



Handbook of Contemporary Research on Emerging Markets

Research Handbooks in Business and Management series

Edited by Hemant Merchant, Professor of Global Business, University of South Florida, US

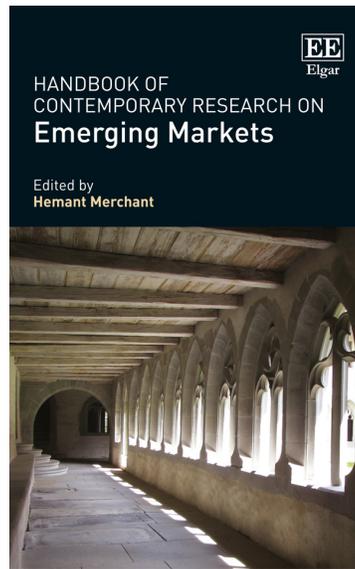
The Handbook brings together leading scholars from IB as well as other disciplines to contribute state-of-the-art thinking on emerging markets. The volume extends theoretical and conceptual thinking, looks at operational practices and their implications and provides a research agenda to move the field forward. The contributors offer an in-depth look at specific geographies and functional areas to enrich our understanding of emerging markets.

'Hemant Merchant has compiled a useful, 15-chapter collection of contemporary contributions to our understanding of emerging markets. This is a welcome volume. It provides a mix of theory, empirical analyses, and a module on operational practices. As such, not only might this book serve as a comprehensive resource, it could also be used as the core text for an MSc course on emerging markets.'

– Paul W Beamish, Western University, Canada

'As research on emerging markets has grown from a trickle to a flood, Professor Merchant rightly argues for pausing a moment to reflect on what is truly distinctive about these countries vis-à-vis developed markets. He has assembled in this Handbook an outstanding collection of chapters by established as well as up-and-coming scholars from around the world. A must-read for anyone interested in getting to the bottom of what makes emerging economies special and why their economic and political power will grow further in the coming decades.'

– Ravi Ramamurti, D'Amore-McKim, Northeastern University, US



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