

January-March 2022
New Titles Update

BUSINESS & MANAGEMENT



BUSINESS & MANAGEMENT TITLES, JAN - MARCH 2022

TEXTBOOK

Cross-Cultural Marketing

European Perspectives

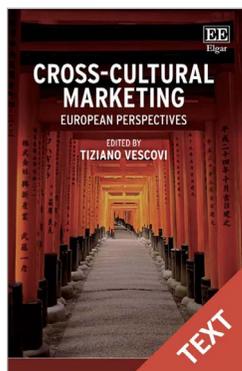
Edited by Tiziano Vescovi, Ca'Foscari University of Venice, Italy

'Comprehensive, well-written and excellent for teaching, with a focus on how culture permeates all marketing activities. A must-read.'

– Ilan Alon, University of Agder, Norway

2022 352 pp
Hardback 978 1 80088 974 3 £95.00 / \$140.00
2022 Paperback
978 1 80088 976 7 £29.95 / \$45.00

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Organizing Independence

Negotiations between Journalism and Management in News Organizations

Elena Raviola, University of Gothenburg, Sweden

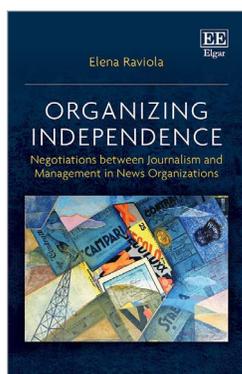
'In a world facing the danger of fake news and "alternative facts", Elena Raviola's fascinating journey into the realm of contemporary media is a must read for anyone who wants to understand the fragile and subtle equilibrium between the quest for independence of the press and the need for economic resources for the production of reliable news. In other words, this most important book gives us the means to preserve, while it is still time, those professional and free media our democracy depends on.'

– Franck Cochoy, Toulouse Jean Jaurès University, France and Senior Member of the Institut Universitaire de France

'Rich in facts, strong in ideas, deep in its critique – a much needed, important book on the changing organization of journalism and its implications for society.'

– Martin Kornberger, University of Edinburgh, UK

2022 176 pp
Hardback 978 1 80220 036 2 £75.00 / \$110.00



Digital Entrepreneurship

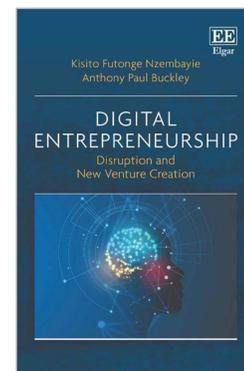
Disruption and New Venture Creation

Kisito Futonge Nzembayie, Trinity College Dublin and Anthony Paul Buckley, Technological University Dublin, Ireland

'Nzembayie and Buckley have provided a digital entrepreneurial process model to guide digital entrepreneurs in this volatile, uncertain, complex and ambiguous (VUCA) world of the 21st century. That their model is grounded in an action research design provides an invitation for other digital entrepreneurs to exploit their experience in like rigorous, reflective and relevant action design research processes to advance the growth of digital ventures.'

– David Coghlan, University of Dublin Trinity College, Ireland

March 2022 200 pp Hardback 978 1 80220 057 7 £80.00 / \$115.00



TEXTBOOK

Advanced Introduction to Advertising

Patrick De Pelsmacker, University of Antwerp, Belgium

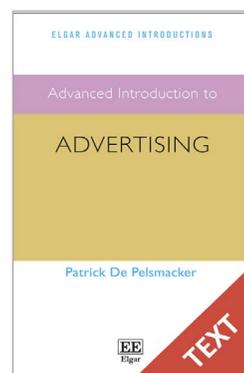
'Patrick De Pelsmacker managed to produce an excellent research-driven, theoretically informed yet very practical, up-to-date and engaging book about advertising. A must read for all who want to understand how advertising really works in today's world.'

