General .....	41

**Selected Series:**

Business and Innovation .....	43
-------------------------------	----

<b>Complete Series List</b> .....	44
-----------------------------------	----

<b>Index</b> .....	48
--------------------	----

<b>Peter Lang, International Academic Publishers</b> .....	49
--	----

<b>Our Representatives – Print</b> .....	50
--	----

<b>Our Representatives – eBooks</b> .....	51
---	----

Fatih Türkmen (ed.)

## Cultural Heritage and Tourism

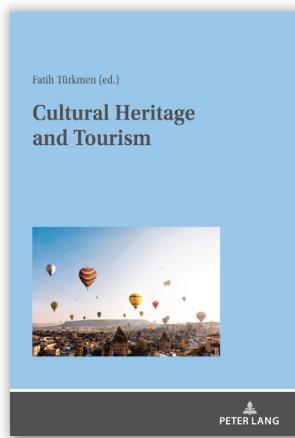
Berlin, 2020. 362 pp., 86 fig. b/w, 17 tables.

pb. • ISBN 978-3-631-84245-4

CHF 84.- / €<sup>D</sup> 71.95 / €<sup>A</sup> 74.- / € 67.30 / £ 55.- / US-\$ 81.95

eBook (SUL) • ISBN 978-3-631-84246-1

CHF 84.- / €<sup>D</sup> 71.95 / €<sup>A</sup> 74.- / € 67.30 / £ 55.- / US-\$ 81.95



This book, in which cultural heritage and tourism issues are evaluated at an academic level, is an indispensable resource for those who will study on culture, cultural heritage and tourism.

Vincent Herbert (dir)

## Tourisme et Territoires

Espaces d'innovations

Bruxelles, 2021. 516 p., 19 ill. en couleurs, 30 ill. n/b, 13 tabl.

**Business and Innovation. Vol. 27**

br. • ISBN 978-2-8076-1605-9

CHF 78.- / €<sup>D</sup> 66.95 / €<sup>A</sup> 69.30 / € 63.- / £ 52.- / US-\$ 75.95

eBook (SUL) • ISBN 978-2-8076-1606-6

CHF 78.- / €<sup>D</sup> 66.95 / €<sup>A</sup> 69.30 / € 63.- / £ 52.- / US-\$ 75.95



La question de l'innovation dans le tourisme ne s'est pas posée pendant longtemps. Dans un monde contemporain touristique et dans une société à la recherche de nouvelles sources d'inspiration, l'innovation est devenue progressivement un élément central de la réflexion des professionnels et des spécialistes du tourisme. La notion d'innovation apparaît elle-même comme complexe, de par la variété des champs qu'elle couvre. L'approche pluridisciplinaire de cet ouvrage apporte un regard croisé sur l'innovation dans le domaine du tourisme et ses relations au territoire. Par une ouverture

internationale, les exemples couvrent des espaces variés et illustrent les moyens et processus mis en œuvre pour répondre aux nouvelles demandes des visiteurs, dans différents milieux, qu'ils soient urbains, ruraux ou littoraux. Les approches académiques, universitaires et scientifiques présentent des cas d'étude et des démarches conceptuelles et opérationnelles complémentaires. Ce recueil collectif permet aussi de renouveler les travaux réalisés depuis une vingtaine d'années dans le domaine de l'innovation touristique et d'ouvrir la réflexion vers le champ des problématiques territoriales. Il rappelle ainsi que l'innovation ne se limite pas à la technologie et au numérique mais qu'elle nécessite l'intégration et l'implication de la dimension humaine.

*Sevgin Batuk · Alev Özer Torgalöz (eds.)*

## Remote and Hybrid Working: Variants, Determinants, Outcomes

Berlin, 2021. 418 pp., 20 fig. b/w, 27 tables.

pb. • ISBN 978-3-631-85533-1

CHF 93.– / €<sup>D</sup> 79.95 / €<sup>A</sup> 82.20 / € 74.80 / £ 61.– / US-\$ 90.95

eBook (SUL) • ISBN 978-3-631-86547-7

CHF 93.– / €<sup>D</sup> 79.95 / €<sup>A</sup> 82.30 / € 74.80 / £ 61.– / US-\$ 90.95

Alev Özer Torgalöz & Sevgin Batuk Ünlü (eds.)

Remote and Hybrid Working:  
Variants, Determinants, Outcomes

With the outbreak of the current Covid-19 pandemic, work life has changed dramatically. Remote working has become a monumental topic for the business world. This change, in fact, induces some notable impacts for work-life and is likely to sustain for a very long time, as companies increasingly report working outside the office and tend to continue adopting this even after the pandemic. In this regard, this book is based on the idea that a comprehensive approach on remote working needs to be provided with a multi-dimensional perspective. This edited book is based on chapters in the fields of remote working practices addressing current critical debates and strings together with theories and findings through novel data-driven insights. In this context, the book presents the ongoing discussion on remote working by including studies mainly on work-life balance, work-family conflict, leadership, motivation, HR policies, ethics, training and other related topics. The studies in this book are expected to provide answers to questions raised by problems resulting from remote working practices.

**ALEV ÖZER TORGALÖZ** has her B.A degree in International Relations from Bilkent University, and her M.A degree from Koç University. She received her Ph.D degree in Management from Bogazici University. Her research interests mainly include organization studies as culture and resilience, behavioral studies, and also alternative work arrangements as remote working. She is currently an assistant professor in the Department of Management at Izmir Democracy University.

**SEVGİN BATUK** Ünlü studied economics and management at Istanbul Bilgi University and the University of London. She received her M.A degree from Marmara University and Ph.D degree from Bogazici University. Her research interests include leadership, institutionalization and management theories. She works at the Turkish-German University as an assistant professor.

*Andrea Buschmann*

## Geschäftsmodellkonvergenz im Handel

Alternative, innovationsfördernde Ansätze zur Systematisierung und Erklärung der Entstehung und Entwicklung von Erscheinungsformen des Handels am Beispiel des Omnichannel-Handels

Berlin, 2021. 522 S., 67 s/w Abb., 4 Tab.

**Strategisches Marketingmanagement. Bd. 34**

geb. • ISBN 978-3-631-83714-6

CHF 99.– / €<sup>D</sup> 84.95 / €<sup>A</sup> 87.30 / € 79.40 / £ 65.– / US-\$ 95.95

eBook (SUL) • ISBN 978-3-631-84717-6

CHF 93.– / €<sup>D</sup> 79.95 / €<sup>A</sup> 82.40 / € 74.90 / £ 61.– / US-\$ 90.95

Die Erforschung der Betriebsformen im Handel weist eine lange Tradition auf. Aktuelle Entwicklungen - wie die Entstehung des Omnichannel-Handels - bringen bisherige Theorien zur Systematisierung und Entstehung von Betriebsformen jedoch an ihre Grenzen. Damit wird auch die Betriebsform als zentrales Innovationsobjekt des Handels in Frage gestellt. Im Gegensatz zur Handelsforschung haben sich in der Innovationsforschung GeschäftsmodeLL- und Konvergenzansatz zur Erklärung von Innovationen etabliert. Hieran anknüpfend beantwortet diese Arbeit die Frage, ob GeschäftsmodeLL- und Konvergenzansatz auch im Kontext des Handels angewandt werden können und ob sie innovative Phänomene der Praxis besser erklären als der Betriebsformenansatz.

*Volker Eickenberg*

## Vertrauen im Versicherungsvertrieb

Eine empirische Analyse der Kundenerwartungen zum Verhalten der Versicherungsvertreter in der Face-to-Face-Interaktion

Berlin, 2020. 384 S., 20 s/w Abb., 62 Tab.

br. • ISBN 978-3-631-83135-9

CHF 83.– / €<sup>D</sup> 69.95 / €<sup>A</sup> 70.– / € 66.70 / £ 55.– / US-\$ 80.95

eBook (SUL) • ISBN 978-3-631-83422-0

CHF 83.– / €<sup>D</sup> 69.95 / €<sup>A</sup> 70.– / € 66.70 / £ 55.– / US-\$ 80.95



Das Vertrauen zwischen Kunden und Versicherungsvertretern beeinflusst ihre Beziehungsqualität. Im Fokus dieses Bandes stehen die Kundenerwartungen zum Verhalten der Versicherungsvertreter in der Face-to-Face-Interaktion. Im Ergebnis wird ein Messmodell zum interpersonalen Vertrauen entwickelt, um hiervon Erkenntnisse für die Bedingungen einer vertrauensvollen Beziehung abzuleiten.

Christian Eilzer · Manfred Dörr · Sylvia Müller (Hrsg.)

## Erlebnisse und Tourismus

Ergebnisse der 4. Deidesheimer Gespräche zur Tourismuswissenschaft

Berlin, 2021. 164 pp., 34 fig. b/w, 6 tables.

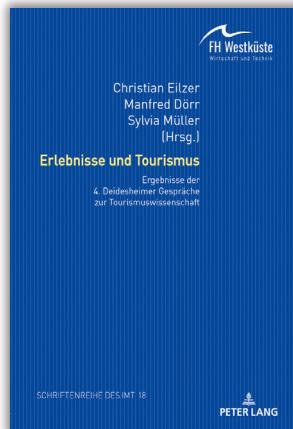
**Schriftenreihe des Instituts für Management und Tourismus (IMT). Vol. 18**

pb. • ISBN 978-3-631-84697-1

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.20 / £ 42.10 / £ 35.– / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-85286-6

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.20 / £ 42.10 / £ 35.– / US-\$ 50.95



Erlebnisse und Erlebnisprodukte sind im Zuge gesellschaftlicher Veränderungen und gestiegener Qualitätsansprüche der Gäste auch im Tourismus zusehends in den Fokus der Betrachtung gerückt. Viele Anbieter versuchen, ihren Gästen Erlebnisse von Erlebnisgastronomie über Naturerlebnisse bis hin zu künstlichen Erlebniswelten zu bieten. Die Beiträge der „4. Deidesheimer Gespräche zur Tourismuswissenschaft“ in diesem Sammelband beleuchten das Thema „Erlebnisse und Tourismus“ aus verschiedenen Perspektiven etwa von Touristen, Destinationen oder Reiseveranstaltern. Dabei werden zudem Modelle der Erlebnisgenese und -bewertung vorgestellt, empirische Befunde zum Destinationserlebnis präsentiert sowie Aspekte zum Erlebnismarketing behandelt.

Touristen, Destinationen oder Reiseveranstaltern. Dabei werden zudem Modelle der Erlebnisgenese und -bewertung vorgestellt, empirische Befunde zum Destinationserlebnis präsentiert sowie Aspekte zum Erlebnismarketing behandelt.

Daniel Gayk

## The Use of Sustainability Information

Empirical Evidence from Multinational Corporations

Berlin, 2021. XXIV, 254 pp., 34 fig. b/w, 22 tables.

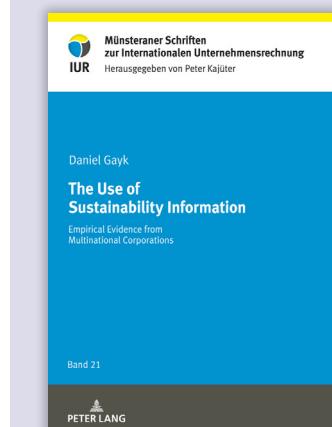
**Münsteraner Schriften zur Internationalen Unternehmensrechnung. Vol. 21**

hb. • ISBN 978-3-631-86372-5

CHF 72.– / €<sup>D</sup> 61.95 / €<sup>A</sup> 63.70 / £ 57.90 / £ 48.– / US-\$ 69.95

eBook (SUL) • ISBN 978-3-631-86468-5

CHF 72.– / €<sup>D</sup> 61.95 / €<sup>A</sup> 63.70 / £ 57.90 / £ 48.– / US-\$ 69.95



Sustainability management is a prime topic for multinational corporations. Achieving ambitious sustainability goals, however, is affected by how employees use sustainability information within their decision-making. Little is yet known about the use of sustainability information at multinational corporations. This study therefore empirically addresses this gap and elaborates the main influencing factors of sustainability information use. The findings have im-

portant implications for researchers and practitioners such as top executives, sustainability managers and management accountants at multinational corporations.

**DANIEL GAYK** studied Business Administration at the University of Münster (Germany), NHH Bergen (Norway) and Hanken School of Economics (Finland). He worked as a research assistant for the Chair of International Accounting at the University of Münster.

Jessica Gebauer

## Strategische Positionierung und Markenführung von Flughäfen

Eine Analyse der strategischen Ausrichtung von Flughäfen und Entwicklung eines neuen Positionierungsmodells unter Berücksichtigung geeigneter Markenbildungsansätze

Berlin, 2019., 338 S., 78 s/w Abb., 23 Tab.

**Strategisches Marketingmanagement. Bd. 32**

geb. • ISBN 978-3-631-78896-7

CHF 78.– / €<sup>D</sup> 65.70 / €<sup>A</sup> 68.90 / £ 62.60 / £ 51.– / US-\$ 75.95

eBook (SUL) • ISBN 978-3-631-80160-4

CHF 78.– / €<sup>D</sup> 65.73 / €<sup>A</sup> 68.86 / £ 62.60 / £ 51.– / US-\$ 75.95



Flughäfen konstituieren nicht mehr nur monopolistische Aerodrome der volkswirtschaftlichen Infrastruktur, sondern agieren als selbstständig wirtschaftende Unternehmen, wodurch die Profitabilität der Flughäfen eine immer signifikantere Rolle einnimmt. Daher müssen Flughäfen sich auch dem verstärkten Wettbewerb stellen und ihre Angebotsstruktur an ein breites Spektrum von Kundengruppen anpassen, um ihren Gewinn zu maximieren und die Wirtschaftlichkeit des Unternehmens „Flughafen“ auszubauen. Flughäfen müssen also sicherstellen, dass ihr Angebot und ihre Po-

sitionierung sie klar von ihren Wettbewerbern unterscheidet. Die strategische Markenbildung und -führung konstituieren in diesem Kontext signifikante Konzepte zur Implementierung der aufgezeigten Positionierungsstrategien.

*Yannick Heuß*

## Outcomes in der perinatalen Versorgung

Einflüsse des Leistungsvolumens und weiterer Krankenhauspezifika untersucht anhand deutscher Qualitätsberichte

Berlin, 2020. 344 S., 20 s/w Abb., 69 Tab.

br. • ISBN 978-3-631-82453-5

CHF 81.– / € 69.95 / €A 71.90 / € 65.40 / £ 54.– / US-\$ 78.95

eBook (SUL) • ISBN 978-3-631-82776-5

CHF 81.– / € 69.95 / €A 71.90 / € 65.40 / £ 54.– / US-\$ 78.95



Im internationalen Vergleich ist die deutsche Perinatalmedizin stark fragmentiert. Der Autor unternimmt eine vergleichende Qualitätsbeurteilung dieses Leistungsbereiches. Struktur- und Prozessspezifika einzelner Krankenhäuser dienen dabei als unabhängige Variablen, Ergebnisqualitätsindikatoren als abhängige Variablen. Als Datengrundlage nutzt der Autor deutsche Krankenhausqualitätsberichte, die sich als kaum konsistent erweisen. Es zeigt sich, dass Unterschiede in den Strategien der Anbieter bestehen. Im Leistungsbereich Neonatologie ist von einem Volume-Outcome-Effekt auszugehen. Auch für Geburten mit niedrigem Risikoprofil liegen in der Gesamtschau Hinweise darauf vor, dass eine weitere Konzentration des Leistungsgeschehens die Qualität insgesamt erhöhen könnte.

Auch für Geburten mit niedrigem Risikoprofil liegen in der Gesamtschau Hinweise darauf vor, dass eine weitere Konzentration des Leistungsgeschehens die Qualität insgesamt erhöhen könnte.

*Knut Johannessen Ims*

## Deep Ecology, Business Ethics and Personal Responsibility

Selected Papers (1988 – 2020)

Oxford, 2022. XXVIII, 812 pp., 22 fig. b/w, 28 tables.

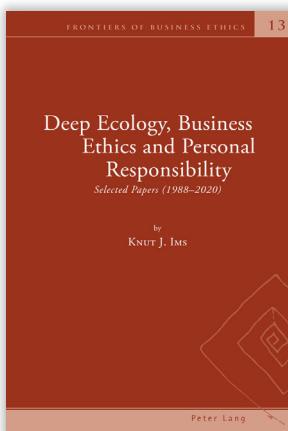
**Frontiers of Business Ethics. Vol. 13**

hb. • ISBN 978-1-80079-229-6

CHF 93.– / € 79.95 / €A 81.50 / € 74.10 / £ 60.– / US-\$ 90.95

eBook (SUL) • ISBN 978-1-80079-230-2

CHF 93.– / € 79.95 / €A 81.50 / € 74.10 / £ 60.– / US-\$ 90.95



How can businesses and business leaders help solve the big ethical, social and ecological challenges of today? Within this context this book offers theoretical and practical approaches to making the world a better place for existing and future generations. It uses diverse, often multidimensional frames of reference and illustrates them with real-life cases to show positive solutions. The author's broad professional background and humanistic worldview are reflected in his application of psychological and virtue-oriented theories as well as philosophical approaches. Some of the articles have an essay format, others share his experiences and experiments in his ethics classes using roleplays to cultivate empathic and

prudent ethical behaviour. A primary motivation of the book is to inspire leaders as well as teachers and students of leadership and business by enriching their worldviews to see ethics as a fundamental aspect at all levels of economic activity.

*Tamar Jugheli*

## The Institutions of State Business Relations

The Case of Food and Agriculture Sector of Georgia

Berlin, 2021. 222 pp., 10 fig. b/w, 11 tables.

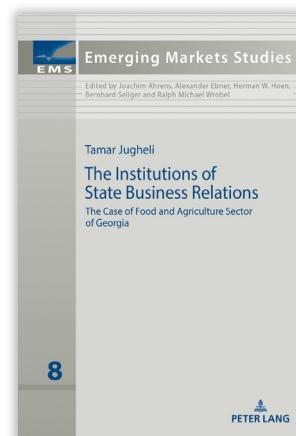
**Emerging Markets Studies. Vol. 8**

hb. • ISBN 978-3-631-84678-0

CHF 64.– / € 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-85401-3

CHF 64.– / € 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95



State intervention in economic activities to drive development requires specific institutional prerequisites that maintain strategic collaboration between the state and businesses. Arguing that the design of institutions of state business relations is critical for successful state intervention in economic activities, this book seeks to understand the nature of the institutions of the state-agribusiness relations in Georgia and its functional compatibilities to the institutions of strategic SBRs. It analyses the nature of SBRs in Georgia through the lens of the New Institutional Economics (NIE).

It employs a qualitative research strategy for the systematic collection, organization, and interpretation of the data. Data from 39 interviews, documents on relevant regulations and laws, and the reports from the international organizations are triangulated to address the research question.

Friedrich Kalden

## Performance Measurement in Shared Services

Empirical Evidence from European Multinational Companies

Berlin, 2021. 436 pp., 67 fig. b/w, 71 tables.

**Münsteraner Schriften zur Internationalen Unternehmensrechnung. Vol. 20**

geb. • ISBN 978-3-631-85045-9

CHF 95.– / €<sup>D</sup> 81.95 / €<sup>A</sup> 84.30 / € 76.60 / £ 63.– / US-\$ 92.95

eBook (SUL) • ISBN 978-3-631-86218-6

CHF 95.– / €<sup>D</sup> 81.95 / €<sup>A</sup> 84.30 / € 76.60 / £ 63.– / US-\$ 92.95



Shared Service Organizations (SSOs) are of growing relevance in research and corporate practice since they combine a number of benefits for multinational corporations, such as cost reductions and an improved risk management. However, managers voice concerns about potential negative impacts on the firm's effectiveness due to a lower service quality. A major reason for the ongoing controversy of the SSOs' outcome is closely related to the shortcoming of measuring their performance. This study analyzes Performance Measurement System (PMS) design in SSOs and sheds light on its effectiveness. Furthermore, the findings reveal which determinants increase PMS effectiveness. This empirical analysis yields practical design recommendations for practitioners working in a shared service environment.

Uta Kirschen (Hrsg.)

## Nachhaltigkeitsmanagement in sächsischen Betrieben

Berlin, 2021. 186 S., 42 s/w Abb., 6 Tab.

**Schriften des Instituts für Betriebswirtschaft der Westsächsischen Hochschule Zwickau. Bd. 1**

geb. • ISBN 978-3-631-83790-0

CHF 53.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 45.– / € 42.90 / £ 35.– / US-\$ 51.95

eBook (SUL) • ISBN 978-3-631-84454-0

CHF 53.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 45.10 / € 42.90 / £ 35.– / US-\$ 51.95



Die nachhaltige Entwicklung von Betrieben, das heißt die ökologisch verträgliche, sozial gerechte und wirtschaftlich leistungsfähige Gestaltung der betrieblichen Tätigkeit gehört zu den zentralen gesellschaftlichen und wirtschaftlichen Herausforderungen unseres Jahrhunderts. Hierfür spielt das betriebliche Nachhaltigkeitsmanagement eine besonders wichtige Rolle, weil die Betriebe mit der Gestaltung ihrer Leistungs- und Produktionsprozesse sowie der angebotenen Produkte und Dienstleistungen darüber entscheiden, welche Ressourcen sie einsetzen, woher die Ressourcen kommen und unter welchen ökologischen und sozialen Bedingungen sie gewonnen werden, aber auch wie umweltbelastend oder umwelt-

verträglich die Produktionsprozesse und die angebotenen Produkte und Dienstleistungen sind. Daher haben gerade die Betriebe eine besondere Verantwortung für die Entwicklung und Umsetzung eines betrieblichen Nachhaltigkeitsmanagements. Dieser Band eröffnet die Schriften des Instituts für Betriebswirtschaft der Westsächsischen Hochschule Zwickau. Der Band umfasst konzeptionelle Ansätze und Strategien eines betrieblichen Nachhaltigkeitsmanagements, aber auch spannende Praxisbeispiele zum Nachhaltigkeitsmanagement aus Betrieben und Branchen, innovative Verkehrskonzepte und einen arbeitsrechtlichen Exkurs.

Sinja Kollmann

## Möglichkeiten und Grenzen des Anwendungsbereichs der umsatzsteuerlichen Organschaft unter besonderer Berücksichtigung europäischer Einflüsse

Berlin, 2020., 362 S., 9 s/w Abb.

**Internationale Steuerlehre, Steuerrecht und Wirtschaftsprüfung. Bd. 13**

geb. • ISBN 978-3-631-80037-9

CHF 81.– / €<sup>D</sup> 73.40 / €<sup>A</sup> 76.90 / € 65.40 / £ 54.– / US-\$ 78.95

eBook (SUL) • ISBN 978-3-631-80938-9

CHF 81.– / €<sup>D</sup> 68.67 / €<sup>A</sup> 71.94 / € 65.40 / £ 54.– / US-\$ 78.95



Die Arbeit widmet sich der Untersuchung der Möglichkeiten und Grenzen des Anwendungsbereichs der umsatzsteuerlichen Organschaft nach § 2 Abs. 2 Nr. 2 UStG mit besonderem Fokus auf die europäische Einflussnahme. Die Verfasserin setzt sich dabei zunächst mit dem Status Quo dieser Organschaftsregelung sowie mit den zu berücksichtigenden unionsrechtlichen Vorgaben des Art. 11 MwStSystRL auseinander. Im weiteren Verlauf der Arbeit zeigt die Verfasserin unionsrechtliche Defizite des umsatzsteuerlichen Organschaftsmodells auf. Abschließend werden dem deutschen Gesetzgeber im Rahmen eines Gesetzesvorschlags Implikationen für die Weiterentwicklung des Anwendungsbereichs der umsatzsteuerlichen Organschaft an die Hand gegeben.

Michael Lück · Claire Liu (eds.)

## A kaleidoscope of tourism research

Insights from the International Competence Network of Tourism Research and Education (ICNT)

Berlin, 2021. 298 pp., 39 fig. b/w, 19 tables.

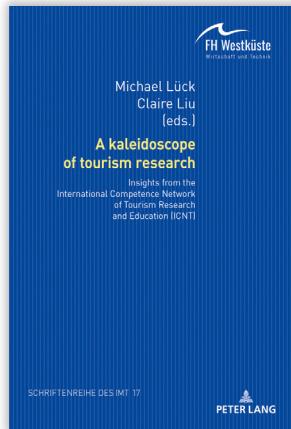
**Schriftenreihe des Instituts für Management und Tourismus (IMT). Vol. 17**

pb. • ISBN 978-3-631-84696-4

CHF 75.– / € 64.95 / €A 66.80 / € 60.70 / £ 50.– / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-85283-5

CHF 75.– / € 64.95 / €A 66.80 / € 60.70 / £ 50.– / US-\$ 73.95



The International Competence Network of Tourism Research and Education (ICNT) covers a wide range of research expertise in the fields of tourism, hospitality and events management. ICNT's sixth book showcases a kaleidoscope of tourism and hospitality topics, ranging from tourism education to sustainable tourism, wildlife tourism, Brexit and tourism, and to travel intermediation, tourist motivation and experiences. The book explains the way tourism and hospitality are understood in different countries around the world. Consequently, this book stimulates thought and discussion on tourist experiences and management, from the viewpoint of various stakeholders. It provides a wealth of new knowledge and will be a valuable resource for students, academics, researchers and industry members alike.

Sebastian Michalsky

## Projekt- und Investitionsentscheidungen zu Green Controlling in öffentlichen Unternehmen mit dezentralen Organisationsstrukturen

Berlin, 2020. 438 S., 84 s/w Abb., 11 Tab.

**Wertschöpfungsmanagement / Value-Added Management. Bd. 17**

geb. • ISBN 978-3-631-81322-5

CHF 81.– / € 69.95 / €A 71.90 / € 65.40 / £ 54.– / US-\$ 78.95

eBook (SUL) • ISBN 978-3-631-81571-7

CHF 81.– / € 69.95 / €A 71.90 / € 65.40 / £ 54.– / US-\$ 78.95



Die Idee der Integration umweltbezogener Aspekte in die Unternehmensführung ist bereits seit Jahrzehnten Teil der Controlling-Forschung. Jedoch erfährt die Auseinandersetzung mit umweltbezogenen Belangen vor dem Hintergrund der Veränderungen im Organisationsumfeld auch für öffentliche Unternehmen eine neue Qualität. So werden zwar zunehmend Umweltthemen in die strategischen Unternehmensziele aufgenommen, aber umweltbezogene Themen werden nach wie vor weder effektiv noch effizient realisiert. Der Autor greift diese Problematik auf und befasst sich mit der Frage, ob für ein Green Controlling in öffentlichen Unternehmen mit

dezentralen Organisationsstrukturen neue und mit Anreizsystemen gekoppelte Governance-Strukturen benötigt werden und wie diese ausgestaltet werden können.

Luis R. Murillo-Zamorano · José Ángel López Sánchez · Ana Belén Mera Gallego

## ¿Cómo generar estado de flujo (flow) en las redes sociales? El caso de Facebook, Instagram, YouTube y Twitter

Berlin, 2020. 126 p., 2 il. blanco/negro, 5 tablas.

enc. • ISBN 978-3-631-83683-5

CHF 30.– / € 24.95 / €A 25.– / € 23.80 / £ 20.– / US-\$ 28.95

eBook (SUL) • ISBN 978-3-631-83684-2

CHF 30.– / € 24.95 / €A 25.– / € 23.80 / £ 20.– / US-\$ 28.95



Durante los últimos años se han hecho múltiples investigaciones sobre estado de flujo (*flow*), todas ellas de muy diversa naturaleza, dada la versatilidad del concepto para ser aplicado a distintos contextos. Lo que se pretende con el presente trabajo es contribuir y ampliar la literatura sobre estado de flujo en la esfera *online*, más concretamente, en el ámbito de las redes sociales; buscando así que las marcas contemplen este constructo en sus estrategias de *marketing digital*. Para ello, en primer lugar, se establece un marco teórico en el que definimos y describimos los aspectos más

importantes del estado de flujo. Posteriormente, ahondamos en las características de dicho fenómeno pero, esta vez, aplicado al entorno virtual, y lo relacionamos con términos propios de la disciplina comercial. Por último, y a modo de estudio empírico del que extraer conclusiones prácticas, se realiza un análisis estadístico para conocer la percepción de los individuos acerca de las experiencias óptimas que ofrecen las distintas redes sociales.

