



Just off the Press

- ⇒ *Business Ethics in Islam* (Edward Elgar Publishing, E-ISBN: 978-1781006733) by **Abbas J. Ali** (Indiana University of Pennsylvania, USA) explores Islamic perspectives on ethical business conduct: what organizations and other marketing actors do to deal with monumental challenges in today's market and how they should behave to effectively handle rising challenges. The book creatively addresses the history and theory of ethics in the marketplace and provides a framework for tackling ethical issues.
- ⇒ *Social Franchising* (Palgrave Pivot, ISBN: 978-1137455826) is the new book edited by **Ilan Alon** (Rollins College, USA). At the intersection of social enterprise and micro finance literatures, this book reviews a variety of social franchising formats across a number of developing countries. Social franchising represents a third generation form of franchising development, after trade-name and business-format franchising. Opportunities and threats for social franchising forms are examined, including specifically social franchising, micro franchising. Detailed cases of Access Afya, World Vision and Sari Organic cover healthcare, agriculture and retailing sectors. Social franchising has the potential to change the way we live by scaling the social benefits of enterprises through standardization and replication, and by providing an impetus for economic renewal at the bottom of the pyramid.
- ⇒ *A Strategic and Tactical Approach to Global Business Ethics, Second Edition* (Business Expert Press, ISBN-13: 978-631570711 / paperback, ISBN-13: 978-11570728 / e-book) has been published by **Lawrence A. Beer** (Arizona State University, USA). The inclusion of ethically driven elements into the strategic planning process of transnational corporations (TNC's) is an important consideration in the modern era of globalization. Firms pursuing cross-border activities in any capacity, and to whatever degree or scale, are increasingly coming into contact with differences in morally applied decision making and the collateral interpretation of acting in a perceived socially responsible manner. The choices made in these areas affect their operational success and sustainability. It necessitates the use of clear and unambiguous codes of conduct and tactical implementation coupled with a program of corporate social responsibility (CSR). Such organizational strategies can add value to a company, while its' misapplication or exclusion can bring on negative consequences. The second edition more deeply explores these issues within the context of the public's prejudicial perception of corporations, the socially responsibility initiative as part of the consumer marketing mix and the newly emerging role of global managers as they respond to a wider array of stakeholder desires.
- ⇒ *The Multinational Enterprise and the Emergence of the Global Factory* (Palgrave Macmillan, ISBN: 978-1137402363) by **Peter J. Buckley** (University of Leeds, UK) brings together research papers on three of the most important empirical and theoretical issues in the global economy. The first is the rise of the 'global factory', the dispersed network controlled by the multinational enterprise (MNE) consisting of a constellation of linked entities, orchestrated by the local firm. The second section of the book examines the growth of foreign direct investment (FDI) from emerging economies. These economies, particularly China and India, are a growing and significant source of FDI in the world economy, therefore deeming a thorough exploration. The third part looks at key recent developments in the theory of international business which are the institutional approach to FDI and the MNE, and the increasing integration of geographical and spatial concepts into international business theory. The fourth and final section ends the collection by examining UNCTAD's World Investment Report (WIR) over its first 20 years.
- ⇒ *Language in International Business: The Multilingual Reality of Global Business Expansion* (Edward Elgar Publishing, E-ISBN: 978-1784710996) was recently published by **Rebecca Piekkari** (Aalto University, Finland), **Denice E. Welch** (University of Melbourne, Australia) and **Lawrence S. Welch**

(University of Melbourne, Australia). Language permeates every facet of international business in the 21st century. However, being aware of this multilingual reality is not enough. This book presents a case for recognizing and appreciating the importance of language, its multifaceted role and the range of effects it may have on internationalizing firms. Responding to the growing interest in the role of language in international business, this book presents language as a critical management challenge for the internationalizing firm. Several perspectives are explored, including the individual, the firm and the broader society in which language use is embedded. Empirical examples of language roles are identified through examining human resource management, international marketing and foreign operation modes and networks in business. *Language in International Business* reveals a fresh understanding of the complexity of the multilingual reality that internationalizing firms face.

» *Managerial Leadership in Multicultural Organizations- Challenging the Challenges of Globalization*, Prentice Hall India, ISBN: 978-8120347229) is authored by **Kunneth Ramakrishnan** (Center for Development and Empowerment, India). This title discusses major contemporary issues confronting the existing and emerging work culture and group dynamics in large and medium organizations operating in the globalized environment. Positive managerial leadership is a unique synthesis of multidimensional competence and humanized interpersonal ability, a rare quality, the “God Particle” of corporate management. Modern multicultural organizations need to identify this rare “particle” of managerial leadership and devote time, energy and resources to isolate, develop and institutionalize it in order to effectively face the tsunami of international competitions and succeed. Nine chapters of the book is packed with a wealth of evidence, premises and novel concepts such as fresh methods of organizational assimilation of multicultural and multinational employees, management by influence, TQL (Therapy for Quality of Life- of employees), impact of Environmental Energy Effects (3Es), Emotional Environmental Energy Effects (E3Es) on organizational culture, Future Ready Organizations, etc. This book is expected to trigger the hidden potential and innovative thinking of practising managers, management teachers, PG research students and young entrepreneurs.

» *How to Get a Doctorate – and More – Distance Learning* (Frieling Verlag, ISBN 978-3828031289) by **Ursula Schinzel** (Independent Scholar), is a personal and private guide for both students and supervi-

sors, embedded in her thesis, with the objective to help in the interesting, but difficult way of obtaining a PhD/Doctorate in Business Administration by distance learning or by presence learning. This book will guide you from your first step onwards. Key factors for your success in your doctoral studies will include: selecting the right institution for your studies; pass the IELTS or TOEFL examinations, if you are not an English native speaker; choosing your research topic; and supervisor; formulating your ‘research question’ and preparing your ‘research proposal’; perform a ‘literature review’; becoming familiar with the APA or Harvard referencing style and techniques for research methods such as ‘participant observation’, ‘interviews’ and ‘questionnaires’; learning how to analyse the data you collected; writing your conclusions, references and appendices; participating in conferences; preparing for your viva; publishing and applying for an academic job.

» *The Palgrave Handbook of Experiential Learning in International Business* has been edited by **Vas Taras** (University of North Carolina at Greensboro, USA) and **Maria-Alejandra Gonzalez-Perez** (Universidad EAFIT, Colombia). This book is a one-stop source for international managers, business educators and trainers who seek to either select and use an existing experiential learning project, or develop new projects and exercises of this kind. The book is divided in two parts: Part I: Theories and Concepts of Experiential Learning in IB/IM is dedicated to chapters dealing with conceptual and theoretical approaches to enhancing teaching and learning of International Business (IB) and International Management (IM) by the means of experiential learning, and foundational aspects of pedagogy and experiential learning. Part II: Examples of Experiential Learning Projects in IB/IM contains specific applications of experiential learning in IB and IM. Each chapter in this section describes in detail one experiential learning project (e.g., X-Culture, Global Enterprise Experience, Export Odyssey, any other experiential projects which are used in IB and IM teaching).

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