– Martin Eisend, European University Viadrina Frankfurt (Oder), Germany

Key Features:

- Theoretical analysis of how advertising works with specific research insights and practical cases
- Discussion of the ethical ramifications, pitfalls and societal consequences of current advertising practice
- An overview of the many contemporary advertising formats that are present today, discussing the various stages in the advertising planning process, and analyzing their effects

2022 192 pp Hardback 978 1 80220 088 1 £85.00 / \$120.00
2022 Paperback 978 1 80220 090 4 £15.95 / \$24.95
Elgar Advanced Introductions series
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NEW IN PAPERBACK
Handbook of Digital Innovation

Edited by Satish Nambisan, Kalle Lyytinen and Youngjin Yoo, Case Western Reserve University, US

'The revolution in digital technologies has fueled unprecedented levels and forms of innovation spanning individuals, firms, industries, and disciplines. Satish Nambisan, Kalle Lyytinen and Youngjin Yoo call for the first transdisciplinary approach to understanding this phenomenon. This collection of cumulative knowledge and the rare opportunity for novel connections stemming from this are vitally important in order to move forward scholarly and practitioner perspectives on digital innovation.'

– Mike Fisher, Chief Technology Officer at Etsy, US

2020 320 pp Hardback 978 1 78811 997 9 £165.00 / \$237.00
 2022 Paperback 978 1 80392 148 8 £37.00 / \$60.00 • eBook • Elgaronline
 Research Handbooks in Business and Management series



TEXTBOOK
Social Entrepreneurship

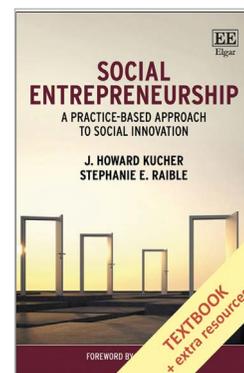
A Practice-Based Approach to Social Innovation

J. Howard Kucher, The University of Maryland, Baltimore and Stephanie E. Raible, University of Delaware, US

'J. Howard Kucher and Stephanie E. Raible have put together a roadmap to entrepreneurship that allows the reader to learn from the successes and challenges of local, national, and international efforts. Resources are shared that expand the ability to make a genuine difference. Recognizing the power of social enterprise and its purpose in addressing new challenges, I highly recommend Social Entrepreneurship: A Practiced Based Approach to Social Innovation as a necessary resource for the emerging social entrepreneur.'

– Pamela J. King, Open Society Institute-Baltimore, US

2022 320 pp Hardback 978 1 78897 420 2 £125.00 / \$199.95
 2022 Paperback 978 1 78897 422 6 £34.99 / \$55.00
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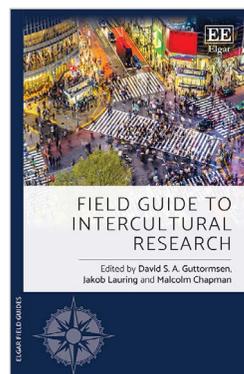
NEW IN PAPERBACK
Field Guide to Intercultural Research

Edited by David S. A. Guttormsen, University of South-Eastern Norway, Norway, Jakob Lauring, Aarhus University, Denmark and Malcolm Chapman, formerly University of Leeds, UK

'The Field Guide to Intercultural Research contains a plethora of practical, insightful, and wise advice gleaned from scholars who have spent their careers engaged in intercultural research projects. The book is an important contribution to the field and will greatly benefit doctoral students, fledgling scholars, and experienced intercultural scholars alike.'

– Mark E. Mendenhall, University of Tennessee at Chattanooga, US

2021 392 pp Hardback 978 1 78897 011 2 £115.00 / \$170.00
 2022 Paperback 978 1 80392 149 5 £35.00 / \$55.00 • eBook • Elgaronline
 Elgar Field Guides

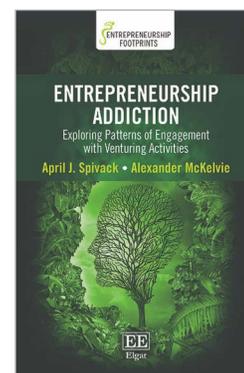


Entrepreneurship Addiction
Exploring Patterns of Engagement with Venturing Activities

April J. Spivack, Hanken School of Economics, Finland and Alexander McKelvie, Syracuse University, US

April J. Spivack and Alexander McKelvie present the development of the concept of entrepreneurship addiction, contributing to wider discussions of the 'dark side' of entrepreneurship. Focusing attention on mental health issues and neurodiversity among entrepreneurs, it offers insights into conflicting findings regarding entrepreneurial well-being.