*Matthias Nienaber*

## Preparation Processes of Nonfinancial KPIs for Management Reports

Empirical Evidence on Process Design and Determinants

Berlin, 2020. XXVI, 340 pp., 87 fig. b/w, 24 tables

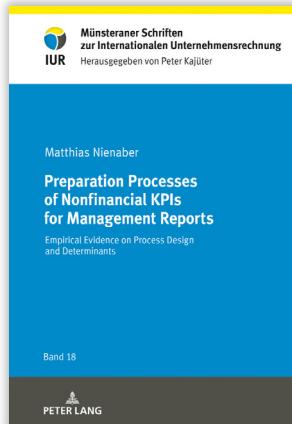
**Münsteraner Schriften zur Internationalen Unternehmensrechnung. Vol. 18**

hb. • ISBN 978-3-631-80279-3

CHF 84.– / €<sup>D</sup> 70.70 / €<sup>A</sup> 74.– / € 67.30 / £ 55.– / US-\$ 81.95

eBook (SUL) • ISBN 978-3-631-80434-6

CHF 84.– / €<sup>D</sup> 70.67 / €<sup>A</sup> 74.03 / € 67.30 / £ 55.– / US-\$ 81.95



While nonfinancial key performance indicators have recently gained importance in corporate reporting, their preparation process for management reports has remained a «black box». Based on interviews with experts from various areas and hierarchical levels, the study empirically analyzes preparation processes in three publicly listed and four privately held German firms. The findings provide detailed insights into phases of preparation processes. Moreover, the promotor model is applied to determine the roles and communication of process participants. In addition, several internal and external factors influencing the process design are discussed using organizational theories. The findings of this study offer several implications for academics and stakeholders such as preparers or regulators.

and external factors influencing the process design are discussed using organizational theories. The findings of this study offer several implications for academics and stakeholders such as preparers or regulators.

*Elbeyi Pelit · Hasan Hüseyin Soybali · Ali Avan (eds.)*

## Current Issues in Services Management

Multidisciplinary Perspectives

Berlin, 2019. 164 pp., 3 fig. b/w, 17 tables.

hb. • ISBN 978-3-631-80385-1

CHF 64.– / €<sup>D</sup> 54.– / €<sup>A</sup> 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-80636-4

CHF 64.– / €<sup>D</sup> 53.97 / €<sup>A</sup> 56.54 / € 51.40 / £ 42.– / US-\$ 61.95



The authors attempt to bring current issues in services management and different approaches in the field of social sciences together. This book deals with topics such as emotional interactions in the service environment, innovative approaches and applications, organizational behavior, financial performance, tourism management and marketing strategies in services management. It explores different perspectives in contemporary services management and paves the way for the understanding of actual tendencies.

*Christoph Riedler*

## Risiko und Finanzierungsstruktur bei Internationalen Projektfinanzierungen

Berlin, 2021. 400 S., 82 s/w Abb., 18 Tab.

**Forschungsergebnisse der Wirtschaftsuniversität Wien. Bd. 69**

br. • ISBN 978-3-631-84393-2

CHF 75.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 66.80 / € 60.70 / £ 50.– / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-84504-2

CHF 75.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 66.80 / € 60.70 / £ 50.– / US-\$ 73.95



Die vorliegende Publikation untersucht den Zusammenhang zwischen Risiko und Finanzierungsstruktur – mit den Komponenten Fremdkapitalquote, Kreditmarge und Laufzeit des Fremdkapitals – bei Internationalen Projektfinanzierungen. Die im Rahmen eines systematischen Literature Reviews in Kombination mit einem theoretischen Rahmen entwickelten Hypothesen werden mit einer Stichprobe von rund 4.600 Finanzierungstranchen weltweiter Projektfinanzierungen überprüft. Die Resultate werden im Rahmen von ExpertInneninterviews mit Sponsoren und Banken nochmals diskutiert und ergänzt. Die finalen Ergebnisse erlauben detaillierte Rückschlüsse auf die Wirkungszusammenhänge zwischen verschiedenen Risiken und der Finanzierungsstruktur sowie auf Wechselwirkungen innerhalb der Finanzierungsstruktur.

*Henrik Schirmacher*

## Performance Measurement Systems

Design and Adoption in German Multinational Companies

Berlin, 2020. XXIV, 284 pp., 90 fig. b/w, 41 tables

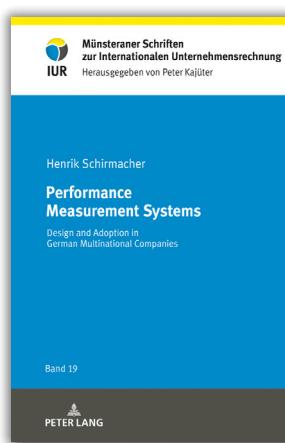
**Münsteraner Schriften zur Internationalen Unternehmensrechnung. Vol. 19**

hb. • ISBN 978-3-631-82193-0

CHF 75.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 66.80 / € 60.70 / £ 50.– / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-82855-7

CHF 75.– / €<sup>D</sup> 63.74 / €<sup>A</sup> 66.77 / € 60.70 / £ 50.– / US-\$ 73.95



Performance Measurement Systems (PMSs) are of utmost importance for multinational companies since they provide head offices with information on the subsidiaries' performance and are expected to influence the subsidiaries' decisions. However, despite their high importance, little is known about the design and adoption of PMSs in multinational companies. Therefore, this study analyzes in detail how head offices of German multinational companies design their PMSs. Furthermore, it also investigates how this PMS is adopted by the subsidiaries of these multinational companies. The findings have implications for researchers and practitioners such as management accountants in multinational companies' head offices and subsidiaries.

Bernhard Seyr (ed.)

## Applied Innovation and Knowledge Management in Organizations

Angewandtes Innovations- und Wissensmanagement in Organisationen

Berlin, 2022. 204 pp., 30 fig. b/w, 11 tables.

**Innovatives Wissensmanagement. Vol. 3**

hb. • ISBN 978-3-631-87414-1

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-87436-3

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95



The series *Innovative Knowledge Management* offers scientific contributions and case studies to scholars and management practitioners. The thematic focus is located in the intersection between innovation and knowledge management connecting related disciplines by a multidisciplinary and practice-oriented approach.

Bernhard Seyr (Hrsg.)

## Innovations- und Wissensmanagement in der Praxis: Konzepte, Forschungsergebnisse und Fallstudien

Innovation and Knowledge Management in Practice: Concepts, Research and Case Studies

Berlin, 2020. 218 S., 28 s/w Abb., 24 Tab.

**Innovatives Wissensmanagement. Bd. 1**

geb. • ISBN 978-3-631-81704-9

CHF 58.– / €D 49.95 / €A 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-81863-3

CHF 58.– / €D 49.04 / €A 51.37 / € 46.70 / £ 38.– / US-\$ 56.95



Die Schriftenreihe *Innovatives Wissensmanagement* stellt der Wissenschaft sowie der Wirtschaftspraxis aktuelle Forschungsergebnisse, innovative Lösungsansätze sowie Fallstudien in der Schnittmenge der Disziplinen Innovations- und Wissensmanagement zur Verfügung.

Manfred Stütgen

## Ethical Investing

Opportunities and Challenges of Morally Justified Investments

Berlin, 2019. 144 pp., 5 fig. b/w

**Moderne – Kulturen – Relationen. Vol. 22**

hb. • ISBN 978-3-631-78905-6

CHF 41.– / €D 34.30 / €A 36.– / € 32.70 / £ 27.– / US-\$ 39.95

eBook (SUL) • ISBN 978-3-631-78961-2

CHF 41.– / €D 34.34 / €A 35.97 / € 32.70 / £ 27.– / US-\$ 39.95



Ethical investing is becoming increasingly attractive for investors and banks. Financial performance and reduced risk, social-ecological responsibility and a good consciousness are typically promised. However, which moral rules and considerations should actually guide an investor? This book analyses selection criteria for ethical investing and its underlying theoretical premises. It outlines the opportunities and challenges of an investment style that integrates ethical norms and values into the investment process. Investors and financial advisors will benefit from reading this book that is also a good investment for researchers and analysts in the field of sustainable investing and the ethics of finance.

Lukasz Sulkowski

## Cultural Reflection in Management

Berlin, 2020. 278 pp., 10 fig. b/w, 30 tables.

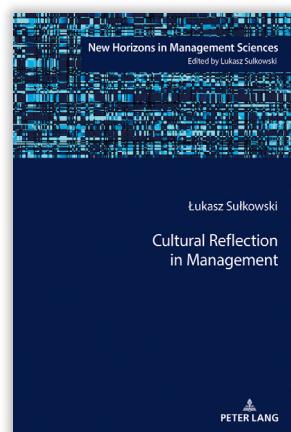
**New Horizons in Management Sciences. Vol. 11**

hb. • ISBN 978-3-631-64012-8

CHF 58.– / €D 49.95 / €A 51.35 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-653-02218-6

CHF 73.– / €D 58.91 / €A 61.71 / € 56.10 / £ 46.– / US-\$ 67.95



Culture in management is an important issue from both theoretical and practical points of view. Culture is a universal medium, in which people act and organisations are submerged. It is a basis for all processes, such as communication; and it also remains an open and ambiguous phenomenon. This book deals with different visions of culture in management, emphasising epistemological and methodological pluralism, and the need for the development of new, creative concepts of culture. The book presents reflections on the most significant cognitive problems of cultural currents, provides an analysis of well-known and popular functionalist concepts of culture in management and ends with a presentation of less popular perspectives.

Christopher Tingley

## Management Lessons of a Failed Company

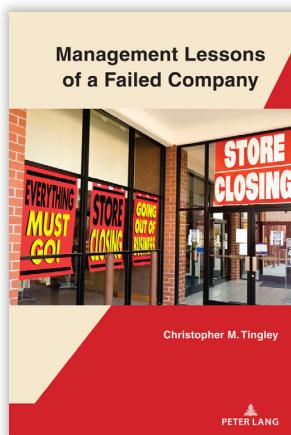
New York, 2021. VIII, 110 pp.

hb. • ISBN 978-1-4331-8484-0

CHF 103.- / €D 87.95 / €A 87.50 / € 83.30 / £ 67.- / US-\$ 99.95

eBook (SUL) • ISBN 978-1-4331-8485-7

CHF 103.- / €D 87.95 / €A 87.50 / € 83.30 / £ 67.- / US-\$ 99.95



This book is a look inside the day-to-day life of a retail manager as he witnessed from the front lines a company take the country by storm. Through a model of selling low priced clothing partnered with celebrity endorsements, the company's rise was as big as their fall. After over a decade of teaching, the author, now a marketing and strategy professor, recalls his former life in retail. In a light-hearted and funny first-person narrative, the author takes you on a ride through his time with the now defunct clothing retailer Steve and Barry's. He shares the lessons he learned from inside the

store while watching mistakes made along the way. Through stories of being robbed at gunpoint, finding a dead body in the dumpster, and working to the point of exhaustion, the reader is given a firsthand account of the best and worst practices in store management. Designed to introduce students to business, management, entrepreneurship, and retail, it allows students to answer the question "Do I really want to be a manager?"

Ronald Wadsack · Gabriele Wach (Hrsg.)

## Digitale Disruption und Sportmanagement

Berlin, 2019. 356 S., 13 farb. Abb., 30 s/w Abb., 69 Tab.

**Blickpunkt Sportmanagement. Bd. 6**

br. • ISBN 978-3-631-80050-8

CHF 81.- / €D 68.70 / €A 71.90 / € 65.40 / £ 54.- / US-\$ 78.95

eBook (SUL) • ISBN 978-3-631-80626-5

CHF 81.- / €D 68.67 / €A 71.94 / € 65.40 / £ 54.- / US-\$ 78.95



Der Band beschäftigt sich mit dem Trend der Digitalisierung, der auch den Sportbereich betrifft. Die Auswirkungen können disruptiv – zerstörerisch – sein. Der Sport in seiner Vielfalt wird in verschiedener Weise von den Entwicklungen berührt und muss Wege finden, damit umzugehen. Die Beiträge betrachten die mit der Digitalisierung verbundenen Führungsanforderungen in Sportvereinen und eröffnen unter Bezugnahme auf den Sport in der Gesellschaft verschiedene Perspektiven zu diesem Thema. Die Beiträge untersuchen die Situation in Sportvereinen und –verbänden, in Bereichen des Profisports sowie in einigen ausgewählten Sportarten. Sie erörtern juristische Aspekte, Beiträge zum E-Sport sowie die Einbindung von Sport in der Smart City. Der Band stellt mögliche Zukunftsvision dar und öffnet den Blick darüber hinaus.

Christin Wohlrath

## Mitarbeitermisstrauen

Faktoren des Mitarbeitermisstrauens - Welche Wahrnehmungen der Mitarbeitenden prägen Bildung von Misstrauen in die Unternehmensführung?

Berlin, 2019. 376 S., 26 Tab.

br. • ISBN 978-3-631-79196-7

CHF 84.- / €D 70.70 / €A 74.- / € 67.30 / £ 55.- / US-\$ 81.95

eBook (SUL) • ISBN 978-3-631-79663-4

CHF 84.- / €D 70.67 / €A 74.03 / € 67.30 / £ 55.- / US-\$ 81.95



Die vorliegende Publikation thematisiert das Misstrauen und Vertrauen von Mitarbeitenden in einem Unternehmen. Das Fallstudiendesign besteht aus der Kombination von drei Erhebungsmethoden. Aus der Analyse der subjektiv erlebten Ereignisse stellt die Autorin die missstrauensbildenden Faktoren von Mitarbeitenden dar. Die Mitarbeitenden haben negative Wahrnehmungen und Erwartungen gegenüber dem Unternehmen, da sie prognostizieren, in Zukunft geschädigt zu werden. Ihre Misstrauensbildung ist von einer negativen Reziprozität und der gegenseitigen Selbstbestätigung geprägt. Aus den Erkenntnissen können Praxismaßnahmen zur Überwindung von starkem Misstrauen abgeleitet werden.

Axel Wölk

## A Taxonomy of State Capitalism and the Developmental Phases of Russia, Kazakhstan, Singapore and South Korea

An institutional comparative Analysis

Berlin, 2021. 336 pp., 3 fig. col., 6 tables.

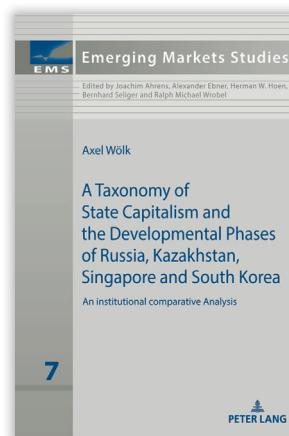
**Emerging Markets Studies. Vol. 7**

hb. • ISBN 978-3-631-84908-8

CHF 75.- / €D 64.95 / €A 66.80 / € 60.70 / £ 50.- / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-85308-5

CHF 75.- / €D 64.95 / €A 66.80 / € 60.70 / £ 50.- / US-\$ 73.95



What is the economic order of state capitalism? Furthermore, how can its significant performance differences be explained? The first question is tackled with the help of New Institutional Economics by developing a model of state capitalism. This topic is furthermore dealt with in Chapter 3 where a taxonomy of state capitalism is presented. This chapter already explains some of the performance differences. In the last chapter with the help of semi-structured interviews and literature surveys – in four case studies – propositions are forwarded as to why state capitalist orders vary so widely in their performances. Two points stick out: the quality of the bureaucracy as well as a varying degree of commitment of the political leadership to a developmental course.

Ralph M. Wrobel · Bernhard Seliger (eds.)

## Korea, the Iron Silk Road and the Belt and Road Initiative

Soft Power and Hard Power Approaches

Berlin, 2022. 236 pp., 9 fig. b/w, 12 tables.

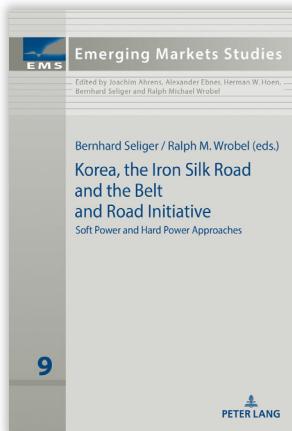
**Emerging Markets Studies. Vol. 9**

hb. • ISBN 978-3-631-86066-3

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-86800-3

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95



Korea as a “middle power” in the last decades saw a growing importance, partly through greater economic clout, partly through greater cultural and soft power (“K-pop”), and partly through collective action in institutions like G 20. However, recent instability in Northeast Asia, plus growing trade conflicts and political conflicts in the region and worldwide, endanger this position. Moreover, the tremendous rise of China in economic, geo-political and cultural terms overshadowed the Korean development. However, also here the Chinese Belt and Road Initiative seems to dominate the headlines, as well as the policy fora and practical business decisions. Therefore, this book discusses an urgent, indeed pressing topic: how can middle powers like South Korea and Germany benefit from closer economic and political linkages across the Eurasian landmass, in particular the Belt and Road Initiative dominated by China.? Should they rather jump on the bandwagon or should they follow distinct own initiatives, either in their region or inter-regionally?

lines, as well as the policy fora and practical business decisions. Therefore, this book discusses an urgent, indeed pressing topic: how can middle powers like South Korea and Germany benefit from closer economic and political linkages across the Eurasian landmass, in particular the Belt and Road Initiative dominated by China.? Should they rather jump on the bandwagon or should they follow distinct own initiatives, either in their region or inter-regionally?

Özer Yilmaz (ed.)

## New Trends in Management Studies

Berlin, 2019. 326 pp., 23 fig. b/w, 54 tables.

pb. • ISBN 978-3-631-80342-4

CHF 70.– / €D 58.90 / €A 61.70 / € 56.10 / £ 46.– / US-\$ 67.95

eBook (SUL) • ISBN 978-3-631-80593-0

CHF 70.– / €D 58.91 / €A 61.71 / € 56.10 / £ 46.– / US-\$ 67.95



The information age is currently characterized by an acceleration in the production and consumption of information, which has a massive impact on social life. Thus, even in the social sciences, conventional approaches must be abandoned, and new ones developed. From an economic perspective, the contributors to this anthology deal with new trends in various areas of management philosophy. Particularly, the articles focus on human resources, marketing, finances and economics.

Ela Sibel Bayrak Meydanoglu · Riza Öztürk · Natalie Bartholomäus · Müge Klein (eds.)

## Digital Transformation in Business (theory/practice)

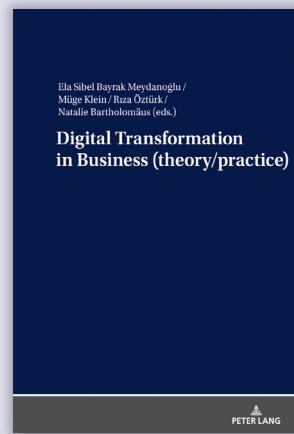
Berlin, 2020. 188 pp., 30 fig. b/w, 12 tables.

hb. • ISBN 978-3-631-81718-6

CHF 71.– / €D 59.95 / €A 60.– / € 57.10 / £ 47.– / US-\$ 68.95

eBook (SUL) • ISBN 978-3-631-82089-6

CHF 47.– / €D 39.27 / €A 41.14 / € 37.40 / £ 31.– / US-\$ 45.95



In today's increasingly digitalized world, digital transformation dramatically changes the way of doing business and reshapes business functions such as controlling, logistics, HR, marketing etc. For companies that do not know how to implement digital transformation, it will be difficult to survive. Therefore, digital transformation is one of the most debated issues in today's business world. Being aware of this issue, Turkish-German University (TGU) hosted a conference on „Digital Transformation in Business“ in cooperation with Bielefeld University of Applied Sciences in Istanbul. The conference offered a platform where academicians as well as practitioners discussed current issues of digital transformation. The academic papers presented in the conference constitute the papers of this book.

Dylan Scudder

## Coffee and Conflict in Colombia

Part of the Pentalemma Series on Managing Global Dilemmas

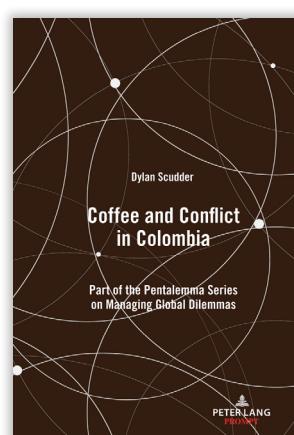
New York, 2020. XVI, 88 pp., 3 b/w ill.

hb. • ISBN 978-1-4331-7568-8

CHF 48.– / €D 41.95 / €A 42.20 / € 38.40 / £ 31.– / US-\$ 46.95

eBook (SUL) • ISBN 978-1-4331-7565-7

CHF 48.– / €D 40.32 / €A 42.24 / € 38.40 / £ 31.– / US-\$ 46.95



Against the backdrop of an increasingly globalized business environment, this book provides readers with a pragmatic approach to strategic management of complex issues that arise from the tension between fiduciary and ethical priorities. If the challenge of management is making decisions in situations of uncertainty, *Coffee and Conflict in Colombia* is the ultimate test of finding business solutions in extremely volatile situations. Based on firsthand experience on-site and years of rigorous research, this book leverages a real-world case of a global coffee consortium facing the challenge of negotiating wages for its farmworkers during a low-intensity conflict

in and around Colombia. Beyond the direct consequences of the negotiation, many farmworkers are ready to join local militia if a wage deal cannot be reached, thereby fueling the cycle of local instability and violence. Putting readers in the role of consultants to a client operating in the area lets them experience defining moments of managing this high-stakes situation with limited information and considerable time pressure. Almost as if “parachuting” into an escalating conflict scenario, readers form critical relationships with characters that introduce them to management tools and techniques they need to arrive at a successful conclusion. The excitement and intensity of *Coffee and Conflict in Colombia* equips business leaders of today and tomorrow with valuable know-how they can apply to the uncertainties of everyday business in an international context.

*Dylan Scudder*

### **Conflict Minerals in the Democratic Republic of Congo**

Part of the Pentalemma Series on Managing Global Dilemmas

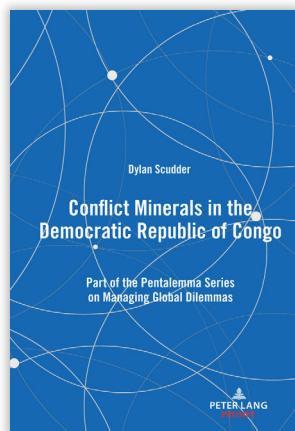
New York, 2020. XVI, 94 pp., 3 b/w ill.

hb. • ISBN 978-1-4331-7561-9

CHF 48.– / €<sup>D</sup> 40.30 / €<sup>A</sup> 42.20 / € 38.40 / £ 31.– / US-\$ 46.95

eBook (SUL) • ISBN 978-1-4331-7562-6

CHF 48.– / €<sup>D</sup> 40.32 / €<sup>A</sup> 42.24 / € 38.40 / £ 31.– / US-\$ 46.95



Against the backdrop of an increasingly globalized business environment, this book provides readers with a pragmatic approach to international management of complex issues that arise from the tension between fiduciary and ethical priorities. If the challenge of management is making decisions in situations of uncertainty, *Conflict Minerals in the Democratic Republic of Congo* is the ultimate test of finding business solutions in extremely volatile situations. Based on firsthand experience and years of rigorous research, this book leverages a real-world case of a global tech company grappling with the dilemma of whether to continue sourcing a vital mineral in the conflict-affected region of the Democratic Republic of Congo at the risk of ruining its reputation or to suffer the immediate financial consequences of pulling out. Putting readers in the role of consultants to a client operating in the area lets them experience defining moments of managing with limited information, time pressure and a dwindling budget. Almost as if „parachuting“ into an escalating conflict scenario, readers form critical relationships with characters that introduce them to management tools and techniques they need to arrive at a successful conclusion. The excitement and intensity of *Conflict Minerals in the Democratic Republic of Congo* equips business leaders of today and tomorrow with valuable know-how they can apply to the uncertainties of everyday business in an international context.

*Dylan Scudder*

### **Multi-Hazard Disaster in Japan**

Part of the Pentalemma Series on Managing Global Dilemmas

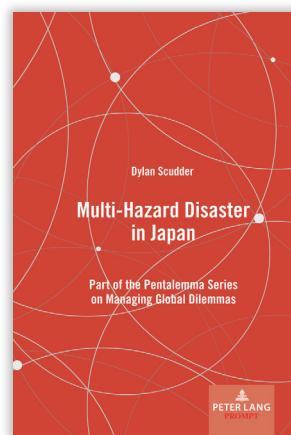
New York, 2020. XVI, 100 pp., 3 b/w ill.

hb. • ISBN 978-1-4331-7530-5

CHF 48.– / €<sup>D</sup> 41.95 / €<sup>A</sup> 42.20 / € 38.40 / £ 31.– / US-\$ 46.95

eBook (SUL) • ISBN 978-1-4331-7558-9

CHF 48.– / €<sup>D</sup> 40.32 / €<sup>A</sup> 42.24 / € 38.40 / £ 31.– / US-\$ 46.95



Against the backdrop of an increasingly globalized business environment, this book provides readers with a pragmatic approach to international management of complex issues that arise from the tension between financial goals and social imperatives. If the challenge of management is making decisions in situations of uncertainty, *Multi-Hazard Disaster in Japan* is the ultimate test of finding business solutions in extremely volatile situations. Based on firsthand experience and years of rigorous research, this book leverages a real-world case of a global company responding to a historical mega-disaster to let readers experience defining moments of managing with limited information, time pressure and a dwindling budget.

Almost as if “parachuting” into an escalating disaster scenario, readers form critical relationships with characters that introduce them to management tools and techniques they need to arrive at a successful conclusion. The excitement and intensity of *Multi-Hazard Disaster in Japan* equips business leaders of today and tomorrow with valuable know-how they can apply to the uncertainties of everyday business in an international context.

*Didier Caveng*

## L'éthique dans la finance

Les banques genevoises à l'épreuve des faits

Bruxelles, 2019, 192 p., 4 ill. color, 6 tab. b/w

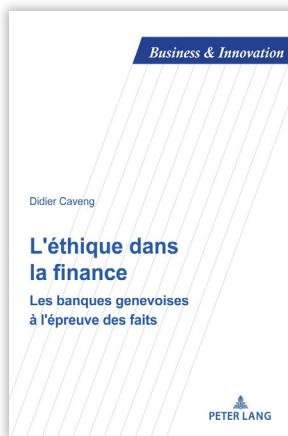
**Business and Innovation. Vol. 23**

br. • ISBN 978-2-8076-1098-9

CHF 47.– / €<sup>D</sup> 39.90 / €<sup>A</sup> 41.80 / € 38.– / £ 31.– / US-\$ 45.95

eBook (SUL) • ISBN 978-2-8076-1099-6

CHF 47.– / €<sup>D</sup> 39.90 / €<sup>A</sup> 41.80 / € 38.– / £ 31.– / US-\$ 45.95



L'éthique des affaires est mise en œuvre par un ensemble des règles, codes ou principes qui orientent les décisions des entreprises vers plus de morale et de transparence. La question de l'éthique des affaires dans le secteur bancaire est d'autant plus pertinente que la crise qui frappe les économies nationales et l'économie mondiale est largement attribuée à l'irresponsabilité de la sphère financière. L'auteur, par une enquête minutieuse au sein des milieux financiers, cherche à repérer les types d'éthique (pour autant que l'éthique existe explicitement au sein des banques) qui s'appliquent dans les organisations, les formes qu'elle prend, les initiateurs des mesures qui s'y associent, ainsi que les manières dont l'éthique est pensée d'une part et gérée d'autre part. L'objectif de l'ouvrage est d'éclairer, voire de comprendre, l'attitude et le comportement des banques vis-à-vis de l'éthique : entre dynamisme et pragmatisme, en passant par l'opportunisme, entre formalisation institutionnelle et adaptation à la complexité des situations, entre responsabilité attribuée et responsabilité distribuée.

organisations, les formes qu'elle prend, les initiateurs des mesures qui s'y associent, ainsi que les manières dont l'éthique est pensée d'une part et gérée d'autre part. L'objectif de l'ouvrage est d'éclairer, voire de comprendre, l'attitude et le comportement des banques vis-à-vis de l'éthique : entre dynamisme et pragmatisme, en passant par l'opportunisme, entre formalisation institutionnelle et adaptation à la complexité des situations, entre responsabilité attribuée et responsabilité distribuée.

Veronica Gonzalez Araujo • Roberto Carlos Álvarez Delgado • Angel Sancho Rodríguez (eds.)

## Ethics in Business Communication

New Challenges in the Digital World

Bruxelles, 2020. 236 pp., 29 fig. b/w

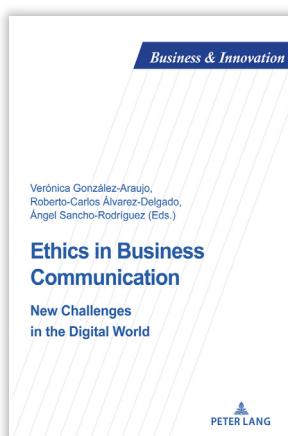
**Business and Innovation. Vol. 24**

pb. • ISBN 978-2-8076-1192-4

CHF 56.– / €<sup>D</sup> 47.95 / €<sup>A</sup> 49.50 / € 45.– / £ 37.– / US-\$ 54.95

eBook (SUL) • ISBN 978-2-8076-1193-1

CHF 56.– / €<sup>D</sup> 47.25 / €<sup>A</sup> 49.50 / € 45.– / £ 37.– / US-\$ 54.95



In our ever growing interconnected world, communication has become an essential tool for businesses and entrepreneurs. To be effective, business communication needs to take social and ethical considerations into account. This volume brings together different perspectives about ethics in business and communication, with special emphasis on the new challenges deriving from the digital world. From a variety of disciplinary perspectives (discourse analysis, communication studies, linguistics, rhetoric, semiotics, business and management

studies), the contributors explore the production and interpretation of texts and interactions from an ethical perspective, as well as the use (and abuse) of communicative strategies and tactics of persuasion. Among other topics, the volume deals with the use of rhetorical and linguistic strategies in the entrepreneurial pitch, ethical leadership in business management, gender issues in entrepreneurship, the ethics of tourism, and the use of digital and collaborative tools in professional and educational contexts.

*Dylan Scudder*

## Mining Conflict in the Philippines

Part of the Pentalemma Series on Managing Global Dilemmas

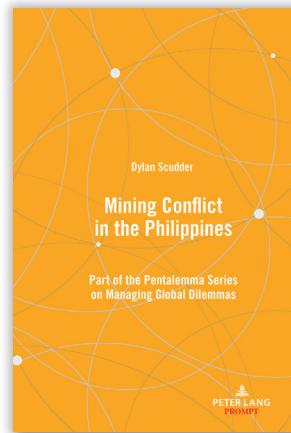
New York, 2020. XVI, 92 pp., 3 b/w ill.

hb. • ISBN 978-1-4331-7632-6

CHF 49.– / €<sup>D</sup> 41.95 / €<sup>A</sup> 43.10 / € 39.20 / £ 32.– / US-\$ 46.95

eBook (SUL) • ISBN 978-1-4331-7633-3

CHF 49.– / €<sup>D</sup> 41.16 / €<sup>A</sup> 43.12 / € 39.20 / £ 32.– / US-\$ 46.95



Against the backdrop of an increasingly globalized business environment, this book provides readers with a pragmatic approach to strategic management of complex issues that arise from the tension between fiduciary and ethical priorities. If the challenge of management is making decisions in situations of uncertainty, *Mining Conflict in the Philippines* is the ultimate test of finding business solutions in extremely volatile situations. Based on firsthand experience and years of rigorous research, this book leverages a real-world case of a global mining company facing the challenge of doing

business in a highly unpredictable environment in which staff and assets are under threat by a local organization that wants the company to leave. Putting readers in the role of consultants to a client operating in the area lets them experience defining moments of managing this potentially explosive scenario under considerable time pressure and only partial information. Almost as if "parachuting" into an escalating conflict scenario, readers form critical relationships with characters that introduce them to management tools and techniques they need to arrive at a successful conclusion. The excitement and intensity of *Mining Conflict in the Philippines* equips business leaders of today and tomorrow with valuable know-how they can apply to the uncertainties of everyday business in an international context.

*Rebecca Amsellem*

## Museums go International

New strategies, new business models

Bruxelles, 2019. 228 p., 13 b/w ill.

**Cultural Management and Cultural Policy Education. Vol. 5**

pb. • ISBN 978-2-8076-1160-3

CHF 47.– / €<sup>D</sup> 39.90 / €<sup>A</sup> 41.80 / € 38.– / £ 31.– / US-\$ 45.95

eBook (SUL) • ISBN 978-2-8076-1268-6

CHF 47.– / €<sup>D</sup> 39.90 / €<sup>A</sup> 41.80 / € 38.– / £ 31.– / US-\$ 45.95



Museums are increasingly developing international strategies to raise their profiles outside of their home markets. How can we define this trend? This book is based on a multiple correspondence analysis of a database populated by the results of a survey conducted by the author on international museums. The study reveals that museums fall into four categories regarding their internationalization strategies and can have two complementary international strategies: one geared toward economic profitability and one geared toward the preservation of heritage. However, traditional business models for museums are currently facing challenges from a decline in public subsidies, uncertainty surrounding private donations and stagnant ticket sales. The author argues that the internationalization of museums is having an impact on the historical models and is contributing to the evolution of these business models. Two case studies, of the Victoria & Albert Museum (London, UK) and the Musée des Arts et Métiers (Paris, France), provide particular insights into the international characteristics and practices of museums.

traditional business models for museums are currently facing challenges from a decline in public subsidies, uncertainty surrounding private donations and stagnant ticket sales. The author argues that the internationalization of museums is having an impact on the historical models and is contributing to the evolution of these business models. Two case studies, of the Victoria & Albert Museum (London, UK) and the Musée des Arts et Métiers (Paris, France), provide particular insights into the international characteristics and practices of museums.

*Mehmet Naci Efe (ed.)*

## Connect With Your Management On-The-Go

In collaboration with Simal Celikkol

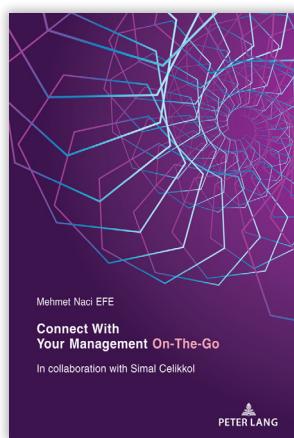
Berlin, 2021. 194 pp., 16 fig. b/w, 10 tables.

pb. • ISBN 978-3-631-84081-8

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-84592-9

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95



A challenging journey for managers to succeed by following 13 paths... Visionary and curious academicians sailing to new horizons... Yes! The journey is long, tiring but how success is easily achieved? There is no change without pain! *Management on the Go* covers different aspects of today's management which can be both used as a handbook by executives who want to keep up with the pace of scientific advancements, as well as a road map for academics to turn towards innovative management systems. You are invited to embark on a journey from topics

that have become outdated in the literature to approaches that will arouse excitement and curiosity about future. Each chapter is written based on sector experiences by 13 academicians located in 5 different universities in Turkey and now reaches you dear readers.

*Krzysztof Kasianuk • Bohdan Szklarski • Piotr Olaf Żylicz (eds.)*

## Failed Leadership

Berlin, 2021. 252 pp., 3 fig. col., 1 fig. b/w, 6 tables.

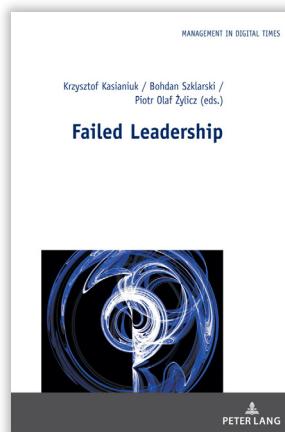
**Management in Digital Times. Vol. 1**

hb. • ISBN 978-3-631-83533-3

CHF 59.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 50.– / € 47.60 / £ 39.– / US-\$ 57.95

eBook (SUL) • ISBN 978-3-631-84540-0

CHF 59.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 50.– / € 47.60 / £ 39.– / US-\$ 57.95



Manifestations and causes of failed leadership have attracted little systematic scientific reflection. This collection of articles brings readers' attention to "failed leadership" aspects encompassing business, political, social, philosophical, psychological and historical perspectives presented. An international group of authors, ranging from academicians to business practitioners. The reader will find both advanced theoretical analyses as well as descriptions of real-life cases of failed leadership across time and different geographies. The publication revolves around critical questions, including: "Is failure a flip side of success?", "How to measure failure?", "How much does it depend on historical, cultural or situational contexts?", or "Is failure recoverable?"

*Isil Alkan · Kübra Önder (eds.)*

## Challenges and opportunities in the pathway of development: Case of Turkey

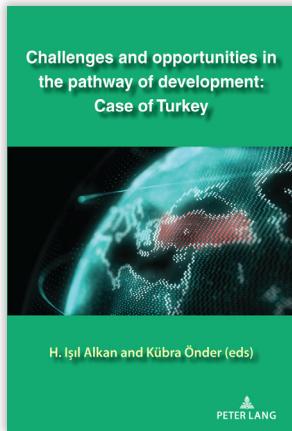
Berlin, 2020. 178 pp., 16 fig. b/w, 22 tables.

pb. • ISBN 978-3-631-81826-8

CHF 65.– / €<sup>D</sup> 54.95 / €<sup>A</sup> 55.– / € 52.40 / £ 43.– / US-\$ 63.95

eBook (SUL) • ISBN 978-3-631-83664-4

CHF 65.– / €<sup>D</sup> 54.95 / €<sup>A</sup> 55.– / € 52.40 / £ 43.– / US-\$ 63.95



The globalization process offers countries the opportunity to integrate with world economies. Turkish economy has undergone significant structural transformation since the 1980s and experienced intense global developments in this complex period. Turkey, having strengths and weaknesses, is also faced with many threats and opportunities in the mentioned process. Therefore, a correct analysis of the opportunities and threats can move the country to a better point in the development road. This book focuses threats and opportunities in the pathway of Turkey's development. In this framework; working poverty, external debt problem, early deindustrialization, 1980 transformation of the economy, households' demand for healthcare, instruments of fiscal policy, case of Syrian business, decent work and gender equality, economic and fiscal impacts of the Covid-19 pandemic in Turkey are examined

companies and – if so – what impact these influences have on the respective web design. Therefore, he analyzes sample internet presences of German and Chinese companies by applying the method of content analysis in order to finally propose a culturally optimized blueprint of a website.

*Jerzy Mączyński · Łukasz Sułkowski · Sylwia Przytuła (eds.)*

## Leadership across Cultures

Berlin, 2019., 180 pp., 15 fig. b/w, 14 tables

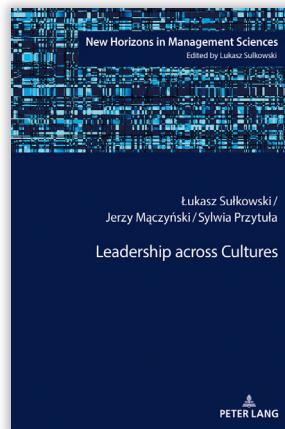
**New Horizons in Management Sciences. Vol. 10**

hb. • ISBN 978-3-631-79318-3

CHF 58.– / €<sup>D</sup> 49.– / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-79773-0

CHF 58.– / €<sup>D</sup> 49.04 / €<sup>A</sup> 51.37 / € 46.70 / £ 38.– / US-\$ 56.95



Leadership in organizations has become a significant topic in scientific research over the last few decades. As businesses continue to expand their operations beyond their home countries, the topic of attracting, maintaining and developing people who can successfully perform in global environment is receiving more and more attention. It's important to acknowledge that people from different cultural backgrounds have different expectations of what leadership looks like in various national and organizational contexts, e.g. in public institutions, in multinational companies or

in higher education. By way of illustrating the challenges of leadership, this book will examine several issues related to individual perspective of leadership (competencies and attributes of leaders), mezzo/institutional perspective (leaderless organizations, leading public institutions, leaders of higher education, expatriates on foreign assignment) and macro/national perspective (European and Chinese cases). This book is a result of the collective efforts of thirteen scholars representing different universities and it is aimed at academics, students, managers and entrepreneurs engaged in intercultural interactions.

*Julian Böhnisch*

## Culture's Influence on the Websites of German and Chinese Companies

An Analysis of Cultural Diversity on the Internet

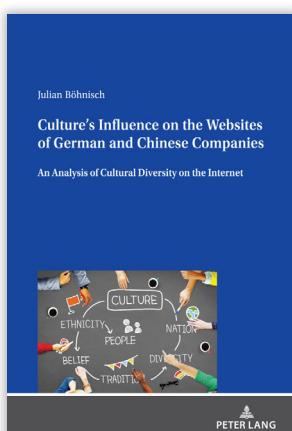
Berlin, 2022. 246 pp., 45 fig. col., 109 fig. b/w, 10 tables.

pb. • ISBN 978-3-631-86687-0

CHF 64.– / €<sup>D</sup> 54.95 / €<sup>A</sup> 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-86803-4

CHF 64.– / €<sup>D</sup> 54.95 / €<sup>A</sup> 56.50 / € 51.40 / £ 42.– / US-\$ 61.95



Few inventions in human history have been as revolutionary concerning the way people communicate and do business as the internet. Almost 60% of the world's population have access to the World Wide Web, so that a rapid future development regarding global businesses, which strongly depend on the usage of the internet, can surely be predicted. International companies and organizations operate worldwide, with participants across all cultures. This development results in an increasing focus on managing the gaps and specific characteristics of different cultures. In this context, not only

marketing across geographic boundaries needs to be reconsidered, but also communication via internet. The author examines whether culture has traceable influences on the internet presences of international

Adnan Kara · Ramazan Sayar (eds.)

## Financial System, Financial Development and Firm Survival

Perspectives From Turkish Financial System and Globalization

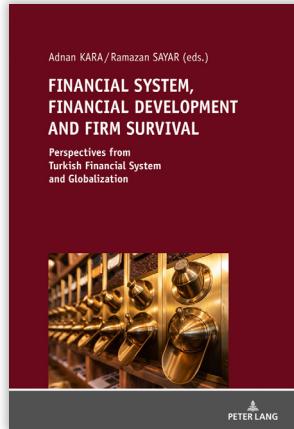
Berlin, 2020. 118 pp., 13 fig. b/w, 8 tables.

pb. • ISBN 978-3-631-80631-9

CHF 71.– / €<sup>D</sup> 59.95 / €<sup>A</sup> 60.– / € 57.10 / £ 47.– / US-\$ 68.95

eBook (SUL) • ISBN 978-3-631-81463-5

CHF 47.– / €<sup>D</sup> 39.27 / €<sup>A</sup> 41.14 / € 37.40 / £ 31.– / US-\$ 45.95



In modern economy, enterprises need to develop a financial system, including institutions such as banks and stock exchanges. This book aims to portray how financial system affects firms in global and regional levels. It offers new insights by examining financial institutions and factors affecting financial system. Six researchers from economics and business administration research fields contributed to this book. All contributions are theoretical studies.

Bashirullah Najimi

## Combating Corruption Through Electronic Governance in Least Developed and Post-war Countries

Afghanistan's Experience

New York, 2020. XXII, 176 pp., 11 b/w ill., 5 tables

hb. • ISBN 978-1-4331-7262-5

CHF 103.– / €<sup>D</sup> 87.50 / €<sup>A</sup> 91.60 / € 83.30 / £ 67.– / US-\$ 99.95

eBook (SUL) • ISBN 978-1-4331-7259-5

CHF 103.– / €<sup>D</sup> 87.47 / €<sup>A</sup> 91.63 / € 83.30 / £ 67.– / US-\$ 99.95



This book discusses the role of electronic governance in least developed countries (LDCs) within the context of public finance management and service delivery keeping in view of the experience of Afghanistan. The book includes examples of good practices in electronic public finance management from the international perspective and to what extent they could be applied in LDCs. This book shares the author's insights and experiences from the field and accounts on the use of information and communication technology (ICT) in public finance management and public service delivery in

LDCs, with a focus on Afghanistan. The author explores the challenges and opportunities of the LDCs on the way to modernizing their governance systems, combating corruption, and enhancing the venue for development of their countries.

Tobias Lechner

## Collateral Damage Autocracy?

On the Impact of Economic Sanctions on the Political System

Berlin, 2020. 242 pp., 21 fig. b/w.

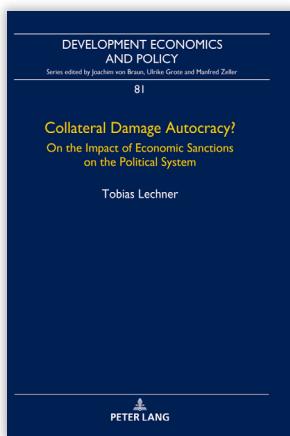
**Development Economics and Policy. Vol. 81**

hb. • ISBN 978-3-631-80238-0

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-82386-6

CHF 42.– / €D 36.95 / €A 37.07 / € 33.70 / £ 28.– / US-\$ 40.95



Anecdotal and empirical evidence suggests that economic sanctions, a popular tool of modern foreign policy, have a negative collateral damage to the political system of the target state. However, it is not clear under which circumstances sanctions have an autocratizing effect. Newer data on sanctions and regimes enable testing the most plausible hypotheses. The quantitative analysis finds that sanctions with high economic costs do not cause autocratization. Sanctions are not as bad – and perhaps not as useless – as many fear.

Rafael Ravina Ripoll · Luis Bayardo Tobar Pesáñez · Araceli Galiano Coronil · José Marchena Dominguez (eds.)

## Happiness Management and Social Marketing: A wave of sustainability and creativity

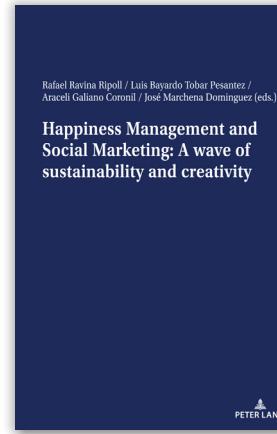
Bern, 2021. 252 pp., 28 fig. b/w, 23 tables.

pb. • ISBN 978-3-0343-3974-2

CHF 78.– / €D 66.95 / €A 68.80 / € 62.60 / £ 51.– / US-\$ 75.95

eBook (SUL) • ISBN 978-3-0343-4232-2

CHF 78.– / €D 66.95 / €A 68.90 / € 62.60 / £ 51.– / US-\$ 75.95



In these moments of health crisis, happiness management and social marketing are not teaching that it is possible to build a more committed, innovative and productive society. To achieve this end, countries and organizations must undertake a wave of human resource policies and actions that stimulate individuals' happiness and creativity. In this way, a new economy can emerge that holistically promotes social welfare, equality, and talent.

Kenneth Mahuni · Josiah Taru · Wellington G. Bonga

## Africa's Incomplete Cycles of Development

New York, 2020. XXVI, 188 pp., 1 b/w ill., 2 tables.

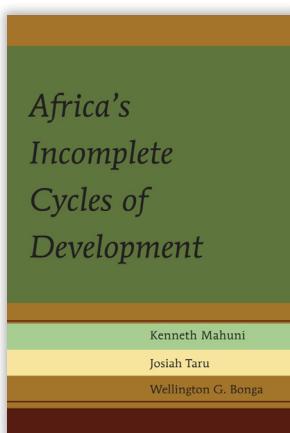
**Africa in the Global Space. Vol. 1**

hb. • ISBN 978-1-4331-6821-5

CHF 103.– / €D 89.95 / €A 91.70 / € 83.30 / £ 67.– / US-\$ 99.95

eBook (SUL) • ISBN 978-1-4331-6818-5

CHF 103.– / €D 99.95 / €A 100.– / € 83.30 / £ 67.– / US-\$ 99.95



Juxtaposing qualitative as well as quantitative facts across the broader African continent, the authors explore critical issues compounding developmental woes of the continent at the present. Despite the facts being on the fringes as explanations to the sluggish development of Africa, the authors show how they interact in shaping its development discourse. The authors also study unfolding events on the unforgiving global economy which have added to the misery of the continent. This book is an enthralling account which interrogates Africa's present realities and how they interplay

to further stagnate the continent. The authors add a new voice to issues affecting development by venturing into largely unexplored niches of Africa's development conundrum.

*Ebru Çağlayan Akay · Özge Korkmaz (eds.)*  
**Selected Topics in Applied Econometrics**

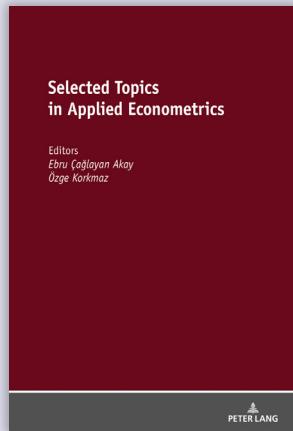
Berlin, 2019. 386 pp., 44 fig. b/w, 77 tables.

pb. • ISBN 978-3-631-79568-2

CHF 122.– / €<sup>D</sup> 103.– / €<sup>A</sup> 107.90 / € 98.10 / £ 80.– / US-\$ 118.95

eBook (SUL) • ISBN 978-3-631-79570-5

CHF 122.– / €<sup>D</sup> 103.01 / €<sup>A</sup> 107.91 / € 98.10 / £ 80.– / US-\$ 118.95



This book aims to bring together studies using different data types (panel data, cross-sectional data and time series data) and different methods (for example, panel regression, nonlinear time series, chaos approach, deep learning, machine learning techniques among others) and to create a source for those interested in these topics and methods by addressing some selected applied econometrics topics which have been developed in recent years. It creates a common meeting ground for scientists who give econometrics education in Turkey to study, and contribute to the delivery of the authors' knowledge to the people who take interest. This book can also be useful for «Applied Economics and Econometrics» courses in postgraduate education as a material source.

**EBRU ÇAĞLAYAN AKAY** is a Professor of Econometrics at Marmara University in İstanbul, Turkey. Her major research interests are applied micro econometrics, nonparametric econometrics and panel data econometrics. She has published over 50 academic papers and authored over 10 books.

**ÖZGE KORKMAZ** is an Assistant of Professor at Bayburt University in Bayburt, Turkey. She obtained her master's degree in Econometrics from Dokuz Eylül University in İzmir, Turkey and her PhD from Karadeniz Technical University in Trabzon, Turkey. Her major research interests are applied macro econometrics, financial econometrics and panel data econometrics. She has published over 25 academic papers.

*Feridoon Koohi-Kamali (ed.)*

**Exploring Roots of Inequality in Latin America and Peru**

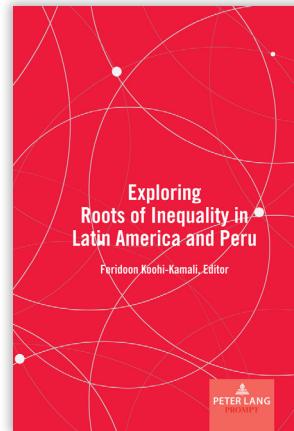
New York, 2021. X, 104 pp., 25 b/w ill., 16 tables.

hb. • ISBN 978-1-4331-8989-0

CHF 47.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.30 / € 37.50 / £ 30.– / US-\$ 45.95

eBook (SUL) • ISBN 978-1-4331-9129-9

CHF 47.– / €<sup>D</sup> 40.95 / €<sup>A</sup> 41.30 / € 37.50 / £ 30.– / US-\$ 45.95



This book explores Latin American inequality broadly in terms of its impact on the region's development and specifically with two country studies from Peru on earnings inequality and child labor as a consequence of inequality for child labor. The first chapter provides substantial recent undated analysis of the critical thesis of deindustrialization for Latin America. The second chapter provides an approach to measuring labor market discrimination that departs from the current treatment of unobservable influences in the literature. The third chapter examines a much-neglected topic of child

labor using a panel data set specifically on children. The book is appropriate for courses on economic development and labor economics and for anyone interested in inequality, development and applied econometrics.

Zeynep Yücel (ed.)

## Current Security Issues in International Relations

The World Between Fear and Hope

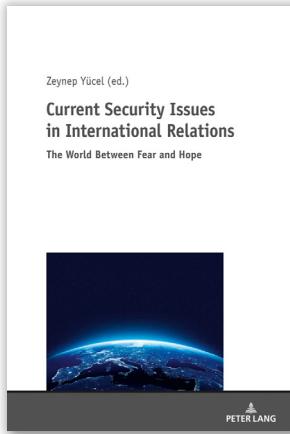
Berlin, 2019. 260 pp., 2 fig. b/w.

pb. • ISBN 978-3-631-80394-3

CHF 70.– / €<sup>D</sup> 58.90 / €<sup>A</sup> 61.70 / £ 56.10 / £ 46.– / US-\$ 67.95

eBook (SUL) • ISBN 978-3-631-80692-0

CHF 70.– / €<sup>D</sup> 58.91 / €<sup>A</sup> 61.71 / £ 56.10 / £ 46.– / US-\$ 67.95



of the new reliable source about the immigration studies with various dimensions.

There's a continued need for overarching and profound approaches to security. The concept of security needs to be thoroughly considered so that issues with an ever-increasing complexity and interconnectivity can be understood and dealt with. The nature of security and the various aspects of threats should be considered by examining different definitions of security. This book covers researches from different perspectives and disciplines upon migration by various experts. The contributors make different and rigorous analyses of all areas influenced by migration in order to be one

Albert O. Hirschman (author) • Luca Meldolesi (ed.)

## How Economics Should Be Complicated

New York, 2020. VI, 404 pp., 2 b/w ill., 2 tables.

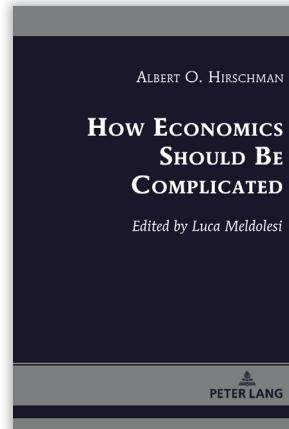
**Albert Hirschman's Legacy. Works and Discussions. Vol. 1**

hb. • ISBN 978-1-4331-7300-4

CHF 108.– / €<sup>D</sup> 93.95 / €<sup>A</sup> 96.20 / £ 87.50 / £ 70.– / US-\$ 104.95

eBook (SUL) • ISBN 978-1-4331-7301-1

CHF 108.– / €<sup>D</sup> 93.95 / €<sup>A</sup> 96.20 / £ 87.50 / £ 70.– / US-\$ 104.95



This volume brings together select texts representative of the full range of intellectual output of one of the greatest and most eclectic economists of our time, Albert O. Hirschman. Covering a time span of over forty years, they recall his most prominent books and include many additional themes taken from essays of wide-ranging origin and content. The title *How Economics Should Be Complicated* has the dual sense of an endpoint and a central and recurrent theme in the author's experience, which unfolds in his critical—but constructive—relationship with economic theory, his openness to other social sciences and his democratic and “possibilist” political inspiration. This stands as the basis of an important lesson in intellectual rebirth.

*Michel-Pierre Chélini*

### Histoire des salaires en France des années 1940 aux années 1960 (1944–67)

Analyse historique et économique d'un système salarial avancé

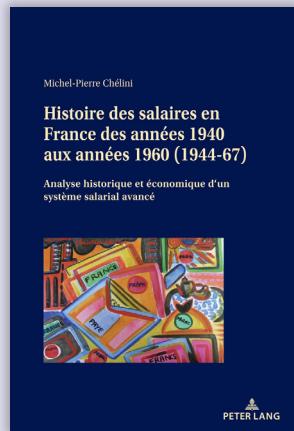
Bern, 2021. 616 p., 33 ill. n/b, 78 tabl.

br. • ISBN 978-3-0343-4004-5

CHF 116.– / €<sup>D</sup> 100.95 / €<sup>A</sup> 102.80 / € 93.50 / £ 76.– / US-\$ 112.95

eBook (SUL) • ISBN 978-3-0343-4228-5

CHF 116.– / €<sup>D</sup> 99.95 / €<sup>A</sup> 102.90 / € 93.50 / £ 77.– / US-\$ 112.95



l'histoire des prix et des salaires en Europe et dans le monde depuis 1950.