2022 224 pp Hardback 978 1 78897 451 6 £70.00 / \$99.00 • eBook • Elgaronline
 Entrepreneurship Footprints series



NEW IN PAPERBACK
A Research Agenda for Family Business

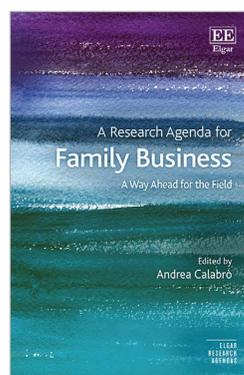
A Way Ahead for the Field

Edited by Andrea Calabrò, IPAG Business School, France

'This is an inspiring book – it offers an interesting agenda for future research on family business. It comprehensively covers the domain of the field, emerging research areas, innovative theories, and promising research methods. Written by a diverse group of scholars from 17 countries, the book brings together rich insights that promise to fuel innovative scholarship. Its message is timely and impactful.'

– Shaker A. Zahra, University of Minnesota, US

2020 304 pp Hardback 978 1 78897 406 6 £105.00 / \$155.00
 March 2022 Paperback 978 1 80392 459 5 £37.00 / \$55.00 • eBook • Elgaronline
 Elgar Research Agendas



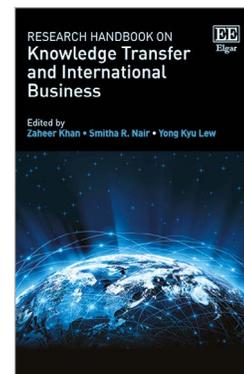
Research Handbook on Knowledge Transfer and International Business

Edited by Zaheer Khan, University of Aberdeen, UK, Smitha R. Nair, Amrita Vishwa Vidyapeetham, Coimbatore, India and Yong Kyu Lew, Hankuk University of Foreign Studies, South Korea

'Cross border knowledge transfer is becoming vital for firms to develop competitive advantage. This Research Handbook on Knowledge Transfer and International Business provides a comprehensive account of cross-border knowledge transfer modes and mechanisms and the role of multinational enterprises in the transfer of knowledge. This book is an essential reading for researchers in knowledge transfer and competitive advantage.'

– Pervez Ghauri, University of Birmingham, UK

2022 256 pp Hardback 978 1 78897 610 7 £155.00 / \$220.00
 eBook • Elgaronline
 Research Handbooks in Business and Management series



Handbook of Research Methods for Organisational Culture

Edited by Cameron Newton and Ruth Knight, Queensland University of Technology, Australia

'The Handbook of Research Methods for Organisational Culture provides an excellent balance of breadth and depth with luminary insights from some of the most respected pioneers in organisational culture research.'

– Chad Hartnell, Georgia State University, US

2022 336 pp
Hardback 978 1 78897 625 1 £170.00 / \$245.00

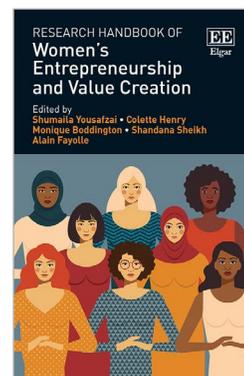


Research Handbook of Women's Entrepreneurship and Value Creation

Edited by Shumaila Yousafzai, Nazarbayev University, Kazakhstan, Colette Henry, Dundalk Institute of Technology, Ireland, Monique Boddington, University of Cambridge, Shandana Sheikh, Cardiff University, UK and Alain Fayolle, University of Cagliari, Italy

'The holistic perspective on value creation through women's entrepreneurship that this comprehensive book spotlights, has been long overdue. Perceptive multi-level organization of the collection brings fine-grained insights on how women's entrepreneurial activity can create value at four different levels – the individual, business, household and societal levels. A must-read for challenging underperformance notions of women entrepreneurs and enlightened evidence-based policymaking.'

–Anne de Bruin, Massey University, New Zealand



NEW IN PAPERBACK Research Handbook on Gender and Negotiation

Edited by Mara Olekalns, Melbourne Business School, Australia and Jessica A. Kennedy, Vanderbilt University, US

'This book makes a fabulous contribution to our understanding of the role of gender in negotiations, highlighting the contextual and situational forces that influence the negotiation process. A wonderful exploration of the burgeoning research in this field and a call to action for future inquiry.'

– Linda C. Babcock, Carnegie Mellon University, US

2020 392 pp Hardback 978 1 78897 675 6 £150.00 / \$220.00
2022 Paperback 978 1 80392 151 8 £42.00 / \$60.00 • eBook • Elgaronline
Research Handbooks in Business and Management series



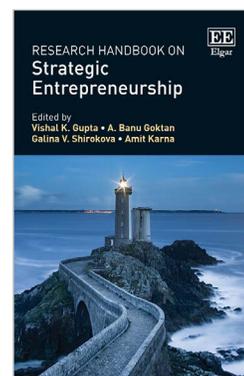
Research Handbook on Strategic Entrepreneurship

Edited by Vishal K. Gupta, The University of Alabama, A. Banu Goktan, University of North Texas at Dallas, US, Galina V. Shirokova, National Research University Higher School of Economics, Russia and Amit Karna, Indian Institute of Management Ahmedabad, India

'The intersection of strategy and entrepreneurship is one of today's most important and interesting research areas. Gupta, Shirokova, Karna, and Goktan have assembled a far-reaching and eclectic mix of contributions to thinking about strategic entrepreneurship that is certain to offer something helpful for every reader.'

– Dave Ketchen, Auburn University, US

Feb 2022 288 pp Hardback 978 1 78990 443 7 £135.00 / \$195.00
Research Handbooks in Business and Management series



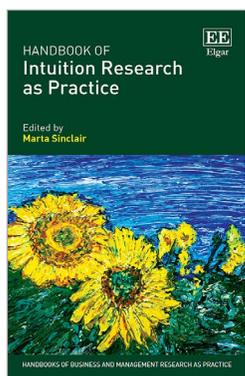
NEW IN PAPERBACK Handbook of Intuition Research as Practice

Edited by Marta Sinclair, Griffith University, Australia

'As a culmination of more than a decade of research into the role of intuition in organizational settings, Marta Sinclair's latest Handbook "brings the chickens home" by emphasizing the practical effects of intuition. Moreover, with contributions spanning 18 different countries, the international scope of volume is especially remarkable.'

– Neal Ashkanasy, The University of Queensland, Australia

2020 352 pp Hardback 978 1 78897 974 0 £145.00 / \$210.00
2022 Paperback 978 1 80392 152 5 £37.00 / \$55.00 • eBook • Elgaronline
Handbooks of Business and Management Research as Practice series

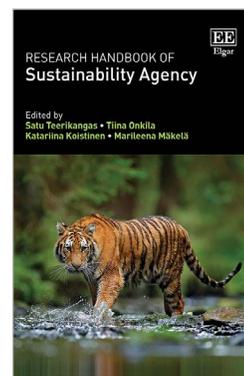


NEW IN PAPERBACK Research Handbook of Sustainability Agency

Edited by Satu Teerikangas, University of Turku, Finland and University College London, UK, Tiina Onkila, University of Jyväskylä, Katariina Koistinen, University of Turku and Marileena Mäkelä, University of Jyväskylä, Finland

This innovative *Research Handbook* answers crucial questions about how individuals and organisations can make a difference towards sustainability. Offering an integrative perspective on sustainability agency, it reviews individual, active, organisational and relational forms of sustainability agency, demonstrating the capacity of individuals and organisations to act toward sustainable futures.