Les salaires français constituent entre la Libération et l'année 1968, une véritable sphère salariale élaborée à travers la généralisation des conventions collectives. Ils forment la majorité du revenu primaire des ménages, les deux tiers de la valeur ajoutée des entreprises et la moitié du PIB.

**MICHEL-PIERRE CHÉLINI**, professeur d'histoire économique contemporaine à l'Université d'Artois (Arras), travaille principalement sur

*Horman Chitonge*

### Industrialising Africa

Unlocking the Economic Potential of the Continent

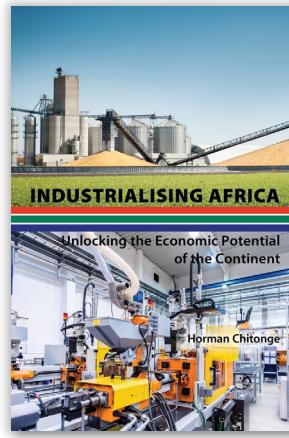
New York, 2019. XX, 448 pp., 4 b/w ill., 22 tbl.

hb. • ISBN 978-1-4331-6558-0

CHF 118.– / €<sup>D</sup> 100.60 / €<sup>A</sup> 105.40 / € 95.80 / £ 77.– / US-\$ 114.95

eBook (SUL) • ISBN 978-1-4331-6559-7

CHF 118.– / €<sup>D</sup> 100.59 / €<sup>A</sup> 105.38 / € 95.80 / £ 77.– / US-\$ 114.95



*Industrialising Africa* examines the prospect of industrial development on the African continent from a structural transformation perspective. The book demonstrates that industrial development in Africa remains elusive due to an incomplete decolonization of African economies. Through a detailed discussion of the current status of industrial development and the past industrialisation strategies implemented on the continent, *Industrialising Africa* clearly shows that sustained industrial growth will remain unattainable as long as African economies continue to operate under the

colonial economic structure and logic, in which African countries have specialised in supplying raw materials to industrial centres. *Industrialising Africa* argues that if Africa is to have a chance to significantly grow its industrial sector, it must decentre the colonial economic logic and learn to build industrial capabilities through an aggressive industrial strategy.

Fatih Ayhan (ed.)

## Several Dimensions of Innovation, Technology and Industry 4.0

Berlin, 2019. 270 pp., 25 fig. b/w, 21 tables.

pb. • ISBN 978-3-631-79770-9

CHF 70.– / €<sup>D</sup> 58.90 / €<sup>A</sup> 61.70 / € 56.10 / £ 46.– / US-\$ 67.95

eBook (SUL) • ISBN 978-3-631-80343-1

CHF 70.– / €<sup>D</sup> 58.91 / €<sup>A</sup> 61.71 / € 56.10 / £ 46.– / US-\$ 67.95



With the development of the industry, both social lives and economies have been significantly affected. Together with the Industry 4.0 revolution, significant changes have occurred in both the social life and the production process. As a result, different sectors are affected by this change. With this book, successful researches have been carried out by expert academics in a wide range of fields from finance to marketing and tourism to foreign trade, etc.

Esra Sena Türko (ed.)

## Regional Differences in Women Entrepreneurship

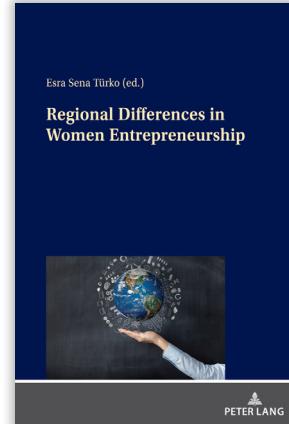
Berlin, 2021. 224 pp., 5 fig. col., 1 fig. b/w, 58 tables.

pb. • ISBN 978-3-631-85344-3

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.20 / € 42.10 / £ 35.– / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-85345-0

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.30 / € 42.10 / £ 35.– / US-\$ 50.95



In women entrepreneurship studies, the regional emphasis generally remained limited to the studies carried out within the scope of regional development. Regional differences were detected in many studies. However, unless the research was conducted within the theoretical framework of the regional economy, they were not discussed within this context. This book aims to represent the findings of studies on women entrepreneurship from various theoretical frameworks, which address differences and similarities at the regional level together and reveal the big picture. In addition, the factors causing differences in women entrepreneurship at the regional level and the topics, in which differences were observed, have been examined. The research involves conceptual and applied studies.

*Adil Akinci (ed.)*

## **Interdisciplinary Public Finance, Business and Economics Studies - Volume II**

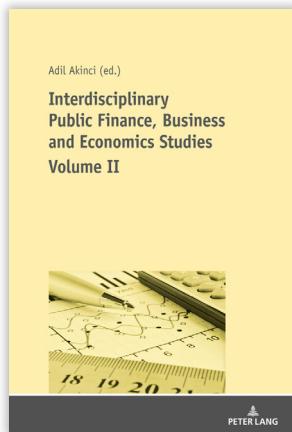
Berlin, 2019. 352 pp., 15 fig. b/w, 81 tables, 13 graphs

pb. • ISBN 978-3-631-79727-3

CHF 75.- / €<sup>D</sup> 63.70 / €<sup>A</sup> 66.80 / € 60.70 / £ 50.- / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-80293-9

CHF 75.- / €<sup>D</sup> 63.74 / €<sup>A</sup> 66.77 / € 60.70 / £ 50.- / US-\$ 73.95



This volume is a collection of empirical and theoretical research papers regarding public finance and business and economics written by researchers from several different universities. The studies include a wide range of topics from issues in public finance and business and economics. The book is aimed at educators, researchers, and students interested in public finance and business and economics.

*Adil Akinci · Özer Özcelik (eds.)*

## **Studies on Interdisciplinary Economics and Business - Volume III**

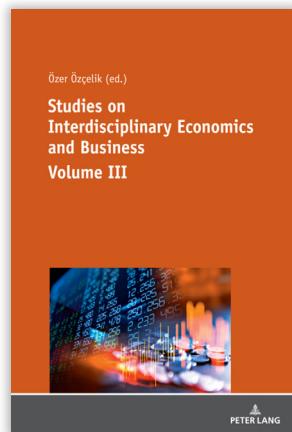
Berlin, 2020. 404 pp., 32 fig. col., 73 tables.

pb. • ISBN 978-3-631-81903-6

CHF 77.- / €<sup>D</sup> 64.95 / €<sup>A</sup> 65.- / € 61.90 / £ 51.- / US-\$ 74.95

eBook (SUL) • ISBN 978-3-631-83211-0

CHF 77.- / €<sup>D</sup> 64.95 / €<sup>A</sup> 65.- / € 61.90 / £ 51.- / US-\$ 74.95



This volume is a collection of empirical and theoretical research papers in regarding Economics, Public Finance and Business written by researchers from several different universities. The studies include a wide range of topics from issues in Economics and Business. The book is aimed at educators, researchers, and students interested in Business and Economics.

*Adil Akinci · Özer Özcelik (eds.)*

## **Interdisciplinary Public Finance, Business and Economics Studies- Volume IV**

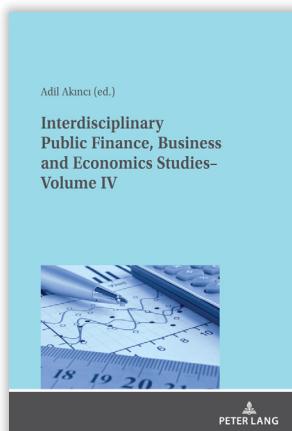
Berlin, 2021. 458 pp., 32 fig. b/w, 76 tables.

pb. • ISBN 978-3-631-84932-3

CHF 93.- / €<sup>D</sup> 79.95 / €<sup>A</sup> 82.20 / € 74.80 / £ 61.- / US-\$ 90.95

eBook (SUL) • ISBN 978-3-631-86052-6

CHF 93.- / €<sup>D</sup> 79.95 / €<sup>A</sup> 82.50 / € 75.- / £ 61.- / US-\$ 90.95



This volume is a collection of empirical and theoretical research papers regarding economics, public finance and business written by researchers from several different universities. It also includes a wide range of topics concerning issues in economics, public finance and business. This book is aimed at educators, researchers and students interested in these fields.

*Murat Demir · Ali Burak Aksungur (eds.)*

## **The Effects of the Global Pandemic Process on the Social and Economic Structure and Public Policies in Combating the Pandemic**

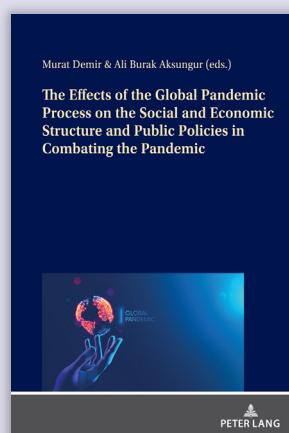
Berlin, 2021. 226 pp., 13 fig. col., 14 fig. b/w, 34 tables.

pb. • ISBN 978-3-631-85656-7

CHF 52.- / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.20 / € 42.10 / £ 35.- / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-85728-1

CHF 52.- / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.30 / € 42.10 / £ 35.- / US-\$ 50.95



The COVID-19 affects both people's health and socio-economic structures around the world. Measures were adopted to contain the pandemic suppressed economic activity, leading to stagnation and contraction. Such contractions impacted on employment; losing jobs and income levels turned the contractions into severe fiscal and economic crisis. The study examines the effects of the pandemic on socio-economic structures and the effectiveness of public policies.

It reveals that some countries successfully managed the pandemic while others lead to deepen its negative effects. Social and economic policies that were decisive in successes and failures are examined through comparative descriptive analyses within a framework in each chapter. This study is hoped to serve as a guide for policy-makers in such circumstances.

**MURAT DEMİR** is a professor in the public finance department at Harran University (Turkey). He has a PhD in public finance from Marmara University.

**ALI BURAK AKSUNGUR** is a research assistant in the public administration department at Harran University. He took his master's degree in political science and public administration from Selcuk University (Turkey).

Ahmet Arif Eren · Altuğ Murat Köktas (eds.)

## Dynamics of Globalization at the Crossroads of Economics

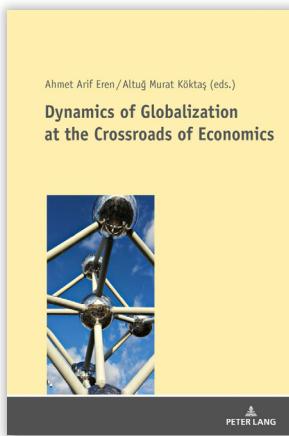
Berlin, 2019. 444 pp., 48 fig. b/w, 93 tables.

pb. • ISBN 978-3-631-80194-9

CHF 87.– / €<sup>D</sup> 73.60 / €<sup>A</sup> 77.10 / € 70.10 / £ 57.– / US-\$ 84.95

eBook (SUL) • ISBN 978-3-631-80679-1

CHF 87.– / €<sup>D</sup> 73.61 / €<sup>A</sup> 77.11 / € 70.10 / £ 57.– / US-\$ 84.95



The world is becoming interconnected via the increase in the volume of trade. This integration process is called globalization, and this led to a massive increase in the production of goods and services. The globalization process has many dimensions such as cultural, social and political. This book mainly aims to investigate the economic aspect of globalization and focuses on trade patterns.

Jan Philipp Hans

## Berufliche Mobilitätsentscheidungen von Erwerbspersonen im sozial- und arbeitsmarktpolitischen Spannungsfeld

Eine suchtheoretische Modellierung

Berlinzawa, 2020., 204 S., 14 s/w Abb., 16 Tab.

**Sozialökonomische Schriften. Bd. 55**

geb. • ISBN 978-3-631-80273-1

CHF 52.– / €<sup>D</sup> 44.20 / €<sup>A</sup> 46.30 / € 42.10 / £ 35.– / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-80512-1

CHF 52.– / €<sup>D</sup> 44.21 / €<sup>A</sup> 46.31 / € 42.10 / £ 35.– / US-\$ 50.95



Die Agenda 2010: Von den einen gelobt, von den anderen kritisiert. In diesem Spannungsfeld setzt diese Publikation an und untersucht die Auswirkungen der Agenda 2010 auf die berufliche Mobilität von Beschäftigten. Das ökonomische Kalkül hierzu ist recht simpel. Für Angestellte hatte die Agenda 2010 zur Folge, dass die Fallhöhe aus einem Übergang in Arbeitslosigkeit angestiegen ist. Beschäftigte, die überlegen, den Arbeitsplatz zu wechseln, und dann eine Probezeit absolvieren müssen, sind mit einem höheren Risiko konfrontiert. Es wäre

deshalb ökonomisch rational, dass die Arbeitsmarktmobilität von Beschäftigten zurückgeht. Ferner beschäftigt sich diese Publikation auch damit, welche sozial- und arbeitsmarktpolitischen Reformen geeignet sind, um berufliche Mobilitätsbewegungen zu initiieren.

Ulrich Hoffmann · Arpit Bhutani

## Voluntary Sustainability Standards

Illusions of Progress and a Way Forward

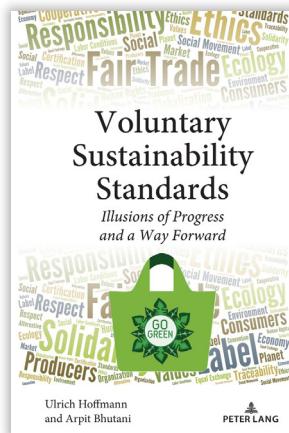
New York, 2021. XVIII, 146 pp., 8 b/w ill., 2 tables.

hb. • ISBN 978-1-4331-8771-1

CHF 103.– / €<sup>D</sup> 89.95 / €<sup>A</sup> 91.70 / € 83.30 / £ 67.– / US-\$ 99.95

eBook (SUL) • ISBN 978-1-4331-8772-8

CHF 103.– / €<sup>D</sup> 89.95 / €<sup>A</sup> 91.70 / € 83.30 / £ 67.– / US-\$ 99.95



Sustainability standards, and in particular voluntary sustainability standards (VSS) have become an integral part of facilitating green consumerism and promoting green economy and green growth. While such standards have undoubtedly led to some desirable change in production structures and methods, as well as in improved material, resource and energy efficiency, overall results have remained modest, mostly incremental and far from leading to transformational, sector- or economy-wide changes. It is therefore high time that after some 30 years of increasing use

of sustainability standards one takes stock of their achievements and pros and cons. This analysis should however not be confined to a technical review of the progress in improving or perfecting the standard system and best practice in standard application and use, but primarily focus on a review of the political economy of VSS and their record in reshaping the current largely unsustainable agro-food economy and the situation of farmers. Many, in particular voluntary sustainability standards are now at a crossroads, but instead of realizing the systemic, deep-rooted nature of the crisis and conceiving of much-required reforms most standard advocates continue to focus their activities on improving the functioning of the standard system and emulating or disseminating best standard-compliance practice. Against this background, the book wonders what the illusions and what the reality of VSS have been in recent decades and whether these standards can be made fit for a future, in which sustainability issues are bound to play an even more important and pressing role. As appendix we looked into the relationship between the Corona crisis as one of the many other epidemics which have hit us hard and the future of globalized supply chains, of which VSS are part of.

Till Ludwig

## Consumption Choices

The effects of food production, markets and preferences on diets in India

Berlin, 2019. 262 pp., 26 fig. col., 36 fig. b/w, 31 tables.

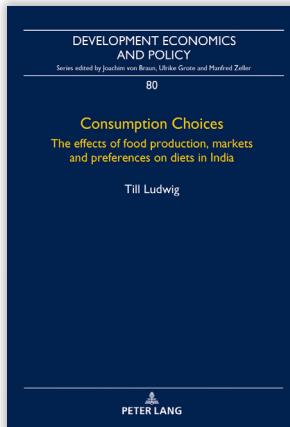
**Development Economics and Policy. Vol. 80**

hb. • ISBN 978-3-631-79735-8

CHF 64.– / €<sup>D</sup> 54.– / €<sup>A</sup> 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-80089-8

CHF 64.– / €<sup>D</sup> 53.97 / €<sup>A</sup> 56.54 / € 51.40 / £ 42.– / US-\$ 61.95



Rural areas in developing countries have the world's highest rates of undernutrition. Based on primary data from an innovative new study in India, this book unravels the complex and manifold causes for the prevalence of weak local diets, breaking down why food consumption choices of rural populations are often monotonous and unhealthy. In the first part, the author describes the economic environment and unfavorable price trends that underpin the prevalence of poor diets. In the second part, he analyzes the effects of agricultural production decisions and markets,

showing how production diversity and better market access can have positive benefits. Finally, introducing a novel perspective on the behavioral economics of food consumption, he shows how economic preferences such as risk and altruism ultimately manifest in what people eat. This book is an essential read for audiences interested in the causes of food and nutrition insecurity – and in economic approaches to finding solutions.

Ulrike Emma Meißner

## Nachhaltiges Human Resources Management

Personalprozesse ökonomisch, sozial und ökologisch gestalten

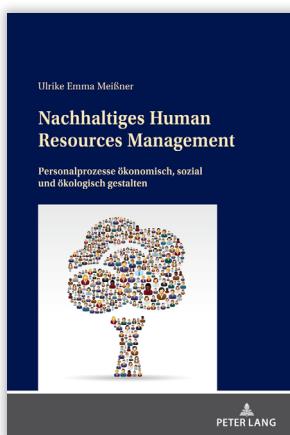
Berlin, 2022. 220 S., 14 farb. Abb., 4 s/w Abb., 28 Tab.

br. • ISBN 978-3-631-86728-0

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-86777-8

CHF 58.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95



Nachhaltiges Handeln gewinnt vor allem durch den Klimawandel stark an Bedeutung. Das Human Resources Management übernimmt in diesem Zusammenhang die Verantwortung, Personalprozesse so zu gestalten, dass eine Win-win-Situation für Unternehmen, Arbeitnehmende und die Umwelt generiert wird. Diese Studie stellt den Menschen in das Zentrum des betrieblichen Handelns. Auf dieser Basis werden Personalprozesse nach ökonomischen, sozialen und ökologischen Faktoren untersucht. Kosten- und Nutzenanalysen zeigen den Mehrwert die-

ser neu ausgerichteten prozessorientierten Personalfunktionen auf und regen zu pragmatischen Veränderungen an. Als Ergebnis wird ein innovatives Konzept vorgestellt, das für die nachhaltige Gestaltung operativer Personalmanagementprozesse in der betrieblichen Praxis anwendbar ist.

Özer Özçelik • Adil Akinci (eds.)

## Interdisciplinary Public Finance, Business and Economics Studies Volume III

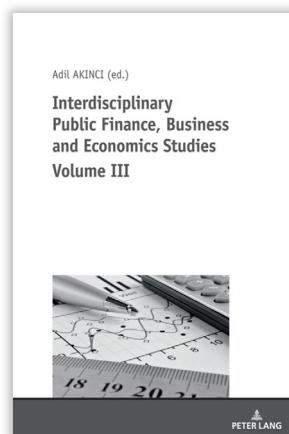
Berlin, 2020. 406 pp., 23 fig. b/w, 84 tables.

pb. • ISBN 978-3-631-81896-1

CHF 77.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 65.– / € 61.90 / £ 51.– / US-\$ 74.95

eBook (SUL) • ISBN 978-3-631-83427-5

CHF 77.– / €<sup>D</sup> 64.95 / €<sup>A</sup> 65.– / € 61.90 / £ 51.– / US-\$ 74.95



This book presents topics regarding economics, public finance and business. It is aimed at educators, researchers, and students interested in public finance, business and economics.

Özer Özçelik (ed.)

## Studies on Interdisciplinary Economics and Business - Volume II

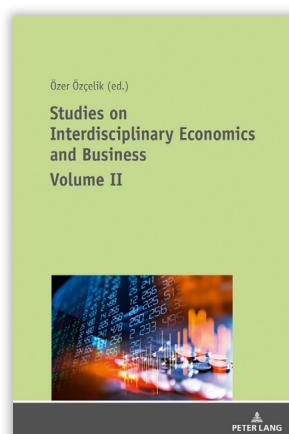
Berlin, 2019. 348 pp., 8 fig. b/w, 99 tables, 14 graphs

pb. • ISBN 978-3-631-79729-7

CHF 75.– / €<sup>D</sup> 63.70 / €<sup>A</sup> 66.80 / € 60.70 / £ 50.– / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-80413-1

CHF 75.– / €<sup>D</sup> 63.74 / €<sup>A</sup> 66.77 / € 60.70 / £ 50.– / US-\$ 73.95



This volume is a collection of empirical and theoretical research papers regarding public finance and business and economics written by researchers from several different universities. The studies include a wide range of topics from issues in public finance and business and economics. The book is aimed at educators, researchers, and students interested in public finance and business and economics.

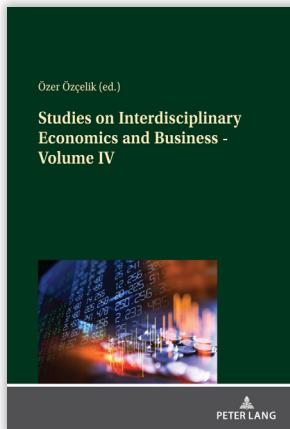
Özer Özcelik · Adil Akinci (eds.)

## **Studies on Interdisciplinary Economics and Business - Volume IV**

Berlin, 2021. 448 pp., 39 fig. b/w, 63 tables.

pb. • ISBN 978-3-631-84933-0

CHF 86.- / €<sup>D</sup> 73.95 / €<sup>A</sup> 76.- / € 69.20 / £ 57.- / US-\$ 83.95



This volume is a collection of empirical and theoretical research papers in regarding Economics, Public Finance and Business written by researchers from several different universities. The studies include a wide range of topics from issues in Economics and Business. The book is aimed at educators, researchers, and students interested in Business and Economics.

Ilkay Öztürk (ed.)

## **Dark Side Of Digital Organization**

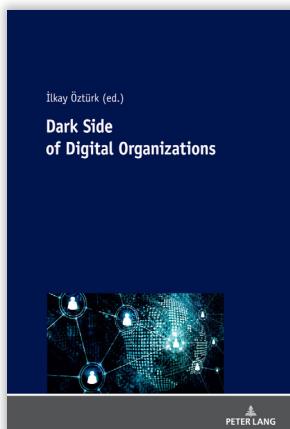
Berlin, 2021. 140 pp., 5 fig. b/w, 2 tables.

pb. • ISBN 978-3-631-83110-6

CHF 47.- / €<sup>D</sup> 39.95 / €<sup>A</sup> 40.- / € 38.10 / £ 31.- / US-\$ 45.95

eBook (SUL) • ISBN 978-3-631-84141-9

CHF 48.- / €<sup>D</sup> 39.95 / €<sup>A</sup> 40.- / € 38.10 / £ 31.- / US-\$ 45.95



If business functions such as management, human resources, logistics and finance cannot manage digital transformation well, there may be a danger of extinction for companies. In the future, business life will continue to be affected by digital transformation. In this long journey, it is necessary to consider digital transformation as a moving target, a strategy that is constantly evolving, changing and needs to be updated. For this reason, businesses that have not yet implemented their digital transformation strategies or are still doing so need to know the challenges they will face in digital transformation.

The book aims to address the dark points that businesses should pay attention to rather than the benefits of digital transformation.

Haktan Sevinç (ed.)

## **Regional Imbalances and Regional Development Policies**

Turkey Experience Volume 1

Berlin, 2020. 202 pp., 6 fig. b/w, 12 tables.

pb. • ISBN 978-3-631-81368-3

CHF 59.- / €<sup>D</sup> 49.95 / €<sup>A</sup> 50.- / € 47.60 / £ 39.- / US-\$ 57.95

eBook (SUL) • ISBN 978-3-631-82199-2

CHF 42.- / €<sup>D</sup> 36.95 / €<sup>A</sup> 37.07 / € 33.70 / £ 28.- / US-\$ 40.95



The book subjects the regional imbalances and regional development policies. The book investigates the factors causing the regional imbalances. The book results that Turkey's policies struggles with the regional imbalance and Turkey should make more effective regional development policies.

Shashank Shende · Mehal Pandya · Assis Flaviano Sequeira (eds.)

## **Socio-Economic Impact of Special Economic Zones in Gujarat**

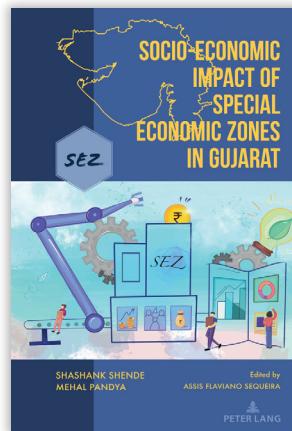
New York, 2021. XXX, 422 pp., 65 b/w ill., 35 color ill., 86 tables.

hb. • ISBN 978-1-4331-8437-6

CHF 108.- / €<sup>D</sup> 91.95 / €<sup>A</sup> 91.90 / € 87.50 / £ 70.- / US-\$ 104.95

eBook (SUL) • ISBN 978-1-4331-8438-3

CHF 108.- / €<sup>D</sup> 91.95 / €<sup>A</sup> 91.90 / € 87.50 / £ 70.- / US-\$ 104.95



Gujarat is the nursery for Special Economic Zones (SEZs) in India; the very first Asian EPZ was housed in Gujarat in 1965. This study examines the contribution of Gujarat SEZs in socioeconomic development with specific research questions: (1) Are SEZs in Gujarat effective on the development front in the context of social and economic aspects? (2) What is the impact assessment of Gujarat SEZs by reckoning metrics based on direct economic impact, indirect/wider economic impact and social impact? (3) How can vacant land in SEZ be optimally utilized in Gujarat to fulfill the SEZ objectives? In

the first of the three phases a model (research concept) was constructed from the literature to explore and validate the variables within the SEZs' influence on the social and economic development. The second part is a combination of single cross-sectional descriptive research design and empirical research with the use of quantitative techniques such as questionnaires and interviews with various stakeholders. This part was concerned with the establishment and testing of the hypothesis. Through a multilayer perceptron neuron network built with use of various statistical tools and techniques, the factors for socioeconomic development were ranked to get the final model with predictor importance. In the third part the important parameters were validated and a cross-

comparison case study was done to obtain a confirmation of the findings. The extremely important factors are increase in exports, indirect jobs, logistics and minimum wages. The final model with predictor importance with target of SEZ impact on socioeconomic development features economic factors, social factors, indirect economic and other local factors in descending order of importance. Some optimal uses of vacant land as derived from the research findings include conversion of sector specific SEZs to multiproduct SEZs with a few service sector units in the mix and broad banding of SEZs.

*Metin Taş · Adnan Gürçek (eds.)*

### Critical Debates in Public Finance

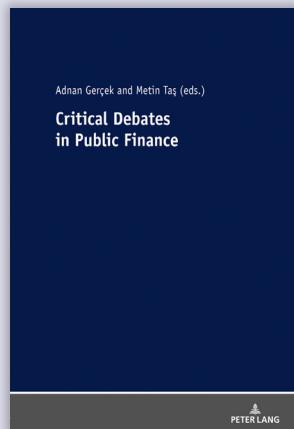
Berlin, 2019. 212 pp., 13 fig. b/w, 35 tables.

pb. • ISBN 978-3-631-81074-3

CHF 64.– / €<sup>D</sup> 54.95 / €<sup>A</sup> 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-81349-2

CHF 64.– / €<sup>D</sup> 53.97 / €<sup>A</sup> 56.54 / € 51.40 / £ 42.– / US-\$ 61.95



This book examines the main issues discussed in the field of public finance. It covers critical debates such as revenue forecasting models, the taxation of sharing economy, tax incentives to green bonds, tax literacy, collective investment institutions, digitalization of tax administration, pharmaceutical spending, tax expenditures, Armey Curve, Okun's law, private educational institutions, and taxation of artificial intelligence. The book consists of twelve chapters on

"controversial issues in the public finance" mentioned above.

**ADNAN GERÇEK** is Professor of Fiscal Law at Bursa Uludağ University, Faculty of Economics and Administrative Sciences, Department of Public Finance, Bursa, Turkey. He has a Ph.D. from Uludağ University Social Science Institute. He is member of the Turkish Tax Council. His research focuses on tax administration, tax collection procedure, taxpayers' rights, tax responsibility, discretionary power of tax administration, tax literacy, and the e-taxation system.