2021 464 pp Hardback 978 1 78990 602 8 £190.00 / \$275.00
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Digital Transformations

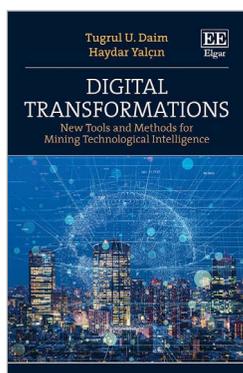
New Tools and Methods for Mining Technological Intelligence

Tugrul U. Daim, Portland State

University, US and Haydar Yalçın, Ege University, Izmir, Turkey

'The authors introduce the use of statistical methods such as bibliometrics, patent analysis and network analysis to understand trends, connections and leadership in technology innovation and also to identify key issues. Real-world case studies explore an array of innovations in the medical, power, transportation and home appliance fields. This approach illustrates how the techniques are useful while telling the story of some of today's pivotal innovations.'

– Fred Gordon, Energy Trust of Oregon, US



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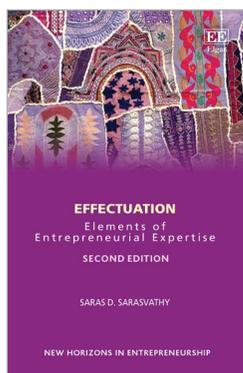
Effectuation

Elements of Entrepreneurial Expertise

Saras D. Sarasvathy, University of Virginia Darden School of Business, US Praise for the first edition

'The concept of effectuation is as subtle as it is profound. On the one hand, it challenges long held beliefs about the nature of cause and effect in social science. On the other hand, it generates a host of new insights about social phenomena. This concept is particularly well suited to analyzing entrepreneurial behavior – behaviors undertaken in settings where the relationship between cause and effect is understood, at best, very poorly.'

– Jay B. Barney, The Ohio State University, US



2022 328 pp Hardback 978 1 83910 257 8 £100.00 / \$145.00
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New Horizons in Entrepreneurship series

Leading Innovation and Entrepreneurship in Healthcare

A Global Perspective

Claudine Kearney, RCSI University of Medicine and Health Sciences, Ireland

'For anyone interested in engaging in change, leadership and creating value in health care, this book is a must read. Claudine Kearney provides a thoughtful, interesting focused innovative approach to a most relevant topic today how to implement innovative leadership and an organizational approach to better healthcare all over the world.'

– Robert D. Hisrich, Kent State University, US



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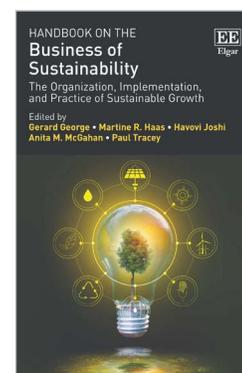
Handbook on the Business of Sustainability

The Organization, Implementation, and Practice of Sustainable Growth

Edited by Gerard George, Georgetown University, Martine R. Haas, University of Pennsylvania, US, Havovi Joshi, Singapore Management University, Singapore, Anita M. McGahan, University of Toronto, Canada and Paul Tracey, University of Cambridge, UK and University of Melbourne, Australia

'Sustainability in business is complex because of the interdependencies and interconnectedness to other elements of the firm's core business. The Handbook on the Business of Sustainability is a compilation of chapters that constitute a "call to action" on the business aspects of sustainable growth. It brings forward novel concepts to help businesses think through the critical issues. I have no doubt it will be an invaluable resource to academics, practitioners, and policymakers.'

– Erika H. James, The Wharton School of the University of Pennsylvania, US



Feb 2022 608 pp Hardback 978 1 83910 533 3 £230.00 / \$330.00
Research Handbooks in Business and Management series

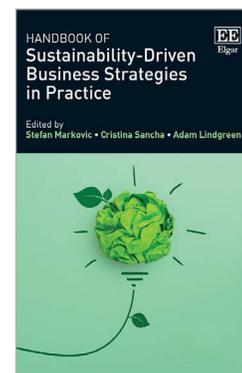
Research Handbook on Brand Co-Creation

Theory, Practice and Ethical Implications

Edited by Stefan Markovic, Richard Gyrd-Jones, Sylvia von Wallpach, Copenhagen Business School and Adam Lindgreen, Copenhagen Business School, Denmark and University of Pretoria, South Africa

'Brand co-creation is an idea that has arrived and the compilation of insights and ideas from leading academics offers a welcome and stimulating perspective.'