**METİN TAŞ** is Professor of Fiscal Law at İstanbul Gedik University, Faculty of Economics Administrative and Social Sciences, Department of Political Science and Public Administration, İstanbul, Turkey. He has a Ph.D. from Uludağ University Social Science Institute. He is the chair of the Department of Political Science and Public Administration. He is also a certified public accountant. His research centers on tax criminal law, tax jurisdiction, Turkish tax system, and tax practices.

*Joachim von Braun · Assefa Admassie · Sheryl Hendriks · Getaw Tadesse · Heike Baumüller (eds.)*

### From Potentials to Reality: Transforming Africa's Food Production

Investment and policy priorities for sufficient, nutritious and sustainable food supplies

Berlin, 2021. 334 pp., 28 fig. col., 10 tables.

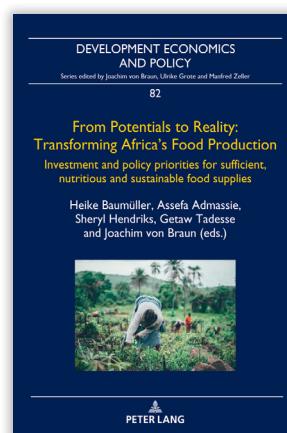
**Development Economics and Policy. Vol. 82**

hb. • ISBN 978-3-631-85328-3

CHF 81.– / €<sup>D</sup> 69.95 / €<sup>A</sup> 71.90 / € 65.40 / £ 54.– / US-\$ 78.95

eBook (SUL) • ISBN 978-3-631-85470-9

CHF 81.– / €<sup>D</sup> 69.95 / €<sup>A</sup> 71.90 / € 65.40 / £ 54.– / US-\$ 78.95



This book identifies ways in which Africa can realize its potential to secure a supply of food for affordable and healthy diets through the sustainable use of its own resources. The focus is on investment, cooperation, and policy action. The agenda proposed here is intended to be a long-term one, but one that should be initiated in the short term with concrete actions.

*Anja Wollesen · Christian Eilzer · Manfred Dörr (Hrsg.)*

### Nachhaltigkeit im Tourismus unter besonderer Berücksichtigung von kleinen Tourismusgemeinden: Herausforderungen, Implementierung, Monitoring

Ergebnisse der 3. Deidesheimer Gespräche zur Tourismuswissenschaft

Berlin, 2020. 170 S., 14 s/w Abb., 28 Tab.

**Schriftenreihe des Instituts für Management und Tourismus (IMT). Bd. 15**

br. • ISBN 978-3-631-73136-9

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.20 / € 42.10 / £ 35.– / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-81657-8

CHF 52.– / €<sup>D</sup> 44.21 / €<sup>A</sup> 46.31 / € 42.10 / £ 35.– / US-\$ 50.95



Der Sammelband enthält die Beiträge der «3. Deidesheimer Gespräche zur Tourismuswissenschaft». Die Autorinnen und Autoren thematisieren Chancen und Herausforderungen eines nachhaltigen Tourismus, unter besonderer Berücksichtigung kleiner Tourismusgemeinden. Dabei nehmen die Autoren unterschiedliche Perspektiven ein – angefangen bei den politischen Rahmenbedingungen auf nationaler und internationaler Ebene bis hin zu Erfolgsfaktoren für die Umsetzung von Nachhaltigkeitskonzepten. Die Herausforderungen der Implementierung eines betrieblichen Nachhaltigkeitsmanagements in der Gastronomie werden dabei ebenso betrachtet wie das Informationsverhalten von Gästen, die Umsetzung von Monitoringansätzen oder Auswirkungen auf die Lebensqualität der lokalen Bevölkerung in Cittaslow-Städten.

Jean-Alain Héraud · Nathalie Popiolek

## L'organisation et la valorisation de la recherche

Problématique européenne et étude comparée de la France et de l'Allemagne

Bruxelles, 2021. 308 p., 1 ill. en couleurs, 14 ill. n/b, 5 tabl.

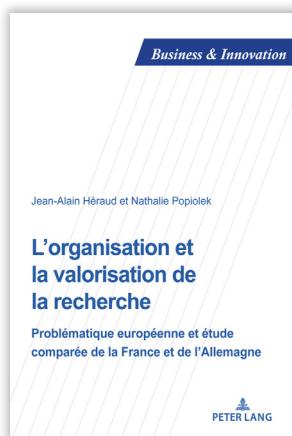
### Business and Innovation. Vol. 26

br. • ISBN 978-2-8076-1465-9

CHF 59.– / €D 49.95 / €A 51.70 / € 47.– / £ 39.– / US-\$ 56.95

eBook (SUL) • ISBN 978-2-8076-1299-0

CHF 59.– / €D 49.95 / €A 51.70 / € 47.– / £ 39.– / US-\$ 56.95



Le système de recherche et d'innovation constitue un élément central de notre société moderne fondée sur la connaissance. Or, avec la numérisation de l'économie et la globalisation de la recherche comme des échanges, son contexte est en train de changer radicalement. Au vu des grands enjeux sociétaux tels que le changement climatique, les crises sanitaires ou les défis démocratiques, la science doit être questionnée pour nous aider à construire un monde plus résilient et plus juste. La problématique est celle de *l'organisation de la recherche*. En se référant aux fondements de l'économie et en prenant un recul historique, ce livre décrit les liens entre recherche, innovation et transformations sociétales de grande ampleur. Il considère de manière systémique le triptyque État-Université-Entreprise et suggère de reconfigurer tant les politiques publiques que les stratégies de recherche et d'innovation en entreprise, pour accorder davantage de place à la concertation stratégique entre acteurs, à tous les niveaux (Europe, États-membres, territoires). Une des questions centrales du livre a trait à la *valorisation de la recherche*, en évaluant ses impacts économique, mais aussi sociétal, environnemental, culturel et éthique. De nombreux exemples, empruntés aux cas allemand et français, illustrent le propos en montrant l'évolution de leur système de recherche dans un contexte historique et culturel différent. Si les deux pays partagent beaucoup d'enjeux propres à notre époque, leur manière de répondre aux défis n'est pas exactement la même. La comparaison peut être fertile.

Celil Aydin · Burak Darici (eds.)

## Handbook of Energy and Environment Policy

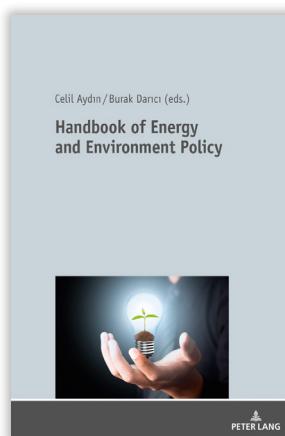
Berlin, 2019. 288 pp., 26 fig. b/w, 52 tables.

pb. • ISBN 978-3-631-80332-5

CHF 70.– / €D 58.90 / €A 61.70 / € 56.10 / £ 46.– / US-\$ 67.95

eBook (SUL) • ISBN 978-3-631-80252-6

CHF 70.– / €D 58.91 / €A 61.71 / € 56.10 / £ 46.– / US-\$ 67.95



The book deals with the broad perspectives on the energy and environment topics and questions the traditional view on energy and environment policy and issues. Nowadays, energy and environmental issues can be accepted as the related subjects by the whole world. The link between energy and environment is backed to the time when only nature's primary resources were used. Primitive societies' energy demand was small compared to the forces of the environment. With the emergence of industrial nations, the importance of energy and environment relation appeared again.

Fatih Ayhan (ed.)

## Local Governance and Regional Development: Current Perspectives

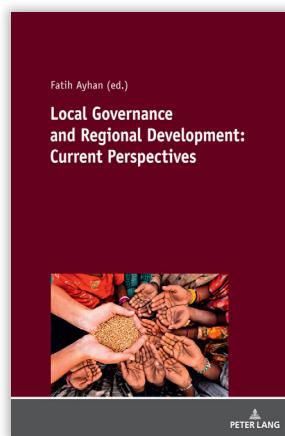
Berlin, 2020. 288 pp., 18 fig. b/w, 46 tables.

pb. • ISBN 978-3-631-84201-0

CHF 73.– / €D 61.95 / €A 62.– / € 59.– / £ 48.– / US-\$ 71.95

eBook (SUL) • ISBN 978-3-631-84371-0

CHF 73.– / €D 61.95 / €A 62.– / € 59.– / £ 48.– / US-\$ 71.95



Local governance and regional development are key concepts for socioeconomic development of countries. With the increase in urbanization after the Industrial Revolution, success in local governance and balanced regional development has become even more important for the increase of overall welfare. This book provides up-to-date information about regional development and local governance.

Fatih Ayhan · Burak Darici · Candy Lim Chiu (eds.)

## New Normal and New Rules in International Trade, Economics and Marketing

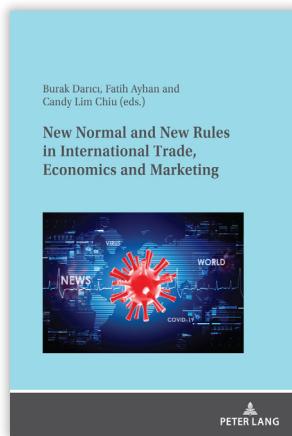
Berlin, 2021. 424 pp., 41 fig. b/w, 53 tables.

pb. • ISBN 978-3-631-86272-8

CHF 93.– / €D 79.95 / €A 82.20 / € 74.80 / £ 61.– / US-\$ 90.95

eBook (SUL) • ISBN 978-3-631-86395-4

CHF 93.– / €D 79.95 / €A 82.50 / € 75.– / £ 61.– / US-\$ 90.95



The coronavirus epidemic, which swept the whole world at the beginning of 2020 and turned into a widespread pandemic, has caused an important economic and social crisis. Governments and policy makers have tried to keep business life afloat with financial incentives and supports, government aids to combat the epidemic. The habits of doing business with remote working, flexible working, social media and internet use and online systems have been heavily used. After the Great Depression, the COVID epidemic caused serious contraction on the global economy. Therefore, it is important to examine the effects of this crisis by experts. With this book, the effects of the COVID crisis on different fields have been examined in detail by experts from different disciplines. We hope that this book will make significant contributions to researchers and scientists.

important to examine the effects of this crisis by experts. With this book, the effects of the COVID crisis on different fields have been examined in detail by experts from different disciplines. We hope that this book will make significant contributions to researchers and scientists.

Luminita Chivu · Valeriu Ioan-Franc · George Georgescu · Jean-Vasile Andrei (eds.)

## Harnessing Tangible and Intangible Assets in the context of European Integration and Globalization: Challenges ahead

Proceedings of ESPERA 2019

Berlin, 2021. 620 pp., 122 fig. b/w, 91 tables.

**Harnessing Tangible and Intangible Assets in the context of European Integration and Globalization: Challenges ahead.**

hb. • ISBN 978-3-631-83825-9

CHF 130.– / €D 110.95 / €A 110.– / € 104.80 / £ 86.– / US-\$ 126.95



The volumes are dedicated to the 30th anniversary of "Costin C. Kiritescu" National Institute for Economic Research and its research network of the return under the aegis of the Romanian Academy. The NIER's network of incorporated research institutes and centers under its scientific coordination include the Institute of National Economy, the Institute of Economic Forecasting, the Institute of Agricultural Economics, the Research Institute for Quality of Life, the Institute of World Economy, the Centre of Industry and Services Economics, the Centre for Financial and Monetary Research, the Centre for Studies and Research on Agricultural and Forest Biodiversity and the Centre for Economic Information and Documentation. Also, under NIER's umbrella six unincorporated research entities are set up: the Centre for Complex Research, the Romanian Centre for Comparative Economics and Consensus, the Centre for Macroeconomic Modelling, the Centre for Demographic Research, the Centre for Renewable Energy and Energy Efficiency and the Centre for Mountain Economics.

research, the Centre for Studies and Research on Agricultural and Forest Biodiversity and the Centre for Economic Information and Documenta-

tation. Also, under NIER's umbrella six unincorporated research entities are set up: the Centre for Complex Research, the Romanian Centre for Comparative Economics and Consensus, the Centre for Macroeconomic Modelling, the Centre for Demographic Research, the Centre for Renewable Energy and Energy Efficiency and the Centre for Mountain Economics.

Luminita Chivu · Valeriu Ioan-Franc · George Georgescu · Jean-Vasile Andrei (eds.)

## Harnessing Tangible and Intangible Assets in the context of European Integration and Globalization: Challenges ahead

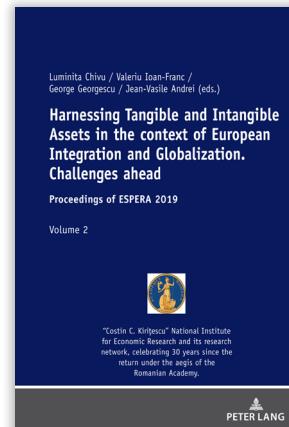
Proceedings of ESPERA 2019

Berlin, 2021. XII, 664 pp., 120 fig. b/w, 111 tables.

**Harnessing Tangible and Intangible Assets in the context of European Integration and Globalization: Challenges ahead.**

hb. • ISBN 978-3-631-83826-6

CHF 130.– / €D 110.95 / €A 110.– / € 104.80 / £ 86.– / US-\$ 126.95



The volumes are dedicated to the 30th anniversary of "Costin C. Kiritescu" National Institute for Economic Research and its research network of the return under the aegis of the Romanian Academy. The NIER's network of incorporated research institutes and centers under its scientific coordination include the Institute of National Economy, the Institute of Economic Forecasting, the Institute of Agricultural Economics, the Research Institute for Quality of Life, the Institute of World Economy, the Centre of Industry and Services Economics, the Centre for Financial and Monetary Research,

search, the Centre for Studies and Research on Agricultural and Forest Biodiversity and the Centre for Economic Information and Documentation. Also, under NIER's umbrella six unincorporated research entities are set up: the Centre for Complex Research, the Romanian Centre for Comparative Economics and Consensus, the Centre for Macroeconomic Modelling, the Centre for Demographic Research, the Centre for Renewable Energy and Energy Efficiency and the Centre for Mountain Economics.

Luminita Chivu · Valeriu Ioan-Franc · George Georgescu · Jean-Vasile Andrei (eds.)

## The Romanian Economy. A Century of Transformation (1918-2018)

Proceedings of ESPERA 2018

Berlin, 2019., X, 636 pp., 109 fig. b/w, 100 tables

**The Romanian Economy. A Century of Transformation (1918-2018).**

hb. • ISBN 978-3-631-79204-9

CHF 92.– / €D 78.– / €A 81.70 / € 74.30 / £ 61.– / US-\$ 89.95



ESPERA was initiated in 2013 by the National Institute for Economic Research "Costin C. Kirițescu", Romanian Academy. The aim of the International conference is to present and evaluate the economic scientific research portfolio, to argue and substantiate development strategies, including European and global best practices. ESPERA intend to become a scientific support for conceptualisation and establishment of policies and strategies and to provide a systematic, wide and challenging dialogue within the European area of economic and social research.

The 2018 edition of the Conference took place under the title "The Romanian Economy. A Century of Transformation (1918-2018)", as part of the Romanian Academy anniversary events celebrating the "100th anniversary of the Great Union of Romania".

Luminita Chivu · Valeriu Ioan-Franc · George Georgescu · Jean-Vasile Andrei (eds.)

## The Romanian Economy. A Century of Transformation (1918-2018)

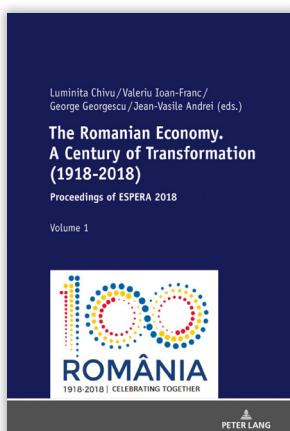
Proceedings of ESPERA 2018

Berlin, 2019., XII, 606 pp., 81 fig. b/w, 70 tables

**The Romanian Economy. A Century of Transformation (1918-2018).**

hb. • ISBN 978-3-631-79205-6

CHF 92.– / €D 78.– / €A 81.70 / € 74.30 / £ 61.– / US-\$ 89.95



ESPERA was initiated in 2013 by the National Institute for Economic Research "Costin C. Kirițescu", Romanian Academy. The aim of the International conference is to present and evaluate the economic scientific research portfolio, to argue and substantiate development strategies, including European and global best practices. ESPERA intend to become a scientific support for conceptualisation and establishment of policies and strategies and to provide a systematic, wide and challenging dialogue within the European area of economic and social research.

The 2018 edition of the Conference took place under the title "The Romanian Economy. A Century of Transformation (1918-2018)", as part of the Romanian Academy anniversary events celebrating the "100th anniversary of the Great Union of Romania".

Luminita Chivu · Valeriu Ioan-Franc · George Georgescu · Jean-Vasile Andrei (eds.)

## The Romanian Economy. A Century of Transformation (1918-2018)

Proceedings of ESPERA 2018

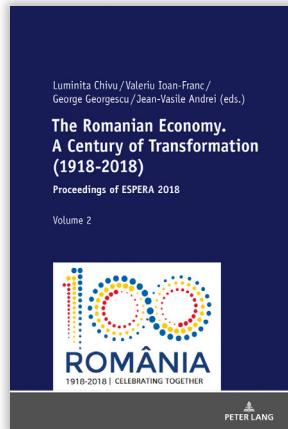
Berlin, 2019., XXII, 1242 pp., 190 fig. b/w, 170 tables

hb. • ISBN 978-3-631-79203-2

CHF 184.– / €D 156.– / €A 163.50 / € 148.60 / £ 122.– / US-\$ 179.90

eBook (SUL) • ISBN 978-3-653-06573-2

CHF 184.– / €D 156.03 / €A 163.46 / € 148.60 / £ 121.– / US-\$ 179.95



ESPERA was initiated in 2013 by the National Institute for Economic Research "Costin C. Kirițescu", Romanian Academy. The aim of the International conference is to present and evaluate the economic scientific research portfolio, to argue and substantiate development strategies, including European and global best practices. ESPERA intend to become a scientific support for conceptualisation and establishment of policies and strategies and to provide a systematic, wide and challenging dialogue within the European area of economic and social research.

The 2018 edition of the Conference took place under the title "The Romanian Economy. A Century of Transformation (1918-2018)", as part of the Romanian Academy anniversary events celebrating the "100th anniversary of the Great Union of Romania".

Andrea Jende

## The Republic of Ireland – Economic and Social Ecology in a Layered Perspective

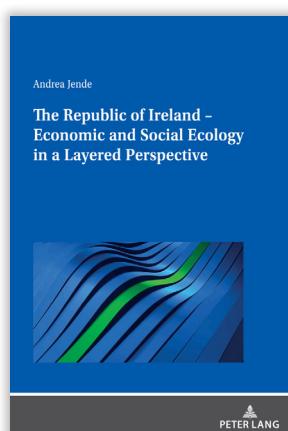
Berlin, 2021. 304 pp., 6 fig. col., 32 fig. b/w, 3 tables

pb. • ISBN 978-3-631-84148-8

CHF 75.– / €D 64.95 / €A 66.80 / € 60.70 / £ 50.– / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-84801-2

CHF 75.– / €D 64.95 / €A 66.80 / € 60.70 / £ 50.– / US-\$ 73.95



Understanding human behavior and decision-making processes is a significant challenge within many fields of research. This doctoral thesis shows how human activities are characterized by multiple interconnected contexts and demonstrates the advantages of using a multi-layered model to examine interactions between social, economic and cultural factors. The model presented here offers large benefits for various target groups as it can be applied to a wide range of research fields. Consequently, this analysis supports an interdisciplinary approach to economics.

Anna-Katharina Koenen

## Strategische Marketingoptionen in regulierten Märkten

Das Management von Patentausläufen in pharmazeutischen Unternehmen

Berlin, 2019. 270 S., 13 s/w Abb.

### Strategisches Marketingmanagement. Bd. 33

geb. • ISBN 978-3-631-79307-7

CHF 72.– / €D 60.80 / €A 63.70 / € 57.90 / £ 48.– / US-\$ 69.95

eBook (SUL) • ISBN 978-3-631-80490-2

CHF 72.– / €D 60.80 / €A 63.69 / € 57.90 / £ 48.– / US-\$ 69.95



Das Management von Patentausläufen in pharmazeutischen Unternehmen erfährt in Zeiten von stetig zunehmender Regulierung und geringer gefüllten Produktpipelines erneut große Aufmerksamkeit. Im Mittelpunkt dieses Bandes steht die Frage, welche der in der Literatur diskutierten Patentauslaufstrategien unter Berücksichtigung der aktuellen Rechtslage und Weiterentwicklung der pharmazeutischen Branche noch anwendbar sind. Dabei erfasst die Autorin sowohl branchenspezifische Besonderheiten als auch konzeptionelle Grundlagen der Marketingforschung. Basierend auf diesen Erkenntnissen erstellt die Autorin ein neues Klassifikationsschema an Patentauslaufstrategien für die pharmazeutische Branche und gibt Handlungsempfehlungen für das Management des Patentauslaufs.

Erkenntnissen erstellt die Autorin ein neues Klassifikationsschema an Patentauslaufstrategien für die pharmazeutische Branche und gibt Handlungsempfehlungen für das Management des Patentauslaufs.

Bartosz Makowicz (ed.)

## Global Ethics, Compliance & Integrity Yearbook 2021

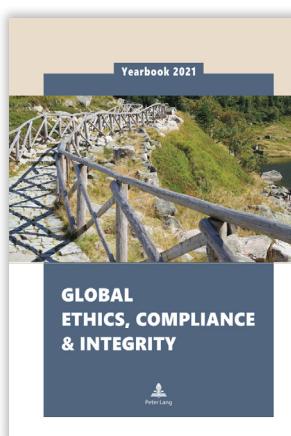
Berlin, 2021. 564 pp., 21 fig. b/w, 3 tables.

hb. • ISBN 978-3-631-82935-6

CHF 118.– / €D 101.95 / €A 104.80 / € 95.30 / £ 78.– / US-\$ 114.95

eBook (SUL) • ISBN 978-3-631-84013-9

CHF 118.– / €D 101.95 / €A 104.80 / € 95.30 / £ 78.– / US-\$ 114.95



The Yearbook 2021 for Global Ethics, Compliance & Integrity offers an up-to-date overview of the recent and most significant developments in the interdisciplinary area of organizational Ethics, Compliance & Integrity Management. The 2021 Yearbook focuses on (but is not limited to) integrity and ethics and consists of 40 highly valuable articles submitted by 55 experts. The authors include excellent ethics, compliance and integrity professionals, scholars and advisors from 20 different countries. As conceived, the publication offers exclusive insights both from practical and theoretical perspectives. This year's edition consists of seven carefully arranged chapters dealing with governance and compliance management, integrity management, organizational ethics and culture, anti-bribery management, whistleblowing, the challenges of digitalization, and - last but

not least - corporate incentives and sanctions. In each chapter, the yearbook provides a comprehensive range of views and expertise regarding Ethics, Compliance and Integrity in all kind of organizations.

Rafel Ravina · Luis Bayardo Tobar Pesáñez · José Marchena Dominguez (eds.)

## Happiness Management: A Lighthouse for Social Wellbeing, Creativity and Sustainability

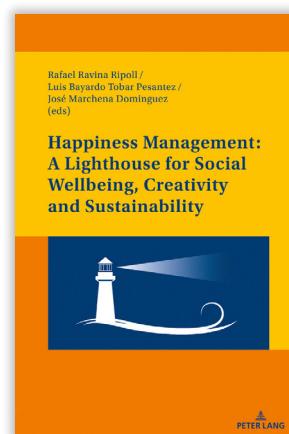
Bern, 2019. 238 pp., 10 fig. col., 13 fig. b/w, 33 tables

pb. • ISBN 978-3-0343-3628-4

CHF 80.– / €D 68.40 / €A 71.60 / € 65.10 / £ 53.– / US-\$ 78.95

eBook (SUL) • ISBN 978-3-0343-3854-7

CHF 80.– / €D 68.36 / €A 71.61 / € 65.10 / £ 53.– / US-\$ 78.95



The mystery of happiness has occupied human beings from ancient times until the present day. Philosophers, economists, historians, artists, and psychologists have offered different definitions of what happiness is and how to measure and develop it in various fields. In this regard, the group of researchers from six countries: Spain, Italy, Mexico, United Kingdom, Brazil and Ecuador, present their fourth joint work in this new book titled »Happiness Management: A Lighthouse for Social Wellbeing, Creativity and Sustainability«, which contains twelve contributions about different knowledge areas, all based on the approach to happiness.

Bernhard Seyr (Hrsg.)

## Multidisziplinäre Perspektiven im Innovations- und Wissensmanagement

Multidisciplinary Perspectives in Innovation and Knowledge Management

Berlin, 2021. 272 S., 7 farb. Abb., 30 s/w Abb., 27 Tab.

### Innovatives Wissensmanagement. Bd. 2

geb. • ISBN 978-3-631-84457-1

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-84750-3

CHF 64.– / €D 54.95 / €A 56.50 / € 51.40 / £ 42.– / US-\$ 61.95



Die Schriftenreihe *Innovatives Wissensmanagement* stellt der Wissenschaft sowie der Wirtschaftspraxis Fachbeiträge und Fallstudien in der Schnittmenge zwischen den Disziplinen Innovations- und Wissensmanagement zur Verfügung und verbindet diese Disziplinen in anwendungsorientierter Weise.

*Elbeyi Pelit · Hasan Hüseyin Soybali · Ali Avan (eds.)*

## Global Risks and Crises Management in Tourism

Theoretical and Practical Perspectives

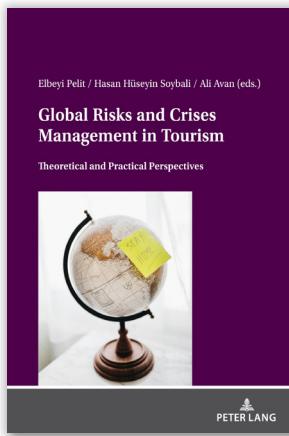
Berlin, 2021. 174 pp., 15 fig. b/w, 31 tables.

pb. • ISBN 978-3-631-85842-4

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.20 / € 42.10 / £ 35.– / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-87113-3

CHF 52.– / €<sup>D</sup> 44.95 / €<sup>A</sup> 46.30 / € 42.10 / £ 35.– / US-\$ 50.95



Tourism is one of the most sensitive industries across risks and crises based on economic, social, and political developments. In recent years, the challenges such as terrorism, epidemics, and economic blockades based on political tension between countries not only cause increased risks and threats on destinations but also cause decreased touristic mobility. A global pandemic, depressed economy, political uncertainties, and social problems can also interrupt the touristic movement. This book focuses on global risks and crises management in the tourism industry with a proactive approach.

It is aimed to create an essential source/reference about preparation to emergencies, steps to be taken to eliminate uncertainties and risks, and effective risk and crisis management practices, and to guide managers and industry practitioners.

*Elbeyi Pelit · Hasan Hüseyin Soybali · Ali Avan (eds.)*

## Hospitality & Tourism

Managerial Perspectives & Practices

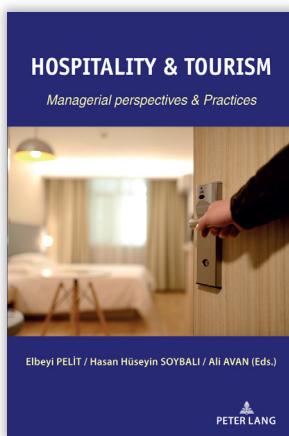
Berlin, 2020. 454 pp., 4 fig. col., 14 fig. b/w, 55 tables.

pb. • ISBN 978-3-631-83490-9

CHF 73.– / €<sup>D</sup> 61.95 / €<sup>A</sup> 62.– / € 59.– / £ 48.– / US-\$ 71.95

eBook (SUL) • ISBN 978-3-631-84318-5

CHF 73.– / €<sup>D</sup> 61.95 / €<sup>A</sup> 62.– / € 59.– / £ 48.– / US-\$ 71.95



As a service-oriented industry and with its distinctive characteristics, tourism is based on experiences. It is necessary to provide the highest level of service and to keep the quality of interaction at a certain level. In the tourism industry, differentiation and new perspectives are needed in order to increase the quality of experiences and to have a different position in the minds of individuals than competitors. There is a crucial role of efficient management of business processes in order to ascertain this differentiation. Herein, especially in tourism and hospitality industry, the pursuance of new

tendencies will provide substantial benefits to the relevant enterprises at all of these processes. From this point of view, with this book, the aim is to guide tourism organizations in terms of improving service encounter processes and quality of experiences by giving crucial tips about current managerial perspectives and practices.

*Katharina Sauter*

## On the Persistence of Relationship Banking within a Bank-Based Financial System

Post-Crisis Evidence from German SMEs

Berlin, 2020. 352 pp., 22 fig. b/w, 30 tables.

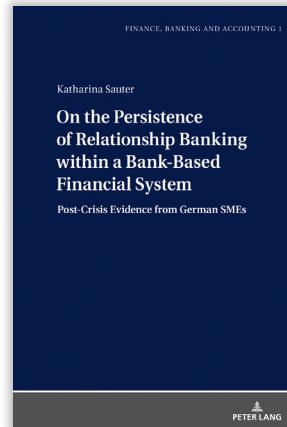
**Finance, Banking and Accounting. Vol. 1**

hb. • ISBN 978-3-631-80268-7

CHF 84.– / €<sup>D</sup> 70.70 / €<sup>A</sup> 74.– / € 67.30 / £ 55.– / US-\$ 81.95

eBook (SUL) • ISBN 978-3-631-80477-3

CHF 84.– / €<sup>D</sup> 70.67 / €<sup>A</sup> 74.03 / € 67.30 / £ 55.– / US-\$ 81.95



The overall financial market environment has undergone a dramatic shift in the past few years as a result of the recent global financial crisis, associated regulatory changes, and new market participants. This study undertook an online survey of 12,169 SMEs from all major sectors of the German economy. A total of 576 completed and usable questionnaires were collected. The aim of this study is to explore the nature of lending relationships in light of the past financial crisis, the resultant structural changes, and the competition of new entrants into the financial system. The study shows that relationship lending is essential for ensuring financial market stability.

*Elif Nuroğlu · Çiğdem Çatak (eds.)*

## The Role of Women in Turkish Economy

Current Situation, Problems and Policies

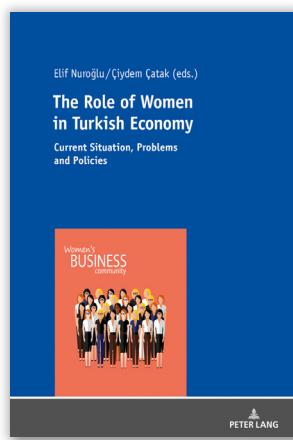
Berlin, 2020, 272 pp., 21 fig. b/w, 55 tables

pb. • ISBN 978-3-631-79726-6

CHF 64.– / €<sup>D</sup> 54.– / €<sup>A</sup> 56.50 / € 51.40 / £ 42.– / US-\$ 61.95

eBook (SUL) • ISBN 978-3-631-80560-2

CHF 64.– / €<sup>D</sup> 53.97 / €<sup>A</sup> 56.54 / € 51.40 / £ 42.– / US-\$ 61.95



The contributing authors in this book emphasize that in Turkey the female labor force participation rate is distinctly lower than in advanced economies despite a significant improvement in the last decade. The indicated data evoke several simple questions. Firstly, what's holding women back? What are the impediments to female labor force participation that cause the gender gap in employment? Secondly, what are the costs of lower economic participation of women for themselves, their families and the economy as a whole? We hope that identifying and assessing factors that

enhance or mute labor force participation of women can open important policy insights.

*Eberhard Wille (Hrsg.)*

## Herausforderungen des medizinischen Fortschritts im Krankenhaus- und Arzneimittelbereich

24. Bad Orber Gespräche über kontroverse Themen im Gesundheitswesen

Berlin, 2020. 164 S., 43 farb. Abb., 4 s/w Abb., 5 Tab.

**Allokation im marktwirtschaftlichen System. Bd. 76**

geb. • ISBN 978-3-631-83369-8

CHF 59.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 50.– / € 47.60 / £ 39.– / US-\$ 57.95

eBook (SUL) • ISBN 978-3-631-83557-9

CHF 59.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 50.– / € 47.60 / £ 39.– / US-\$ 57.95



Dieser Band der Bad Orber Gespräche 2018 enthält die erweiterten Referate eines interdisziplinären Workshops zum Thema «Nach der Regierungsbildung – vor den Reformen im Krankenhaus- und Arzneimittelbereich». Vertreter des Deutschen Bundestages, des Gemeinsamen Bundesausschusses, des GKV-Spitzenverbandes, der Krankenkassen, der Kassenärztlichen Vereinigung, der pharmazeutischen Industrie und der Wissenschaft erörtern den Reformbedarf im Krankenhaus- und Arzneimittelbereich.

*Eberhard Wille (Hrsg.)*

## Nach der Regierungsbildung – vor den Reformen im Krankenhaus- und Arzneimittelbereich

23. Bad Orber Gespräche über kontroverse Themen im Gesundheitswesen

Berlin, 2019. 170 S., 37 farb. Abb., 5 s/w Abb., 3 Tab.

**Allokation im marktwirtschaftlichen System. Bd. 75**

geb. • ISBN 978-3-631-80430-8

CHF 58.– / €<sup>D</sup> 49.– / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-80557-2

CHF 58.– / €<sup>D</sup> 49.04 / €<sup>A</sup> 51.37 / € 46.70 / £ 38.– / US-\$ 56.95



Dieser Band der Bad Orber Gespräche 2018 enthält die erweiterten Referate eines interdisziplinären Workshops zum Thema «Nach der Regierungsbildung – vor den Reformen im Krankenhaus- und Arzneimittelbereich». Vertreter des Deutschen Bundestages, des Gemeinsamen Bundesausschusses, des GKV-Spitzenverbandes, der Krankenkassen, der Kassenärztlichen Vereinigung, der pharmazeutischen Industrie und der Wissenschaft erörtern den Reformbedarf im Krankenhaus- und Arzneimittelbereich.

Ulrich Fritzsche · Roman Köster · Laetitia Lenel (eds.)

## Futures Past. Economic Forecasting in the 20th and 21st Century

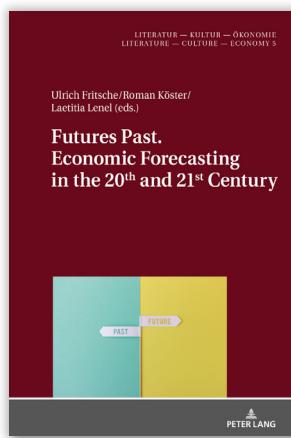
Berlin, 2020. 220 pp., 2 fig. col., 12 fig. b/w, 10 tables.

**Literatur – Kultur – Ökonomie / Literature – Culture – Economy. Vol. 5**

hb. • ISBN 978-3-631-79316-9

CHF 65.– / € 55.95 / € 57.50 / € 52.30 / £ 43.– / US-\$ 63.95

eBook (SUL) • ISBN 978-3-631-81869-5



Few areas in economics are as controversial as economic forecasting. While the field has sparked great hopes for the prediction of economic trends and events throughout the 20th and 21st centuries, economic forecasts have often proved inaccurate or unreliable, thus provoking severe criticism in times of unpredicted crisis. Despite these failures, economic forecasting has not lost its importance. *Futures Past* considers the history and present state of economic forecasting, giving a fascinating account of the changing practices involved, their origins, records, and their implications. By bringing together economists, historians, and sociologists, this volume offers fresh perspectives on the place of forecasting in modern industrial societies, thereby making a broader claim for greater interdisciplinary cooperation in the history of economics.

Ed Blissett

## The Two Hundred Million Pound Strike

The 2003 British Airways Walkout

Oxford, 2021. XIV, 218 pp., 6 b/w ill. 1 table.

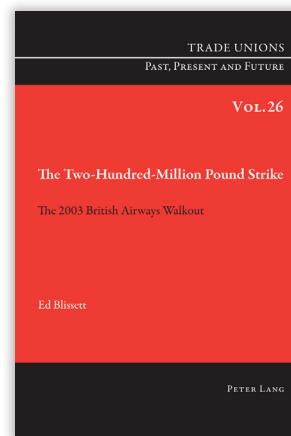
**Trade Unions. Past, Present and Future. Vol. 26**

pb. • ISBN 978-1-80079-059-9

CHF 62.– / € 52.95 / € 54.40 / € 49.40 / £ 40.– / US-\$ 60.95

eBook (SUL) • ISBN 978-1-80079-068-1

CHF 62.– / € 52.95 / € 54.40 / € 49.40 / £ 40.– / US-\$ 60.95



This book describes and analyses the 2003 British Airways (BA) Customer Service Agents' (CSA) 24-hour unofficial strike. It examines the lead up to the dispute, in which negotiations failed to reach an agreement over the launch of BA's Automatic Time Recording and Integrated Airport Resource Management systems, before focusing on the dispute itself and its eventual resolution. Central to the book is the question: why did a group of union members, the majority of whom were young women, become so incensed at an imposed change to their working practices that they took unofficial strike action? This they did in the knowledge that they could all have been legally dismissed. In analysing the strike, the book explores why BA's management imposed such a controversial change to working practices on the company's busiest weekend of the year. A decision which, allegedly, cost the company two-hundred-million pounds, tarnished its reputation, and saw numerous senior managers lose their jobs. How and why the CSAs' three trade unions (the GMB Union, the Transport and General Workers Union and Amicus) reacted in such different ways to the unofficial strike, and then behaved so differently in the subsequent negotiations, is also central to this study.

official strike action? This they did in the knowledge that they could all have been legally dismissed. In analysing the strike, the book explores why BA's management imposed such a controversial change to working practices on the company's busiest weekend of the year. A decision which, allegedly, cost the company two-hundred-million pounds, tarnished its reputation, and saw numerous senior managers lose their jobs. How and why the CSAs' three trade unions (the GMB Union, the Transport and General Workers Union and Amicus) reacted in such different ways to the unofficial strike, and then behaved so differently in the subsequent negotiations, is also central to this study.

*Andreas Carl Barz*

## Analyse der Auswirkungen von Additive Manufacturing auf die Gestaltung zweistufiger Supply Chains

Berlin 2019. 230 S., 4 farb. Abb., 25, s/w Abb., 20 s/w Tab.

**Wertschöpfungsmanagement / Value-Added Management. Bd. 16**

geb. • ISBN 978-3-631-77871-5

CHF 52.– / €<sup>D</sup> 44.20 / €<sup>A</sup> 46.30 / € 42.10 / £ 35.– / US-\$ 50.95

eBook (SUL) • ISBN 978-3-631-79015-1

CHF 52.– / €<sup>D</sup> 44.21 / €<sup>A</sup> 46.31 / € 42.10 / £ 35.– / US-\$ 50.95



Bei einer möglichen Umstellung der Fertigungstechnologie auf «Additive Manufacturing», im Allgemeinen oft als 3D-Druck bezeichnet, müssen auch logistische Strukturen hinterfragt werden. Bisherige Untersuchungen dazu beschränken sich meist auf eine qualitative Analyse. Auf Basis eines Standortplanungsproblems aus dem «Operations Research» entwickelt und untersucht der Autor einen neuartigen Ansatz zur Quantifizierung der Auswirkungen von AM auf zweistufige Supply-Chain-Strukturen. Hierfür werden detailliert logistische Implikationen von AM diskutiert und in ein modifiziertes «Two-Stage Capacitated Facility Location Problem» überführt.

Anhand von 1.225 Instanzen werden optimale Netzwerkstrukturen für etablierte und additive Fertigungsverfahren bestimmt und mittels sechs logistischer Kennzahlen verglichen.

*Yezdi H. Godiwalla*

## The International Executive

Training for Ethical, Strategic and Competitive Leadership

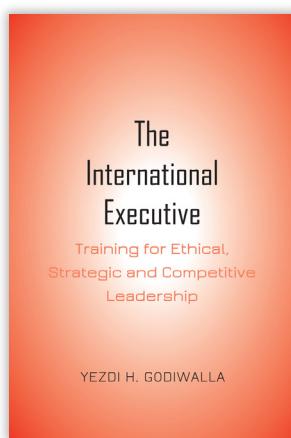
New York, 2020. XXX, 460 pp., 19 b/w ill., 18 tables.

hb. • ISBN 978-1-4331-8072-9

CHF 134.– / €<sup>D</sup> 115.95 / €<sup>A</sup> 119.20 / € 108.30 / £ 87.– / US-\$ 129.95

eBook (SUL) • ISBN 978-1-4331-8069-9

CHF 134.– / €<sup>D</sup> 115.95 / €<sup>A</sup> 119.20 / € 108.30 / £ 87.– / US-\$ 129.95



This book explores the training of an international executive for ethical, strategic and competitive leadership. It provides conceptual review and analyses, as well as, implications for practice (including specific recommendations for actions, their justifications, and implementation guidelines, for practicing managers) for effectively managing a multinational corporation (MNC). The focus is on the effective training and skill development of the international executive, whether he or she works at the MNC headquarters, its foreign subsidiaries or other foreign operations. We should lead with values and vision.

*Ebru Güll Yilmaz • Neyir Tekeli (eds.)*

## Turkey's Economy from different perspectives after 1980

The past, present and the future

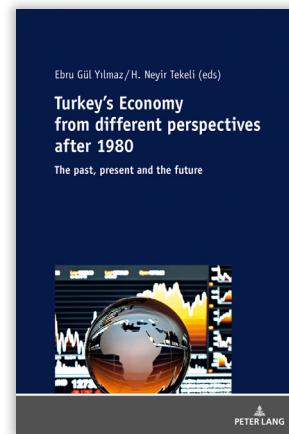
Berlin, 2020. 282 pp., 41 fig. b/w, 43 tables.

pb. • ISBN 978-3-631-81175-7

CHF 47.– / €<sup>D</sup> 39.95 / €<sup>A</sup> 41.10 / € 37.40 / £ 31.– / US-\$ 45.95

eBook (SUL) • ISBN 978-3-631-81601-1

CHF 47.– / €<sup>D</sup> 39.27 / €<sup>A</sup> 41.14 / € 37.40 / £ 31.– / US-\$ 45.95



Turkey has a crucial change in terms of economic infrastructure after the decision of opening up the economy at 1980. Following import substituting industrialization strategy ended with an economic crisis at the end of 1970s. With the beginning of 1980s in January a very radical economic program has announced that brought economic liberalization. After economic liberalization each economic dynamic has changed as never going to be the same again especially after opening up the capital account completely at 1989. The aim of this book is to share the academic research outputs and

the field experiences on Turkey's economy for the related period with contributors from different backgrounds and different perspectives. The contributors to this book with their both academic and field experience provide a broad scanning understanding of the Turkey's Economy after 1980's and also expand the readers horizon on having a better understanding of expectations for the future. We appreciate them for becoming a team and we sincerely thank each of them for sharing their experience and expertise. Ebru Güll Yilmaz Editor.

Çağatay Başarır (ed.)

## Current Issues in Finance, Economy and Politics

Theoretical and Empirical Finance and Economic Researches

Berlin, 2019. 348 pp., 26 fig. b/w, 108 tables.

pb. • ISBN 978-3-631-80132-1

CHF 58.– / €<sup>D</sup> 49.– / €<sup>A</sup> 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-80410-0

CHF 60.90 / €<sup>D</sup> 51.49 / €<sup>A</sup> 53.94 / € 49.04 / £ 39.90 / US-\$ 59.80



and performance of the banking sector and also shadow banking. In addition, the banking sector is analysed in the Islamic banking area. Furthermore, the interaction of the banking sector and technological developments are emphasized in a separate section in this part.

The book consists of 21 parts that discuss the developments in economy, finance and politics, theoretically and empirically. There are four main sections: Economics, Banking Sector, Stock Exchange and Financial Markets. Economics sections have six sub sections as monetary policy, economic growth, current deficit, international services trade, Eurasian economic union and public share. The second part of the book consists of six sub sections about the banking sector that is fundamental to the economic structure and the main actor of the financial sector. This main sector discusses the efficiency

Marco Weber

## Mehrfachbeschäftigung in Deutschland - Ein Phänomen relativer Armut?

Eine empirische Untersuchung der Determinanten zur Aufnahme einer Zweitbeschäftigung

Berlin, 2019. 384 S. 46 s/w Abb., 27 s/w Tab.

**Sozialökonomische Schriften. Bd. 54**

geb. • ISBN 978-3-631-79477-7

CHF 81.– / €<sup>D</sup> 68.70 / €<sup>A</sup> 71.90 / € 65.40 / £ 54.– / US-\$ 78.95

eBook (SUL) • ISBN 978-3-631-79826-3

CHF 81.– / €<sup>D</sup> 68.67 / €<sup>A</sup> 71.94 / € 65.40 / £ 54.– / US-\$ 78.95



Die seit den Hartz-Reformen gestiegene Zahl Nebenbeschäftiger bei gleichzeitiger Zunahme des Armutsgefährdungsrisikos wecken Zweifel an der bislang gültigen Annahme der Wohlstandssicherung durch eine Erwerbstätigkeit. Der Autor untersucht empirisch mit Daten des Sozio-ökonomischen Panels die Entwicklung der Mehrfachbeschäftigung und deren Zusammenhang mit atypischer Arbeit. Mittels Längsschnittsanalysen werden die zwischen finanzieller Not und nebenberuflicher Selbstentfaltung verorteten Motive für Mehrfachbeschäftigung analysiert. Dabei zeigt

sich, dass Zweitbeschäftigung sowohl die Konsequenz von Einkommensarmut ist, als umgekehrt ein Mittel zur Armutsvorbeugung darstellt. Auf Basis dieser Ergebnisse werden Politikempfehlungen zur rechtlichen Ausgestaltung der Mehrfachbeschäftigung formuliert.

Hale Kier Silva Lecuna (ed.)

## Smaller World, Bigger Issues

Growth, Unemployment, Inequality and Poverty

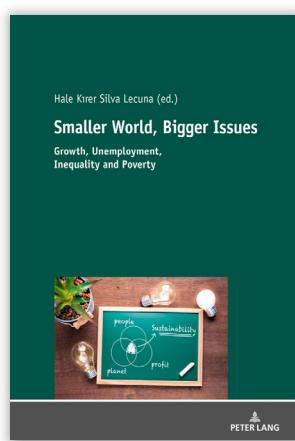
Berlin, 2019. 338 pp., 3 fig. col., 14 fig. b/w, 85 tables.

pb. • ISBN 978-3-631-80205-2

CHF 58.– / €D 49.– / €A 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-80225-0

CHF 58.– / €D 49.95 / €A 51.35 / € 46.70 / £ 38.– / US-\$ 56.95



Our world is becoming smaller day-by-day due to the effects of technological advances and improvements in transportation. On the other hand, in spite of this world's apparent shrinkage, issues such as economic growth, unemployment, inequalities in several levels and poverty are getting bigger. The societies have struggled with these issues since their first existence, but nowadays there are no borders or limits to contain a certain problem inside a certain area. A disaster, shortage, conflict, bankruptcy, strikes, etc. in any region affects everyone worldwide in real time. This book includes various analyses of these global issues from different expert perspectives in order to enlighten the readers and make recommendations to policymakers.

various analyses of these global issues from different expert perspectives in order to enlighten the readers and make recommendations to policymakers.

Edgar Kreilkamp · Eric Horster · Dirk Schmücker (Hrsg.)

## Digitalisierung – Chance oder Risiko für nachhaltigen Tourismus?

Ergebnisse einer Studie im Auftrag des Umweltbundesamtes zu den Auswirkungen der Digitalisierung und Big-Data-Analyse auf eine nachhaltige Entwicklung des Tourismus und dessen Umweltwirkung

Berlin, 2020. 290 S., 20 s/w Abb., 61 Tab.

**Schriftenreihe des Instituts für Management und Tourismus (IMT). Bd. 16**

br. • ISBN 978-3-631-81326-3

CHF 75.– / €D 64.95 / €A 66.80 / € 60.70 / £ 50.– / US-\$ 73.95

eBook (SUL) • ISBN 978-3-631-81574-8

CHF 75.– / €D 63.74 / €A 66.77 / € 60.70 / £ 50.– / US-\$ 73.95



Wie wirkt sich die Digitalisierung auf die nachhaltige Entwicklung im Tourismus aus? Dirk Schmücker (NIT), Eric Horster (IMT der Fachhochschule Westküste) und Edgar Kreilkamp (Leuphana Universität Lüneburg) sind dieser brennenden Frage im Auftrag des Umweltbundesamtes (UBA) nachgegangen. In der vorliegenden Studie werden die Wirkungen der Digitalisierung auf ökologische und sozial-ökonomische Nachhaltigkeitsaspekte des Tourismus identifiziert, systematisiert und bewertet. Der Forschungsbericht gibt einen Überblick über Digitalisierungstrends und -entwicklungen im Tourismus im Hinblick auf Ressourceninanspruchnahme und Umweltwirkungen. Im Ergebnis werden elf relevante Kategorien der Digitalisierung identifiziert und systematisiert. Im Fokus steht die Nutzung digitaler Anwendungen während der Reise. Im zweiten Teil der Studie werden die aus den Entwicklungen der Digitalisierung erwachsenden Chancen und Risiken für eine nachhaltige Tourismusentwicklung identifiziert und bewertet.

Çağatay Başarır • Burak Darıcı (eds.)

### **Evolution of Money, Banking and Financial Crisis**

History, Theory and Policy

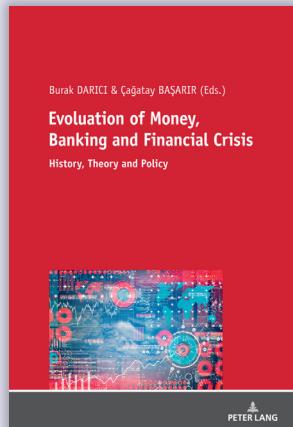
Berlin, 2020. 364 pp., 40 fig. b/w, 64 tables.

pb. • ISBN 978-3-631-81793-3

CHF 59.– / €D 49.95 / €A 50.– / € 47.60 / £ 39.– / US-\$ 57.95

eBook (SUL) • ISBN 978-3-631-83545-6

CHF 58.– / €D 48.95 / €A 49.– / € 46.70 / £ 38.– / US-\$ 56.95



*Evaluation of Money, Banking and Financial Crisis: History, Theory and Policy* focuses primarily on the historical development of money, the change of the banking sector and global financial crises. Money, which started as an exchange tool and has become digital; historical change in the banking system and its relationship with policymakers; global financial crises, balloons, and speculations and policies for the emergence and prevention of them are thoroughly examined in the book.

Yavuz Tansoy Yıldırım (ed.)

### **To Understand the Future Management: Managing through Digital Transformation**

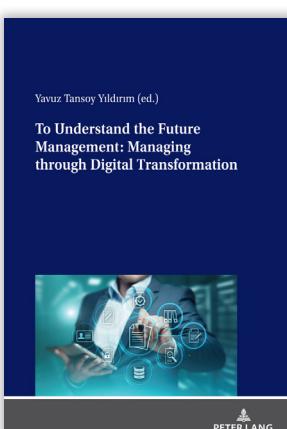
Berlin, 2021. 236 pp., 20 fig. b/w, 27 tables.

pb. • ISBN 978-3-631-83885-3

CHF 67.– / €D 57.95 / €A 59.60 / € 54.20 / £ 45.– / US-\$ 65.95

eBook (SUL) • ISBN 978-3-631-87027-3

CHF 68.– / €D 58.95 / €A 60.50 / € 55.– / £ 45.– / US-\$ 66.95



The book *To Understand the Future Management: Managing through Digital Transformation* indicates the place of rapidly developing digitalization in business life and its contributions to organizations. Digitalization brings significant advantages in terms of reducing costs, saving time, accelerating internal and external communication, saving and storing data easily. For this reason, it has become a necessity to understand the extent of the effect of digitalization on the functions and methods that all profit and non-profit organizations benefit while performing their management functions.

Albert H. Segars

### **Ideas and Innovative Organizations**

A Tribal Perspective

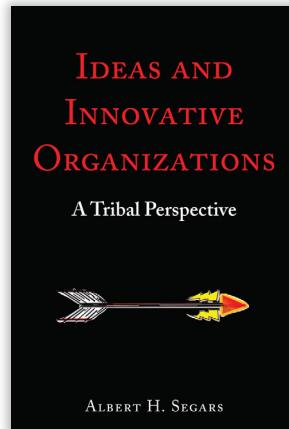
New York, 2020. XII, 156 pp., 26 b/w ill.

hb. • ISBN 978-1-4331-7464-3

CHF 103.– / €D 87.50 / €A 91.60 / € 83.30 / £ 67.– / US-\$ 99.95

eBook (SUL) • ISBN 978-1-4331-7461-2

CHF 103.– / €D 87.47 / €A 91.63 / € 83.30 / £ 67.– / US-\$ 99.95



A tribal approach to innovation is found within cutting-edge organizations that pursue ideas and initiatives that are extraordinary. This approach is driven by groups of people that have an ambitious mandate, positive values or codes of conduct, well-defined roles, robust flows of knowledge, the ability to endure hardship, an analytical focus, and a willingness to sacrifice. Together, these attributes signal a favorable predisposition to discover breakthrough ideas and navigate difficult projects. This approach is manifest in modern day super projects such as the Event Horizon Telescope as well

as historical initiatives such as the invention of flight by the Wright Brothers. For leaders and team members, the tribal framework provides a perspective for measuring the capacity of a team to generate novel ideas and see those ideas through to a successful conclusion.

Simon Arnholdt

## **Die Auswirkungen der steigenden Zahl Kleiner Anfragen im Deutschen Bundestag auf die Öffentliche Verwaltung**

Eine Umfrage unter Beschäftigten der Ministerialbürokratie

Berlin, 2020. 132 S., 49 s/w Abb., 7 Tab.

br. • ISBN 978-3-631-82466-5

CHF 39.– / €D 32.95 / €A 33.– / € 31.40 / £ 26.– / US-\$ 37.95

eBook (SUL) • ISBN 978-3-631-83195-3

CHF 39.– / €D 32.95 / €A 33.– / € 31.40 / £ 26.– / US-\$ 37.95



Die Zahl Kleiner Anfragen steigt seit mehreren Legislaturperioden immer weiter an. Der Autor nimmt damit zusammenhängende Klagen aus der Öffentlichen Verwaltung zum Anlass, um zu untersuchen, welche Auswirkungen diese Steigerung auf Arbeitsbelastung und Performanz sowie auf Einstellungen und Praxisverständnis von Beschäftigten der Ministerialbürokratie hat. Dazu analysiert er die Parlamentsstatistik und führt eine Umfrage in mehreren Bundesministerien durch. Die Ergebnisse zeigen, dass die Bearbeitung Kleiner Anfragen und deren Rahmenbedingungen

die Verwaltung erheblich belasten und in Extremfällen die Funktionsfähigkeit gefährden können. Er empfiehlt daher eine Änderung der Bundestagsgeschäftsordnung. Auf Basis der Umfrageergebnisse diskutiert der Autor erste Reformvorschläge hierfür.

Olimpia Fontana

## **Investing in Europe**

Old problems and new opportunities

Bruxelles, 2022. 250 pp., 21 fig. b/w, 3 tables.

Federalism. Vol. 14

pb. • ISBN 978-2-87574-420-3

CHF 56.– / €D 47.95 / €A 49.50 / € 45.– / £ 37.– / US-\$ 54.95

eBook (SUL) • ISBN 978-2-87574-421-0

CHF 56.– / €D 47.95 / €A 49.50 / € 45.– / £ 37.– / US-\$ 54.95



internal and external investment plans for a new European economic model. In particular, three aspects are examined. First, the implication of the green transition on the social dimension; second, the opportu-

nity to strengthen the partnership with Africa; third, how a large-scale investment plan could be financed.

Hale Kurer Silva Lecuna (ed.)