– David Aaker, author of *Owning Game-Changing Subcategories*



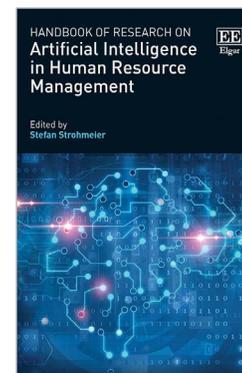
March 2022 c 464 pp Hardback 978 1 83910 541 8 £190.00 / \$280.00

Handbook of Research on Artificial Intelligence in Human Resource Management

Edited by Stefan Strohmeier, Saarland University, Germany

'This Handbook is a must-have whether you know a little or a lot about AI and human resource management. Topics range from the highly technical for specialists to the more foundational for novices. Readers can dive in to get answers to specific questions or read the whole volume to gain a thorough grounding. AI is here to stay in human resource management. It poses many challenges for scholars and practitioners. This Handbook is a great guide for addressing those challenges.'

– Mark Lengnick-Hall, University of Texas at San Antonio, US



March 2022 416 pp Hardback 978 1 83910 752 8 £185.00 / \$270.00

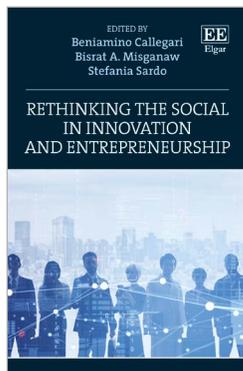
Rethinking the Social in Innovation and Entrepreneurship

Edited by Beniamino Callegari, Oslo New University College and Kristiania University College, Norway, Bisrat A. Misganaw, NEOMA Business School, France and Stefania Sardo, Technical University of Munich, Germany

'If you want to be inspired by novel ideas, written by the next generation of innovation and entrepreneurship scholars, coming out of the Norwegian Research School in Innovation, then this is the book for you. It focuses on the SOCIAL in Innovation and Entrepreneurship Studies, and the book's 12 chapters are organised in three sections representing different approaches. It covers topics from entrepreneurial team formation and the theory of imprinting, diversity and innovation to responsible research and innovation in smart specialisation strategies. This is an engaging and timely book that offers key insights into important aspects of contemporary innovation and entrepreneurship studies. It should be a first choice for reading lists of master students in innovation and entrepreneurship studies as well as for others who want to be informed by fresh ideas of young scholars.'

– Björn Asheim, Lund University, Sweden

March 2022 288 pp Hardback 978 1 83910 816 7 £100.00 / \$145.00



TEXTBOOK

International Business Strategy and Cross-Cultural Management

An Applied Approach

Nicole Franziska Richter, Jesper Strandskov, University of Southern Denmark, Denmark, Sven Hauff, Helmut Schmidt University, Germany and Vasyil Taras, University of North Carolina at Greensboro, US

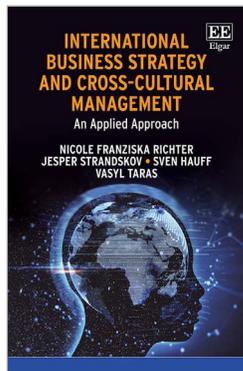
'International Business Strategy and Cross-Cultural Management: An Applied Approach is not just another standard IB textbook. The book excels in several ways. First, it fulfils the title's promise of an applied approach by translating IB and cultural theory into many exciting real life company cases and a constructed but realistic case, "Magic Juice", which reappears in each chapter covering its key topics. The successful application of theory makes the book appealing to students as well as managers facing the challenges of international business, not least the question of how to navigate intercultural interactions. Here, the authors bring two interesting concepts to the table: "the culture map" and "cultural intelligence". Often, textbooks focus on either IB strategy or cross-cultural management. However, the two topics are closely related and this book offers a happy marriage of the two. I give the book my warmest recommendations.'