## **Dynamic Optics in Economics: Quantitative, Experimental and Econometric Analyses**

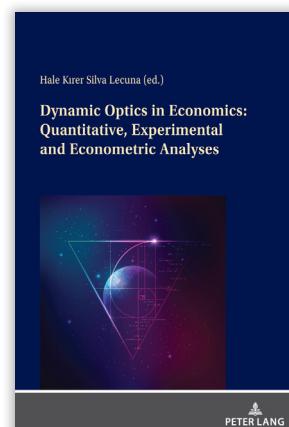
Berlin, 2020. 270 pp., 33 fig. b/w, 44 tables.

pb. • ISBN 978-3-631-83191-5

CHF 72.– / €D 61.95 / €A 63.70 / € 57.90 / £ 48.– / US-\$ 69.95

eBook (SUL) • ISBN 978-3-631-84254-6

CHF 72.– / €D 61.95 / €A 63.70 / € 57.90 / £ 48.– / US-\$ 69.95



To model the real world truthfully and to foresee an unrealized event are very difficult but crucial tasks. Particularly for the decision-making of an economic agent, no matter if it is a person, household, firm or government, these predictions are a useful guidance. At this point, we see the importance of dynamic modeling analyses in economics due to their realistic ability both in micro and macro levels. Within this framework, this book gathers empirical studies that examine the economic issues from a dynamic perspective.

Yining Li

## **Chinese Economic Reform and Development**

Peter Lang Updated New Edition (Translated by Ling Yuan)

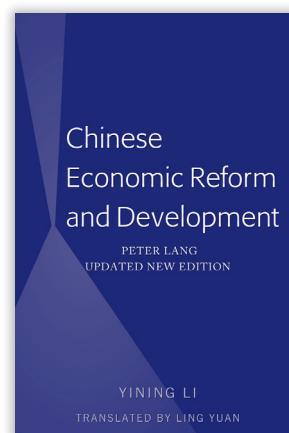
New York, 2019. XVI, 286 pp., 3 b/w ill.

hb. • ISBN 978-1-4331-6056-1

CHF 108.– / €D 91.90 / €A 96.30 / € 87.50 / £ 70.– / US-\$ 104.95

eBook (SUL) • ISBN 978-1-4331-6160-5

CHF 108.– / €D 91.88 / €A 96.25 / € 87.50 / £ 70.– / US-\$ 104.95



Known as "Li the Shareholding Guru," economist Yining Li has had a significant impact on China's economic transition, most notably as an early advocate of ownership reforms in the state and other non-private sectors and in his promotion of shareholding theory, initiating the drive towards a modern corporate system in China. The thinking behind these and other landmark contributions that have helped to reshape China are featured in *Chinese Economic Reform and Development*, a collection of seventeen influential essays written and published from 1980 to 2015. Incorporating origi-

nal research, policy proposals, and theoretical thinking, these essays trace the development of Li's thought and the process through which the "China Miracle" has been worked over the last four decades. This updated new edition introduces how inextricably linked Li's academic work has been to the development of a distinctively Chinese path of economic reform.

*Ufuk Bingöl (ed.)*

## #Trending Topics on Social Media Researches

Berlin, 2021. 274 pp., 14 fig. b/w, 26 tables.

pb. • ISBN 978-3-631-85014-5

CHF 72.- / €D 61.95 / €A 63.70 / £ 57.90 / US-\$ 69.95

eBook (SUL) • ISBN 978-3-631-86045-8

CHF 72.- / €D 61.95 / €A 63.70 / £ 57.90 / US-\$ 69.95



This book covers deep researches from different perspectives and disciplines upon Social Network on social, legal, economic and cultural issues by successful and expert researchers in their field. In this book, different and rigorous analyses of all areas influenced by social media and social networking were carried out in order to be one of the emerging reliable sources on the Digital Age literature with various dimensions.

*Ufuk Bingöl (ed.)*

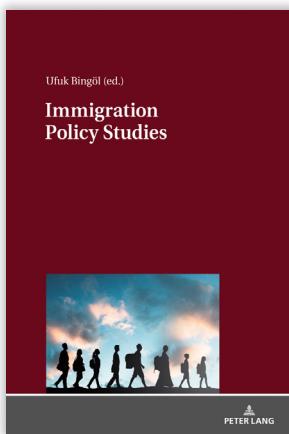
## Immigration Policy Studies

Theoretical and Empirical Migration Researches

Berlin, 2019, 338 pp., 21 fig. b/w, 54 tables

pb. • ISBN 978-3-631-80193-2

CHF 70.- / €D 58.90 / €A 61.70 / £ 56.10 / US-\$ 67.95



The migration movement, which has taken place since the beginning of the story of mankind, increasingly continues voluntarily or compulsorily for various reasons such as social challenges, technological revolutions and wars. Due to migration, many new questions emerge depending on these issues. Researchers from many different disciplines are looking for answers to these questions arising from migration movements. This book covers deep researches from different perspectives and disciplines upon migration by successful and expert researchers in their field. In this book, different and rigorous analyses of all areas influenced by migration are carried out and various dimensions of immigration studies are shown.

different and rigorous analyses of all areas influenced by migration are carried out and various dimensions of immigration studies are shown.

*William Kingston*

## How Capitalism Destroyed Itself

Technology Displaced by Financial Innovation

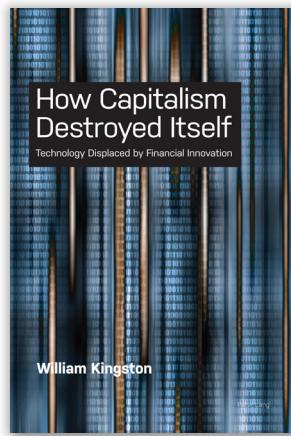
Oxford, 2020. XXXIV, 192 pp., 3 fig. b/w.

pb. • ISBN 978-1-78997-808-7

CHF 31.- / €D 25.95 / €A 27.50 / £ 21.- / US-\$ 30.95

eBook (SUL) • ISBN 978-1-78997-946-6

CHF 31.- / €D 25.95 / €A 27.50 / £ 21.- / US-\$ 30.95



Kingston's history of the evolution of property rights, and on how property rights regimes influence and reflect the kind of economic activity people engage in, and how they regard economic activity, is interesting and provocative in its own right. Others have argued that capitalism seems to have lost much of the power to increase the productivity of economic activity that it once had, and the workings of modern financial systems are a good part of the problem. But no one else has tied these propositions closely to the evolution of property rights. – Richard R. Nelson, Columbia University,

New York «This sweeping account of the rise and projected fall of capitalism is as original as it is gripping. Kingston locates the hinge that moves capitalism as the institutions governing property rights, and argues persuasively that the system is now undermining itself as innovation shifts from the technological to the financial domain.» – John A. Mathews, Macquarie Graduate School of Management, Sydney «William Kingston is a prolific and thoughtful economic historian who has relied on such longstanding giants as Marx and Schumpeter, and new ones such as Minsky, to show how financial innovation has replaced technological innovation, and how this process is destroying the economic fabric of society. Kingston's deep understanding of the «free-market economy» makes this book a must-read.» – Jorge Niosi, Université du Québec à Montréal, Canada.

Jens Kalke · Tobias Hayer

## Expertise zur Wirksamkeit von Maßnahmen des Spieler- und Jugendschutzes: Ein systematischer Review

Berlin, 2019., 192 S., 24 Tab.

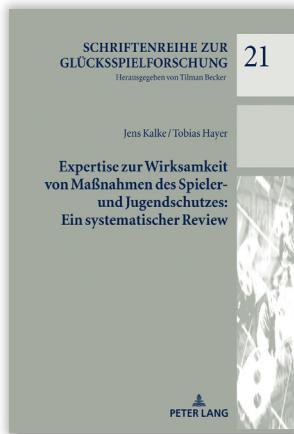
**Schriftenreihe zur Glücksspielforschung. Bd. 21**

geb. • ISBN 978-3-631-79782-2

CHF 58.– / €D 49.– / €A 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-79924-6

CHF 58.– / €D 49.04 / €A 51.37 / € 46.70 / £ 38.– / US-\$ 56.95



In der Expertise wird der internationale wissenschaftliche Kenntnisstand zur Effektivität verschiedener Maßnahmen des Spieler- und Jugendschutzes in Form eines systematischen Reviews zusammengestellt. Im Fokus stehen dabei die seit 2012 geltenden verhaltens- und verhältnispräventiven Maßnahmen des Glücksspielstaatsvertrages. Zudem finden Interventionen Berücksichtigung, die im internationalen Kontext Wirksamkeitsnachweise erbracht haben, bislang jedoch noch nicht in die deutsche Gesetzgebung eingeflossen sind. Aus der systematischen Zusammenstellung der empirischen

Befundlage für jede einzelne Intervention ergeben sich insgesamt 16 Handlungsempfehlungen mit Relevanz für Politik, Praxis und Forschung.

Christian Kornek

## Problematisches und pathologisches Glücksspielverhalten bei Spielhallen-Servicekräften

Berlin, 2020. 186 S., 22 s/w Abb., 36 Tab.

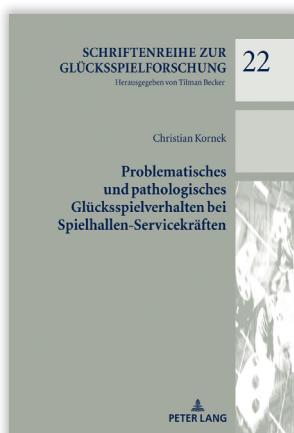
**Schriftenreihe zur Glücksspielforschung. Bd. 22**

geb. • ISBN 978-3-631-81832-9

CHF 58.– / €D 49.95 / €A 51.40 / € 46.70 / £ 38.– / US-\$ 56.95

eBook (SUL) • ISBN 978-3-631-82150-3

CHF 58.– / €D 49.04 / €A 51.37 / € 46.70 / £ 38.– / US-\$ 56.95



Große Teile des alltäglichen Lebens von Spielhallen-Servicekräften werden durch das Glücksspiel bestimmt. Während Glücksspieler aktiv spielen, sind Angestellte «nur» passiv am Prozess des Spielens beteiligt. Sie wechseln Geld, beraten bei der Auswahl des Spiels und erleben die Situationen bei Höchstgewinnen. Im Rahmen dieser Ersterhebung konnte festgestellt werden, dass ein Teil der Servicekräfte nicht nur Servicetätigkeiten in Spielhallen ausführt, sondern vermehrt am Glücksspiel teilnimmt und Anzeichen von problematischem und pathologischem Glücksspielverhalten aufweist. Weitere Schwerpunkte liegen auf den Bedingungen für regelmäßiges Glücksspiel und typischen Spielverhaltensmustern. Für die Untersuchung wurde eine quantitative Befragung von 300 Spielhallen-Servicekräften durchgeführt.

Onur Kulaç · Elvettin Akman · Cenay Babaoğlu (eds.)

## Public Policy Analysis in Turkey

Past, Present and Future

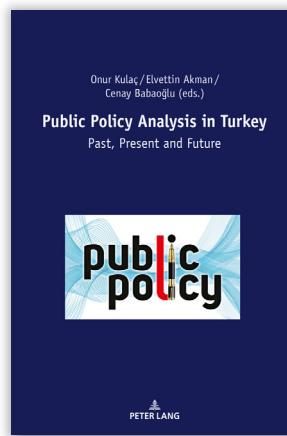
Berlin, 2019. 430 pp., 15 fig. b/w, 29 tables.

pb. • ISBN 978-3-631-80198-7

CHF 104.– / €D 88.30 / €A 92.50 / € 84.10 / £ 69.– / US-\$ 101.95

eBook (SUL) • ISBN 978-3-631-80569-5

CHF 104.– / €D 88.31 / €A 92.51 / € 84.10 / £ 69.– / US-\$ 101.95



This book presents a broad and comprehensive perspective on analysis of public policy in Turkey. Each of the twenty-six chapters presents historical development, legal background, actors, problems, and recommendations of different policies. The scope of this book is to fill the void in the literature with regards to the analyses of public policies in Turkey.

Alba Victoria Zamarrbide Urdaniz

## Buffers beyond Boundaries

Bridging theory and practice in the management of historical territories

Bruxelles, 2019. 272 p., 61 b/w ill.

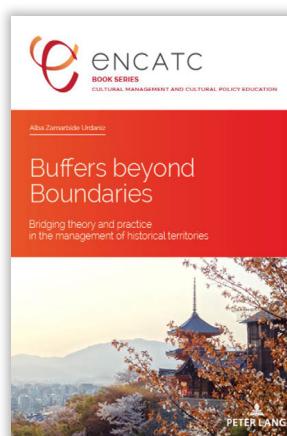
**Cultural Management and Cultural Policy Education. Vol. 6**

pb. • ISBN 978-2-8076-1271-6

CHF 50.– / €D 42.– / €A 44.– / € 40.– / £ 33.– / US-\$ 48.95

eBook (SUL) • ISBN 978-2-8076-1272-3

CHF 50.– / €D 42.– / €A 44.– / € 40.– / £ 33.– / US-\$ 48.95



What is a buffer? Is it a control zone? Or is it rather a transition space, a blurred boundary? Since “buffer zones” were introduced in the late 1970s as a complementary protection layer to World Heritage sites, the dimensions of heritage have changed significantly; from physical to intangible, from defined to diffused. Now, buffers can present all these different characters, even at the same time. Using buffers as the main connection thread, this book is a collection of complementary studies that explore the contemporary challenges in heritage definition and management. With a focus on European and Asian historical territories, this book tracks umbrella terms, from their genesis inside international discussions and cultural exchanges, to their specific interpretation in top-down on-site strategies. Then, it originally complements and verifies these official management models with the study of local realities and parallel bottom-up actions that have emerged to fill major gaps in this system. With this, the book underlines the negative impacts of isolated biased strategies, and addresses the call of local intermediate groups and communities for integrated efforts. Finally, buffers are presented as an intermediate heritage management model that could help integrate both, protection and development, territorial and community scales.

Meltem İnce Yenilmez · Ufuk Bingöl (eds.)

### **Shadow Impact of COVID-19 on Economies: A Greater Depression?**

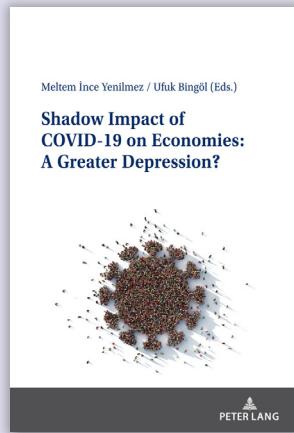
Berlin, 2021. 322 pp., 26 fig. b/w, 30 tables.

pb. • ISBN 978-3-631-84966-8

CHF 78.– / €<sup>D</sup> 66.95 / €<sup>A</sup> 68.80 / € 62.60 / £ 51.– / US-\$ 75.95

eBook (SUL) • ISBN 978-3-631-85747-2

CHF 78.– / €<sup>D</sup> 66.95 / €<sup>A</sup> 68.90 / € 62.60 / £ 51.– / US-\$ 75.95



Meltem İnce Yenilmez / Ufuk Bingöl (Eds.)

#### **Shadow Impact of COVID-19 on Economies: A Greater Depression?**

This book covers deep researches from different perspectives and disciplines upon Covid-19 pandemic impacts on social, legal, economic, cultural issues by successful and expert researchers in their field. In this book, different and rigorous analyses of all areas influenced by Covid-19 researches were made in order to be one of the emerging reliable sources about the Covid-19 literature with various dimensions.

**MELTEM İNCE YENİLMEZ** is an associate professor in the Department of Economics, Yasar University, Turkey. Her research interests range from Gender Inequality and Discrimination Policies in Labor Market to Women Empowerment and Female Labor Force.

**UFUK BİNGÖL** is an associate professor at Bandırma Onyedi Eylül University, Turkey. His main interests are qualitative and quantitative data analysis on policy debates on social networks, economics and social sciences.

Stephanie Chasin

### **Anticapitalism and the Emergence of Antisemitism**

New York, 2020. XVI, 284 pp.

hb. • ISBN 978-1-4331-7087-4

CHF 108.– / €<sup>D</sup> 91.90 / €<sup>A</sup> 96.30 / € 87.50 / £ 70.– / US-\$ 104.95

eBook (SUL) • ISBN 978-1-4331-7084-3

CHF 108.– / €<sup>D</sup> 91.88 / €<sup>A</sup> 96.25 / € 87.50 / £ 70.– / US-\$ 104.95



#### **Anticapitalism and the Emergence of Antisemitism**

STEPHANIE M. CHASIN

The longest-lived stereotype of Jews with the broadest appeal is the idea that Jews are money-driven. From the fictional moneylender Shylock demanding his pound of flesh to the Wall Street banker, for centuries Jews have been portrayed as caring only for profit and motivated by greed. This is a construction that is allied to the history of anticapitalism. Whether medieval theologians or antiglobalist protesters, capitalism is commonly criticized as exploitative and immoral as are the providers of capital. This book tells the story of how, when, and where Jews and capital became negatively stereotyped.

With a new perspective, it places the issue of antisemitism within a larger ideological question, debated since the beginnings of capitalism. Is making money off money immoral and is there such a thing as “excessive” profit? The book shows that Jews were not the sole creditors or even the dominant ones, that their history was not one of unceasing hostility, and that it is when that stereotype of Jews and money is a political tool that it is at its most dangerous.

Cai Fang • Zhang Juwei • Juwei Zhang (eds)

## Investigación sobre la Distribución del Ingreso de China

New York, 2021. VIII, 392 p., 65 il. blanco/negro, 49 tablas.

enc. • ISBN 978-1-4331-7196-3

CHF 118.- / €<sup>D</sup> 100.95 / €<sup>A</sup> 100.60 / € 95.80 / £ 77.- / US-\$ 114.95

eBook (SUL) • ISBN 978-1-4331-8475-8

CHF 118.- / €<sup>D</sup> 100.95 / €<sup>A</sup> 100.60 / € 95.80 / £ 77.- / US-\$ 114.95

Investigación sobre la Distribución  
del Ingreso de China

Cai Fang y Zhang Juwei, Editores

Meng Jicheng, Traductor

PETER LANG

El problema actual de distribución de ingresos de China tiene la universalidad presentada en el proceso del rápido desarrollo de los países de economía de mercado, también cuenta con la especialidad causada de los mecanismos institucionales chinos. Observar y comprender este problema requiere no solo comenzar con las leyes generales del desarrollo de la economía de mercado, sino también aún más con los sistemas y mecanismos especiales de China. En base de esto, el libro ha abordado los temas como la presentación y la esencia de la distribución del problema de ingresos de

China, la brecha de ingresos y el riesgo de la trampa de ingresos medios, los niveles salariales y la proporción de compensación laboral, así como los cambios en el mercado laboral, impacto de la reforma fiscal y la seguridad social en la distribución del ingreso.

# Publishing With The Peter Lang Group

An international publishing group that is deeply committed to academic excellence in the Humanities and Social Sciences, Peter Lang offers an extensive publishing program that enjoys a worldwide readership.

It is our professed aim to meet the needs and expectations of our authors and editors, serve the global research community, and address the requirements of an increasingly diverse and sophisticated marketplace.

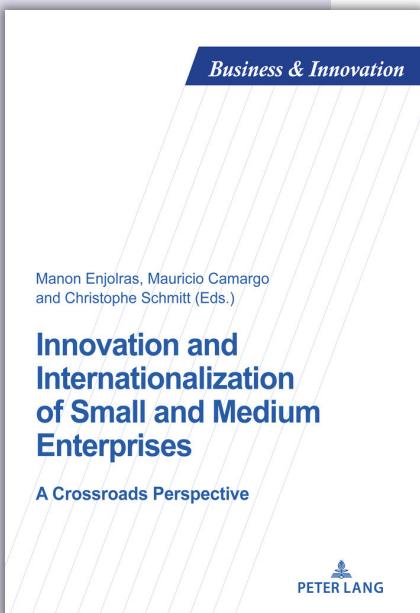
**Interested in joining our outstanding roster of authors and editors?**

**We will guide you throughout the publishing process and offer you professional advice and support:**

- Personal contact with our experienced editorial staff
- High production values and quick time to market for your publication
- Publication in both printed and digital formats as well as Open Access, harnessing the latest e-technologies
- Global platform of marketing and publicity and exposure of key data utilizing industry-standard channels

**We welcome publishing enquiries at  
[www.peterlang.com](http://www.peterlang.com)**





ISSN: 2034-5402

[www.peterlang.com/view/serial/BIN](http://www.peterlang.com/view/serial/BIN)

Bruxelles, 2022. 218 pp., 18 fig. col.,  
16 fig. b/w, 26 tables.

pb. • ISBN 978-2-8076-1820-6  
CHF 55.– / €<sup>D</sup> 46.95 / €<sup>A</sup> 48.40 / € 44.– /  
£ 36.– / US-\$ 53.95  
eBook (SUL) • ISBN 978-2-8076-1821-3  
CHF 55.– / €<sup>D</sup> 46.95 / €<sup>A</sup> 48.40 / € 44.– /  
£ 36.– / US-\$ 53.95

Bruxelles, 2021. 156 p., 3 ill. en couleurs,  
2 ill. n/b, 6 tabl.

br. • ISBN 978-2-8076-1963-0  
CHF 45.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.60 / € 36.– /  
£ 30.– / US-\$ 43.95  
eBook (SUL) • ISBN 978-2-8076-1964-7  
CHF 45.– / €<sup>D</sup> 38.95 / €<sup>A</sup> 39.60 / € 36.– /  
£ 30.– / US-\$ 43.95

Bruxelles, 2021. 516 p., 19 ill. en couleurs,  
30 ill. n/b, 13 tabl.

br. • ISBN 978-2-8076-1605-9  
CHF 78.– / €<sup>D</sup> 66.95 / €<sup>A</sup> 69.30 / € 63.– /  
£ 52.– / US-\$ 75.95  
eBook (SUL) • ISBN 978-2-8076-1606-6  
CHF 78.– / €<sup>D</sup> 66.95 / €<sup>A</sup> 69.30 / € 63.– /  
£ 52.– / US-\$ 75.95

Bruxelles, 2021. 308 p., 1 ill. en couleurs,  
14 ill. n/b, 5 tabl.

br. • ISBN 978-2-8076-1465-9  
CHF 59.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.70 / € 47.– /  
£ 39.– / US-\$ 56.95  
eBook (SUL) • ISBN 978-2-8076-1299-0  
CHF 59.– / €<sup>D</sup> 49.95 / €<sup>A</sup> 51.70 / € 47.– /  
£ 39.– / US-\$ 56.95

## Business and Innovation

Edited by Dimitri Uzunidis, Blandine Laperche, Sophie Boutillier and Francesco Schiavone

The creation of new activities, of news production and consumption modes, of new goods and services, of new markets and new jobs (etc.) depends as much on the heroic action of entrepreneurs as on the strategies of big corporations which develop their activities at a global scale. Innovation and business are interlinked. The main themes of the books published in this series are: «Entrepreneurship, enterprise and innovation»; «Innovation strategies in a global context»; «Innovation policies and business climate»; «Innovation, business dynamics and socio-economic change». The synergies between innovative entrepreneurship, firms' strategies and innovation policies is of major importance in the explanation of technological paradigms change and of the transformations in economic and social structures of wealthy and less wealthy countries. In this series are published books in English or in French specialized in economics, management and sociology of innovation and also dealing with change and entrepreneurship in a local, national or international perspective.

### Volume 29

*Manon Enjolras · Mauricio Camargo · Christophe Schmitt (eds.)*

### Innovation and Internationalization of Small and Medium Enterprises

A Crossroads Perspective

### Volume 28

*Samuel-Jacques Priso Essawe*

### Intégration régionale « appropriée » en Afrique

Éléments juridiques d'effectivité

### Volume 27

*Vincent Herbert (éds)*

### Tourisme et Territoires

Espaces d'innovations

### Volume 26

*Jean-Alain Héraud · Nathalie Popiolek*

### L'organisation et la valorisation de la recherche

Problématique européenne et étude comparée de la France et de l'Allemagne

**Allokation im marktwirtschaftlichen System**

Herausgegeben von Eberhard Wille, Ulrich Schlieper und Hans-Heinrich Nachtkampf

**American University Studies**

Series 16: Economics

**Bank- und Finanzwirtschaft**

Herausgegeben von Markus Spiwoks und Frieder Meyer-Bullerdiek

**Betriebswirtschaftliche Forschung im Rechnungswesen**

Herausgegeben von Thorsten Sellhorn, Nils Crasselt, Rolf Uwe Fülbier, Joachim Gassen und Bernhard Pellens

**Betriebswirtschaftliche Studien**

Rechnungs- und Finanzwesen, Organisation und Institution Herausgegeben von Wolfgang Ballwieser und Christoph Kuhner

**Betriebswissenschaft und Praxis****Produktionsmanagement**

Herausgegeben von Fritz Huber

**Betriebswissenschaft und Praxis****Innovatik**

Herausgegeben von Fritz Huber

**Biberacher Hochschulschriften**

Herausgegeben vom Institutszentrum für Angewandte Forschung

**Blickpunkt Sportmanagement**

Herausgegeben von Ronald Wadsack

**Business and Innovation**

Edited by Dimitri Uzunidis, Blandine Laperche, Sophie Boutillier and Francesco Schiavone

**Controlling & Business Accounting**

Herausgegeben von Barbara E. Weissenberger

**Controlling und Management / Controlling and Management**

Herausgegeben von Thomas Reichmann, Martin K. Welge, Marc Eulerich und Martin Kißler

**Corporate Finance and Governance**

Edited by Dirk Schiereck

**Development Economics and Policy**

Edited by Joachim von Braun, Ulrike Grote and Manfred Zeller

**Économie et Histoire**

Édité par le Comité pour l'Histoire Économique et Financière de la France – L'Institut de la Gestion Publique et du Développement Économique

**EcoPolis**

Édité par Xavier Arnauld de Sartre et Olivier Petit

**Electronic Business**

Edited by Christine Strauß

**Emerging Markets Studies**

Edited by Joachim Ahrens, Alexander Ebner, Herman Hoen, Bernhard Seliger and Ralph Michael Wrobel

**Entrepreneurship und Gründungsmanagement**

Herausgegeben von Detlef Wehling

**Europäische Hochschulschriften / European University Studies / Publications Universitaires Européennes**

Reihe 5: Volks- und Betriebswirtschaft / Series 5: Economics and Management / Série 5: Sciences économiques

**Europäische Hochschulschriften / European University Studies / Publications Universitaires Européennes**

Reihe 29: Sozialökonomie / Series 29: Social Economics / Série 29: Economie sociale

**Finance and Ethics**

Edited by Johannes Krall

**Finanzwissenschaftliche Schriften**

Herausgegeben von Kai A. Konrad, Gerold Krause-Junk, Alois Oberhauser und Dieter Pohmer

**Finanzmärkte und Klimawandel**

Herausgegeben von Dirk Schiereck und Paschen von Flotow

**Forschung und Praxis zukunftsfähiger Unternehmensführung**

Herausgegeben von Stephan Kaiser

**Forschungsergebnisse der Wirtschaftsuniversität Wien**

Herausgegeben von der Wirtschaftsuniversität Wien

**Forum Personalmanagement /****Human Resource Management**

Herausgegeben von Michel E. Domsch und Désirée H. Ladwig

**Freiburger Steuerforum**

Herausgegeben von Wolfgang Kessler

**Göttinger Schriften zum Wirtschaftsrecht**

Herausgegeben von Olaf Deinert, Eckart Bueren, Rüdiger Krause, Gerald Spindler und Andreas Wiebe

**Göttinger Studien zur Entwicklungsökonomik / Göttingen Studies in Development Economics**

Herausgegeben von Hermann Sautter und Stephan Klasen

**Hallesche Studien zu Wirtschaft und Gesellschaft**

Herausgegeben von Heinz Galler, Martin Klein, Martin-Luther-Universität Halle-Wittenberg, Reinhard Rode, Gunter Steinmann, Walter Thomi, Christian Tietje und Alois Wenig

**Histoire de l'énergie / History of Energy**

Édité par le Comité d'histoire de l'électricité et de l'énergie

**Hohenheimer volkswirtschaftliche Schriften**

Herausgegeben von Michael Ahlheim, Thomas Beißinger, Ansgar Belke, Harald Hagemann, Robert Jung, Sibylle Lehmann, Andreas Pyka, Nadine Riedel, Ulrich Schwalbe, Peter Spahn und Gerhard Wagenhals

**Informationstechnologie und Ökonomie**

Herausgegeben von Wolfgang Gaul, Christian Becker, Armin Heinzl, Alexander Mädche und Martin Schader