– Bent Petersen, Copenhagen Business School, Denmark

March 2022 c 352 pp Hardback 978 1 83910 862 4 £105.00 / \$170.00

March 2022 Paperback 978 1 83910 864 8 £34.95\$ / 55.00

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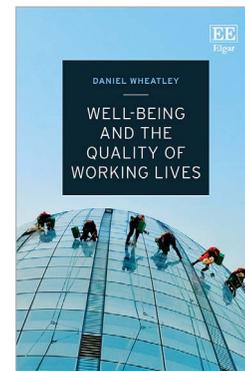
Well-Being and the Quality of Working Lives

Daniel Wheatley, University of Birmingham, UK

'The importance of work for one's well-being is being increasingly recognized by scholars and policymakers alike. This insightful book enhances considerably our understanding of the variety of ways in which paid work influences both objective and subjective aspects of well-being. Its multidimensional, multimethod, and multidisciplinary approach underscores the utility of a holistic, comprehensive framework for comprehending and addressing the impacts of work quality on workers that will prove useful to managers as well as researchers.'

– Arne L. Kalleberg, University of North Carolina at Chapel Hill, US

March 2022 c 360 pp Hardback 978 1 83910 877 8 £105.00 / \$155.00



The Theoretical World of Entrepreneurship

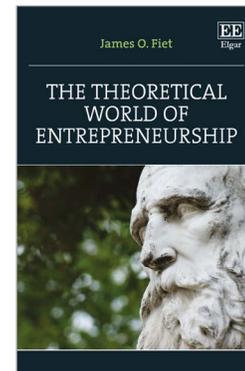
James O. Fiet, University of Louisville, US

'Jim Fiet's book, The Theoretical World of Entrepreneurship, provides an insightful look into the assumptions and boundary conditions that define the field of entrepreneurship. His treatment of the numerous theories used to study and explain entrepreneurship is valuable and as a family business scholar, I particularly appreciate his attention to that topic.'

– James J. Chrisman, Mississippi State University, US

The Theoretical World of Entrepreneurship contains the first and most comprehensive examination of more than 250 theories applicable to the study of entrepreneurship. It includes a theoretical examination of current social and economic controversies that impact entrepreneurs. Following in Weber's tradition, it also compares the doctrines of 16 Christian denominations and nine world religions which offer different conceptual windows for understanding entrepreneurs.

March 2022 c 392 pp Hardback 978 1 80037 146 0 £110.00 / \$160.00



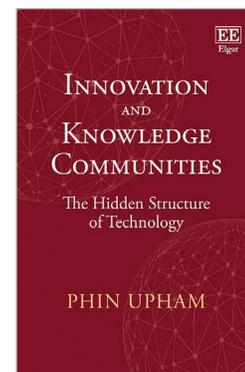
Innovation and Knowledge Communities

The Hidden Structure of Technology

Phin Upham, Haymaker Ventures, US

Innovation in science and technology increasingly happens outside of firms in informal interorganizational communities of innovators, in teams whose members may be strangers. The collective effort of such a group on a specific topic across firms, time, and geography can function as if it were a new emergent organizational form, one capable of great productivity. In this book, the author uses data from computer science, basic research, and management strategy to identify and study these intense clusters of innovators, or 'knowledge communities,' and illuminate the new organizational logics that govern their collective success.

Feb 2022 160 pp Hardback 978 1 80037 182 8 £70.00 / \$99.00



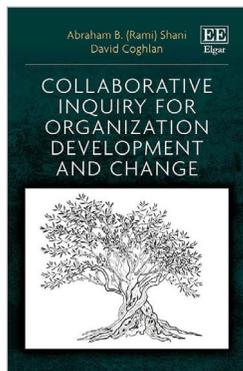
NEW IN PAPERBACK

Collaborative Inquiry for Organization Development and Change

Abraham B. (Rami) Shani, California Polytechnic State University, US and David Coghlan, Trinity College Dublin, Ireland

'This book is one of the best exemplars of showing how these two practices – research and helping – can inform each other constructively. This book is a welcome exploration of how these practices have enlarged our understanding of how human systems really work, how they must be studied, and how we can constructively intervene in them.'