**Institutionelle und Sozial-Ökonomie /****Institutional and Socio-Economics**

Herausgegeben von Wolfram Elsner, Torsten Heinrich, Wilfred Dolsma, Arne Heise, Helge Peukert und Werner Schönig

**Interdisciplinary Studies on Central and Eastern Europe**

Edited by Nicolas Hayoz, Jens Herlth and Julia Richers

**Internationale Märkte**

Herausgegeben von Herbert Strunz und Monique Dorsch

**Internationale Steuerlehre, Steuerrecht****und Wirtschaftsprüfung**

Herausgegeben von Rainer Heurung, Gerd Morgenthaler und Andreas Dutzi

**Jahrbuch des Instituts für Betriebswirtschaft der Westsächsischen Hochschule Zwickau**

Herausgegeben von Joachim Gruber, Gabriele Günther und Horst Muschol

**Kozminski Studies in Management and Economics**

Edited by Andrzej Koźmiński and Dariusz Jemielniak

**Kreatives Management**

Beiträge zum Ideen- und Innovationsmanagement

Herausgegeben von IDEE SUISSE

**Literatur – Kultur – Ökonomie /  
Literature – Culture – Economy**

Herausgegeben von Axel Haunschild, Christine Künzel, Birger P. Priddat, Thomas Rommel, Yvette Sánchez, Franziska Schößler

**Maritime Logistik / Maritime Logistics**

Herausgegeben von Frank Arendt, Hans-Dietrich Haasis und Burkhard Lemper

**Marketing im globalen Wettbewerb /  
Marketing & Global Competition**

Herausgegeben von Oliver P. Heil

**Markt- und Innovationsmanagement**

Herausgegeben von Wolfgang Müller, Jan-Philipp Büchler und Axel Faix

**Markt und Konsum**

Herausgegeben von Ursula Hansen

**Marktorientierte Unternehmensführung**

Herausgegeben von Hermann Freter

**Multimedia Marketing & Kommunikation**

Herausgegeben von Thomas Urban

**Münsteraner Schriften zur Internationalen  
Unternehmensrechnung**

Herausgegeben von Peter Kajüter

**New Horizons in Management Sciences**

Edited by Łukasz Sułkowski

**Ordnungspolitische Dialoge**

Herausgegeben von Ralph Wrobel

**Personalmanagement und Organisation**

Herausgegeben von Volker Stein

**Polish Studies in Economics**

Edited by Ryszard Kokoszczynski

**Schriften zu Marketing und Handel**

Herausgegeben von Martin Fassnacht

**Schriften zu Marketing und Management**

Herausgegeben von Heribert Meffert

**Schriften zum Controlling, Finanz-  
und Risikomanagement**

Herausgegeben von Andreas Brieden, Thomas Hartung, Bernhard Hirsch und Andreas Schüler

**Schriften zum Zivilverfahrensrecht und Insolvenzrecht**

Herausgegeben von Martin Ahrens

**Schriften zur empirischen Wirtschaftsforschung**

Herausgegeben von Peter M. Schulze und Peter Winker

**Schriften zur Politischen Ökonomik / Political Economic  
Evolutiorische und ökologische Aspekte / Competition and Regulation**

Herausgegeben von Oliver Budzinski, Yücel Calbay, Jörg Jasper, Udo Müller und Torsten Sundmacher

**Schriften zur quantitativen Wirtschaftswissenschaft**

Herausgegeben von Gunter Löffler, Frank Richter und Paul Wentges

**Schriften zur Unternehmensplanung**

Herausgegeben von Franz Xaver Bea, Erich Zahn und Alfred Kötzle

**Schriften zur Wirtschaftsinformatik**

Herausgegeben von Peter Stahlknecht, Rainer Alt und Dieter Ehrenberg

**Schriften zur Wirtschaftstheorie und Wirtschaftspolitik**

Herausgegeben von Klaus Beckmann, Michael Berlemann, Rolf Hasse, Jörn Kruse und Wolf Schäfer

**Schriftenreihe Arbeit und Bildung****des Heinrich-Vetter-Forschungsinstituts e.V.**

Herausgegeben von Franz Egle und Carl-Heinrich Esser

**Schriftenreihe des Instituts für Management  
und Tourismus (IMT)**

Herausgegeben von Christian Eilzer

**Schriftenreihe Ökonomische Analyse des Rechts.****Law and Economics**

Herausgegeben von Michael Adams

**Schriftenreihe zur Glücksspielforschung**

Herausgegeben von Tilman Becker

**Sofia Conferences on Social and Economic Development  
in Europe**

Edited by George Chobanov, Jürgen Plöhn and Horst Schellhaass

**Sozialökonomische Schriften**

Herausgegeben von Bert Rürup und Werner Sesselmeier

**Sozio-ökonomische Perspektiven in Südosteuropa /  
Socio-Economic Perspectives in South-Eastern Europe**

Herausgegeben von Sinisa Kusic, Slavko Kulic und Vladimir Cvijanovic

**Strategisches Marketingmanagement**

Herausgegeben von Roland Mattmüller

**Strukturwandel und Strukturpolitik /  
Structural Change and Structural Policies**

Herausgegeben von Wolfram Elsner, Jutta Günther und Henning Schwardt

**Studien zur internationalen Wirtschaftsforschung**

Herausgegeben von Ralf Fendel und André Schmidt

**Travail & Société / Work & Society**

Édité par Philippe Pochet

**uniDO.FACTS**

Universität Dortmund Financial Accounting & Taxation Studies

Edited by Matthias Wolz

**Volkswirtschaftliche Analysen**

Herausgegeben von Elisabeth Allgoewer, Georg Hasenkamp, Wolfgang Maennig, Christian Scheer und Peter Stahlecker

**Wertschöpfungsmanagement /  
Value-Added Management**

Herausgegeben von Hans-Dietrich Haasis



## eBOOKS FOR LIBRARIES

### WE ARE WORKING TO MEET THE NEEDS OF LIBRARIES IN AN INCREASINGLY DIGITAL WORLD.

Currently, the Peter Lang platform has over **15,000 DRM-free eBooks** in **English, German, French** and other languages across the Arts, the Humanities and Social Sciences. **Over 1,400 titles** are added annually to our portfolio and new book data is updated continuously via our Access Management System. We aim to make every title accessible in digital format, so you and your users can access our publications at any time.

 [Contact us today](#)

### WE OFFER FLEXIBLE BUSINESS MODELS

- Evidence Based Selection
- Subject Collections
- Pick & Choose
- Outright Purchase
- Subscriptions

### YOUR BENEFITS OF EVIDENCE BASED SELECTION

- Low risk - 12 months free access to all eBook titles with decreased cost per download
- Retain control of the final selection process based on clean and easy to use interface
- COUNTER5-compliant usage statistics
- Free MARC records

# Food For Thought?

Looking for a monthly, comprehensive overview of our most recent publications?

Want to regularly explore and discover what's new in our continuously growing publishing program?

Then sign up for our monthly electronic New Publications catalogue at  
**[www.peterlang.com](http://www.peterlang.com)**

---

Want to stay informed about new books published in your fields of interest?

Sign up for our free electronic newsletter at **[www.peterlang.com](http://www.peterlang.com)**  
and benefit from regular updates in your selected subject areas.



- A** Admassie, Assefa . . . . . 25  
 Akinci, Adil . . . . . 21, 23, 24  
 Akman, Elvettin . . . . . 39  
 Aksungur, Ali Burak . . . . . 21  
 Alkan, Isil . . . . . 14  
 Alvarez Delgado, Roberto Carlos . . . . . 12  
 Amsellem, Rebecca . . . . . 13  
 Andrei, Jean-Vasile . . . . . 27, 28  
 Arnholdt, Simon . . . . . 37  
 Avan, Ali . . . . . 7, 30  
 Aydin, Celil . . . . . 26  
 Ayhan, Fatih . . . . . 20, 26, 27
- B** Babaoğlu, Cenay . . . . . 39  
 Bartholomäus, Natalie . . . . . 10  
 Barz, Andreas Carl . . . . . 33  
 Başarır, Çağatay . . . . . 34, 36  
 Batuk, Sevgin . . . . . 2  
 Baumüller, Heike . . . . . 25  
 Bayrak Meydanoglu, Ela Sibel . . . . . 10  
 Bhutani, Arpit . . . . . 22  
 Bingöl, Ufuk . . . . . 38, 40  
 Blissett, Ed . . . . . 32  
 Böhnisch, Julian . . . . . 14  
 Bonga, Wellington G. . . . . 16  
 Boutillier, Sophie . . . . . 43  
 Buschmann, Andrea . . . . . 2
- C** Çağlayan Akay, Ebru . . . . . 17  
 Çatak, Çiydem . . . . . 31  
 Caveng, Didier . . . . . 12  
 Chasin, Stephanie . . . . . 40  
 Chélini, Michel-Pierre . . . . . 19  
 Chitonge, Horman . . . . . 19  
 Chiu, Candy Lim . . . . . 27  
 Chivu, Luminita . . . . . 27, 28
- D** Darici, Burak . . . . . 26, 27, 36  
 Demir, Murat . . . . . 21  
 Dörr, Manfred . . . . . 3, 25
- E** Efe, Mehmet Naci . . . . . 13  
 Eickenberg, Volker . . . . . 2  
 Eilzer, Christian . . . . . 3, 25  
 Eren, Ahmet Arif . . . . . 22
- F** Fang, Cai . . . . . 41  
 Fontana, Olimpia . . . . . 37  
 Fritzsche, Ulrich . . . . . 32
- G** Galiano Coronil, Araceli . . . . . 16  
 Gayk, Daniel . . . . . 3  
 Gebauer, Jessica . . . . . 3  
 Georgescu, George . . . . . 27, 28  
 Gercek, Adnan . . . . . 25  
 Godiwalla, Yezdi H. . . . . 33  
 Gonzalez Araujo, Veronica . . . . . 12
- H** Hans, Jan Philipp . . . . . 22  
 Hayer, Tobias . . . . . 39  
 Hendriks, Sheryl . . . . . 25  
 Héraud, Jean-Alain . . . . . 26, 42  
 Herbert, Vincent . . . . . 1, 42  
 Heuß, Yannick . . . . . 4  
 Hirschman, Albert O. . . . . 18
- Hoffmann, Ulrich . . . . . 22  
 Horster, Eric . . . . . 35
- I** Ims, Knut Johannessen . . . . . 4  
 İnce Yenilmez, Meltem . . . . . 40  
 Ioan-Franc, Valeriu . . . . . 27, 28
- J** Jende, Andrea . . . . . 28  
 Jugheli, Tamar . . . . . 4  
 Juwei, Zhang . . . . . 41
- K** Kalden, Friedrich . . . . . 5  
 Kalke, Jens . . . . . 39  
 Kara, Adnan . . . . . 15  
 Kasianiuik, Krzysztof . . . . . 13  
 Kingston, William . . . . . 38  
 Kırer Silva Lecuna, Hale . . . . . 35, 37  
 Kirschten, Uta . . . . . 5  
 Klein, Müge . . . . . 10  
 Koenen, Anna-Katharina . . . . . 29  
 Köktaş, Altuğ Murat . . . . . 22  
 Kollmann, Sinja . . . . . 5  
 Koohi-Kamali, Feridoon . . . . . 17  
 Korkmaz, Özge . . . . . 17  
 Kornek, Christian . . . . . 39  
 Köster, Roman . . . . . 32  
 Kreilkamp, Edgar . . . . . 35  
 Kulaç, Onur . . . . . 39
- L** Lachaud-Martin, Stéphanie . . . . . 42  
 Laperche, Blandine . . . . . 43  
 Lechner, Tobias . . . . . 16  
 Lenel, Laetitia . . . . . 32  
 Li, Yining . . . . . 37  
 Liu, Claire . . . . . 6  
 López Sánchez, José Ángel . . . . . 6  
 Lück, Michael . . . . . 6  
 Ludwig, Till . . . . . 23
- M** Mączyński, Jerzy . . . . . 14  
 Mahuni, Kenneth . . . . . 16  
 Makowicz, Bartosz . . . . . 29  
 Marache, Corinne . . . . . 42  
 Marchena Dominguez, José . . . . . 16, 29  
 McIntyre, Julie . . . . . 42  
 Meißner, Ulrike Emma . . . . . 23  
 Meldolesi, Luca . . . . . 18  
 Mera Gallego, Ana Belén . . . . . 6  
 Michalsky, Sebastian . . . . . 6  
 Müller, Sylvia . . . . . 3  
 Murillo-Zamorano, Luis R. . . . . 6
- N** Najimi, Bashirullah . . . . . 15  
 Nienaber, Matthias . . . . . 7  
 Nuroglu, Elif . . . . . 31
- O** Önder, Kübra . . . . . 14  
 Özcelik, Özer . . . . . 21, 23, 24  
 Özer Torgalöz, Alev . . . . . 2  
 Öztürk, Ilkay . . . . . 24  
 Öztürk, Riza . . . . . 10
- P** Pandya, Mehal . . . . . 24  
 Pelit, Elbeyi . . . . . 7, 30  
 Pierre, Mikaël . . . . . 42
- Popolek, Nathalie . . . . . 26, 42  
 Priso Essawe, Samuel-Jacques . . . . . 42  
 Przytuła, Sylwia . . . . . 14
- R** Ravina Ripoll, Rafael . . . . . 16  
 Ravina, Rafel . . . . . 29  
 Riedler, Christoph . . . . . 7
- S** Sancho Rodríguez, Ángel . . . . . 12  
 Sauter, Katharina . . . . . 30  
 Sayar, Ramazan . . . . . 15  
 Schiavone, Francesco . . . . . 43  
 Schirmacher, Henrik . . . . . 7  
 Schmücker, Dirk . . . . . 35  
 Scudder, Dylan . . . . . 10, 11, 12  
 Segars, Albert H. . . . . 36  
 Seliger, Bernhard . . . . . 10  
 Sequeira, Assis Flaviano . . . . . 24  
 Sevinç, Haktan . . . . . 24  
 Seyr, Bernhard . . . . . 8, 29  
 Shende, Shashank . . . . . 24  
 Soybali, Hasan Hüseyin . . . . . 7, 30  
 Stütgen, Manfred . . . . . 8  
 Sułkowski, Łukasz . . . . . 8, 14  
 Szklarski, Bohdan . . . . . 13
- T** Tadesse, Getaw . . . . . 25  
 Taru, Josiah . . . . . 16  
 Taş, Metin . . . . . 25  
 Tekeli, Neyir . . . . . 33  
 Tingley, Christopher . . . . . 9  
 Tobar Pérez, Luis Bayardo . . . . . 16, 29  
 Türkmen, Fatih . . . . . 1  
 Türko, Esra Sena . . . . . 20
- U** Uzunidis, Dimitri . . . . . 43
- V** von Braun, Joachim . . . . . 25
- W** Wach, Gabriele . . . . . 9  
 Wadsack, Ronald . . . . . 9  
 Weber, Marco . . . . . 34  
 Wille, Eberhard . . . . . 31  
 Wohlrathe, Christin . . . . . 9  
 Wölk, Axel . . . . . 9  
 Wollesen, Anja . . . . . 25  
 Wrobel, Ralph M. . . . . 10
- Y** Yıldırım, Yavuz Tansoy . . . . . 36  
 Yılmaz, Ebru Gül . . . . . 33  
 Yılmaz, Özer . . . . . 10  
 Yücel, Zeynep . . . . . 18
- Z** Zamarbide Urdaiz, Alba Victoria . . . . . 39  
 Źlicz, Piotr Olaf . . . . . 13

**Head Office**

Peter Lang Group AG  
Place de la Gare 12  
1003 Lausanne  
Switzerland  
[info@peterlang.com](mailto:info@peterlang.com)

**Customer Service**

General enquiries  
[info@peterlang.com](mailto:info@peterlang.com)

Book orders  
[orders@peterlang.com](mailto:orders@peterlang.com)

Claims for damaged books, etc.  
[claims@peterlang.com](mailto:claims@peterlang.com)

**Bern**

Peter Lang Group AG  
Place de la Gare 12  
1003 Lausanne  
Switzerland

**Berlin**

Peter Lang GmbH  
Internationaler Verlag der  
Wissenschaften  
Gontardstraße 11  
10178 Berlin  
Deutschland  
[info@peterlang.com](mailto:info@peterlang.com)

**Brussels**

P.I.E. Peter Lang SA  
Éditions Scientifiques Internationales  
Avenue Maurice 1, 3e étage  
1050 Bruxelles  
Belgium  
[info@peterlang.com](mailto:info@peterlang.com)

**USA**

Peter Lang Publishing, Inc.  
80 Broad Street, 5th floor  
New York, NY 10004  
USA  
[info@peterlang.com](mailto:info@peterlang.com)

**UK and Ireland**

Peter Lang Ltd  
International Academic Publishers  
John Eccles House  
Science Park, Robert Robinson Ave  
Littlemore, OXFORD  
OX4 4GP  
UNITED KINGDOM  
[info@peterlang.com](mailto:info@peterlang.com)

**Poland**

Peter Lang GmbH  
Wydawnictwo Naukowe  
Przedstawicielstwo w Polsce  
Ul. Zimorowica 2 m.11  
02-062 Warszawa  
Poland  
Tel. +48 660 759467  
[info@peterlang.com](mailto:info@peterlang.com)

**Turkey**

Peter Lang GmbH  
Uluslararası Bilimsel Yayınevi  
Esra Bahşi  
Maden Mh. Baglar Sk. No. 6/3  
34450 Sarıyer İstanbul  
Turkey  
Tel. +90 212 271 77 55  
[info@peterlang.com](mailto:info@peterlang.com)

**Print & Digital Sales**

Contact our Sales Team via email:  
[Sales@peterlang.com](mailto:sales@peterlang.com)

**Rights & Licenses**

[rights@peterlang.com](mailto:rights@peterlang.com)

**Press and Corporate Communications**

[marketing@peterlang.com](mailto:marketing@peterlang.com)  
[reviews@peterlang.com](mailto:reviews@peterlang.com)

### Australia, New Zealand, Papua New Guinea and Fiji

Co Info Pty Ltd  
 Jade Wood  
 200A Rooks Road  
 Vermont, VIC 3133  
 Australia  
 Tel. +613 9210 7777  
 Fax +613 9210 7788  
[books@coinfo.com.au](mailto:books@coinfo.com.au)

### China

Ian Taylor Associates Ltd. Beijing Office  
 B1102 Building 4, BeijingINN  
 No. 11 East Shuijing Hutong  
 Dongcheng District  
 100010 Beijing  
 P.R. China  
 Tel. +86 (0)10 5864 3360  
 Fax +86 (0)10 5864 3320  
[ian@iantaylorassociates.com](mailto:ian@iantaylorassociates.com)

### Hong Kong and Taiwan

China Publishers Services Ltd  
 Edwin Chu  
 Room 718, Fortune Commercial Building  
 362 Sha Tsui Road, Tsuen Wan  
 N.T. Hong Kong SAR  
 Tel. +852 2491 1436  
 Fax +852 2491 1435  
[edwin@cps-hk.com](mailto:edwin@cps-hk.com)

### Middle East

International Publishers Representatives  
 David Atiyah  
 PO Box 25731  
 1311 Nicosia  
 Cyprus  
 Tel. +357 22 872355  
 Fax +357 22 872359  
[iprschl@spidernet.com.cy](mailto:iprschl@spidernet.com.cy)

### Morocco

Librairie Nationale  
 Mik Kerouach  
 Responsable Département Universitaire  
 El Farah II, Lot n° 3, Q.I  
 Mohammedia – Morocco  
 Tél. +212 661045776  
[m.kerouach@librairienationale.co.ma](mailto:m.kerouach@librairienationale.co.ma)

### Philippines

Edwin Makabenta  
 109 Talayan Street, Talayan Village  
 Quezon City  
 Philippines 1104  
 Tel. +63 2 703 9792  
 Fax +63 918 911 6384  
[adboxbooks@gmail.com](mailto:adboxbooks@gmail.com)

### South Africa, Botswana and Namibia

Academic Marketing Services (Pty) Ltd  
 PO Box 130  
 Woodlands 2080  
 South Africa  
 Tel. +27 (0)11 447 7441  
 Fax +27 (0)11 447 2314  
[info@academicmarketing.co.za](mailto:info@academicmarketing.co.za)

### South Korea

IMPACT KOREA  
 ChongHo Ra  
 Suite 715, Shinhan Nextel  
 14 Dosun-dong, Sungdong-gu  
 Seoul 133-714  
 South Korea  
 Tel. +82 2 2296 0140  
 Fax +82 2 2296 0143  
[impactkr@kornet.net](mailto:impactkr@kornet.net)

### Spain, Portugal and Gibraltar

Iberian Book Services  
 Charlotte Prout  
 Sector Islas 12, 1ºB  
 28760 Tres Cantos, Madrid  
 Spain  
[cprout@iberianbookservices.com](mailto:cprout@iberianbookservices.com)

### Canadian Distribution-print

University of Toronto Press Distribution  
 5201 Dufferin Street,  
 Toronto, M3H 5T8  
 Canada  
 Tel. +1-800-565-9523 (North America)  
 and (416) 667-7791  
 Fax +1-800-221-9985 (North America)  
 and (416) 667-7832  
[utpbooks@utpress.utoronto.ca](mailto:utpbooks@utpress.utoronto.ca)

**Australia and New Zealand**

Bezi Publishing Services  
Mrs. Louise Valier-D'Abate  
PO Box 1233  
Mitcham North Vic 3132 Australia  
Tel. +61 455 864 860  
[louise@bezi.com.au](mailto:louise@bezi.com.au)

**China Mainland**

Ian Taylor Associates Ltd. Beijing Office  
B1102 Building 4, BeijingINN  
No. 11 East Shuijing Hutong  
Dongcheng District  
100010 Beijing  
P.R. China  
Tel. +86 (0)10 5864 3360  
Fax +86 (0)10 5864 3320  
[ian@iantaylorassociates.com](mailto:ian@iantaylorassociates.com)

**China Mainland, Hong Kong, Taiwan**

China Publishers Services Ltd  
Ben Bai  
Room 718, Fortune Commercial Building  
362 Sha Tsui Road, Tsuen Wan  
N.T. Hong Kong SAR  
Tel. +86 18910752902  
[benbai@cps-hk.com](mailto:benbai@cps-hk.com)

**Hungary, Slovenia, Croatia and Bulgaria**

Scientific Knowledge Services  
Mrs. Ángyán Katalin  
Chamerstrasse 172  
6300 Zug  
Switzerland  
Tel. +36 27 785 865  
Mobile +36 70 272 6200  
[hu@scientificknowledgeservices.com](mailto:hu@scientificknowledgeservices.com)

**Israel**

Inter View Information Resources  
Menahem Dolinsky  
P.O.B 7156 Ramat-Gan 52171, Israel  
Tel. +972-(0)544-581872  
Fax. +972-(0)537-978349  
[mdolinsky@inter.net.il](mailto:mdolinsky@inter.net.il)

**Italy**

Cenfor International Srl  
Mrs. Anna Merloe  
Viale G. Palazzi 3/1/A  
16145 Genova  
Tel. +39 010 313 567  
Fax +39 010 420 6942  
Mobile +39 393 910 4923  
[amerlo@cenfor.it](mailto:amerlo@cenfor.it)

**Middle East**

Avicenna Research  
Mr. Nazim Mohammedi  
Dubai  
United Arab Emirates  
Tel. +971 50 1138640  
Tel. +44 7944 464122  
[info@avicenna-research.com](mailto:info@avicenna-research.com)

**Morocco**

Librairie Nationale  
Mik Kerouach  
Responsable Département Universitaire  
El Farah II, Lot n° 3, Q.I  
Mohammedia – Morocco  
Tél. +212 661045776  
[m.kerouach@librairienationale.co.ma](mailto:m.kerouach@librairienationale.co.ma)

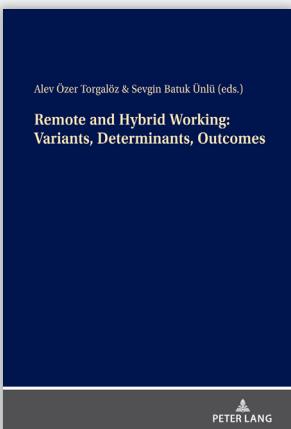
**Turkey**

Mr. Kivanc Cinar  
Prof. Dr. Ahmet Taner Kislali Mahallesi  
2830 Cadde No: 18  
Cayyolu -Ankara  
Turkey  
Tel. +90 312 446 7792 Ext. 1005  
Fax +90 312 446 7793  
Mobile +90 544 618 36 18  
[kcinar@informascope.com](mailto:kcinar@informascope.com)

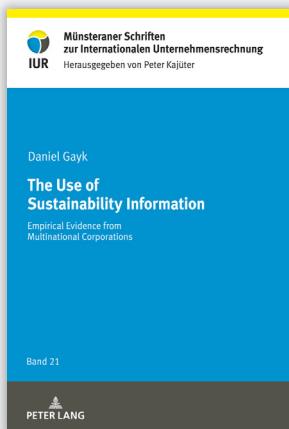
**Other Countries**

Contact our Sales Team via email:  
[Sales@peterlang.com](mailto:Sales@peterlang.com)

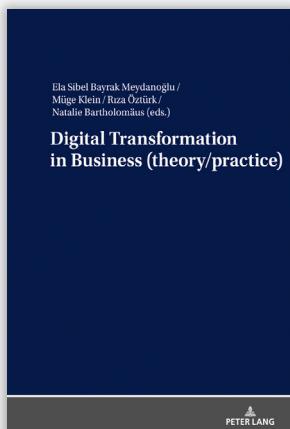
## Selected Highlights



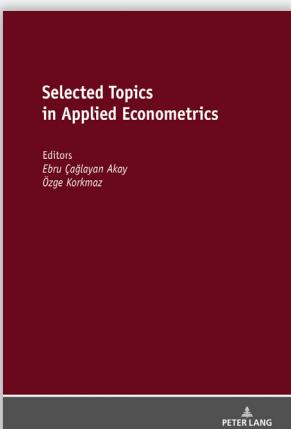
Page 2



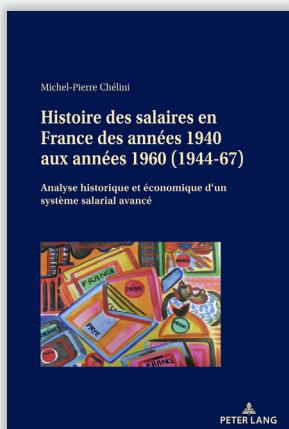
Page 3



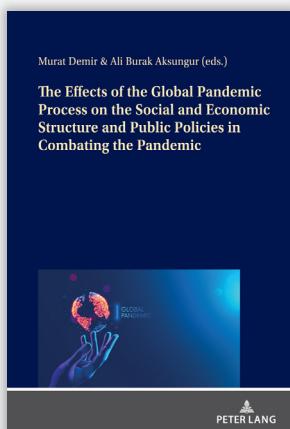
Page 10



Page 17



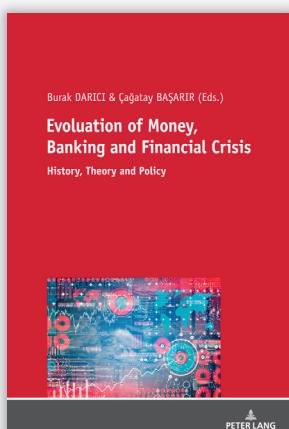
Page 19



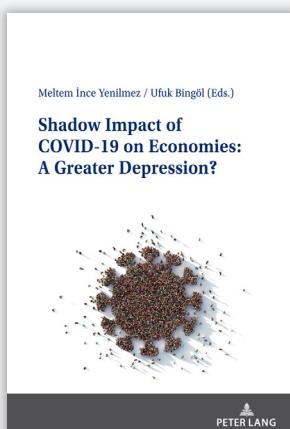
Page 21



Page 25



Page 36



Page 40



[www.peterlang.com](http://www.peterlang.com)



@PeterLangGroup



[www.facebook.com/PeterLangPublishers](http://www.facebook.com/PeterLangPublishers)



[www.instagram.com/peterlangpublishing/](http://www.instagram.com/peterlangpublishing/)