– Edgar H. Schein, Professor Emeritus, MIT Sloan School of Management, US



2021 144 pp Hardback 978 1 80037 824 7 £65.00 / \$99.00
Feb 2022 Paperback 978 1 80392 253 3 £22.95 / \$31.95 • eBook • Elgaronline

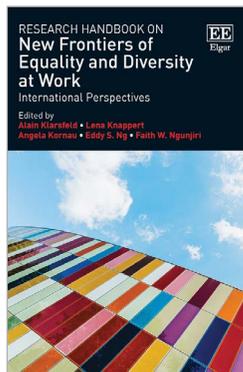
Research Handbook on New Frontiers of Equality and Diversity at Work

International Perspectives

Edited by Alain Klarsfeld, TBS Business School, France, Lena Knappert, Vrije Universiteit (VU) Amsterdam, the Netherlands, Angela Kornau, Helmut Schmidt University, Germany, Eddy S. Ng, Queen's University, Canada and Faith W. Ngunjiri, Concordia College, US

Spanning five continents, this cutting-edge book provides a thorough international overview of equality, diversity and inclusion at work. Analysing the demographics of the workplace and the economic outcomes achieved by different segments of the population, it offers readers a better understanding of diverse work environments and how they are influenced by legislation and populations.

2022 272 pp Hardback 978 1 80088 829 6 £160.00 / \$230.00
eBook • Elgaronline



NEW IN PAPERBACK

Handbook of Theory and Methods in Applied Health Research

Questions, Methods and Choices

Edited by Catherine Walshe and Sarah Brearley, Lancaster University, UK

This *Handbook* expertly instructs the reader on how to conduct applied health research across a number of disciplines. Particularly aimed at postgraduate health researchers and students of applied health research, it presents and explains a wide range of research designs and other contemporary issues in applied health research.



2020 384 pp Hardback 978 1 78536 320 7 £180.00 / \$263.00
2022 Paperback 978 1 78536 322 1 £42.00 / \$60.00 • eBook • Elgaronline

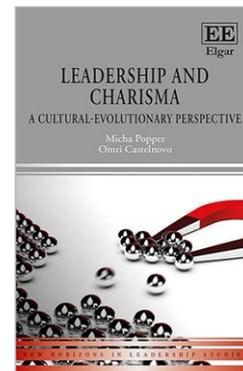
Leadership and Charisma

A Cultural-Evolutionary Perspective

Micha Popper and Omri Castelnuovo, University of Haifa, Israel

'Charisma has always been a fascinating, but complex and elusive, construct. This analysis looks at both the evolutionary roots and social psychological processes underlying charisma. It provides an excellent understanding of the role of leader, follower, culture, and situation in establishing and maintaining the charismatic relationship. Scholarly, yet accessible, this is a must-read for anyone interested in charisma and charismatic leadership.'

– Ronald E. Riggio, Claremont McKenna College, US



This innovative book explores the universal and cultural foundations that underlie the dynamics of leadership. It asks key questions such as: why are we attracted to leaders? Why do we perceive certain leaders as charismatic? And why do some leaders who are perceived as charismatic during a certain period cease to be perceived as such in another period?

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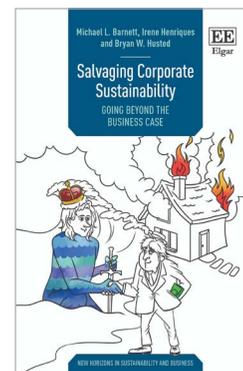
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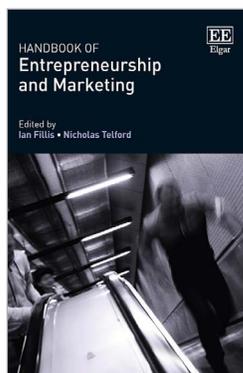
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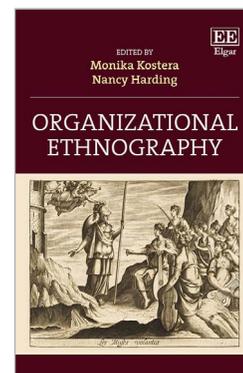
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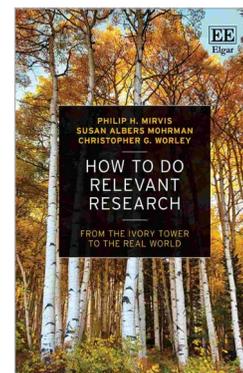
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