

Edited by Chandan Maheshkar, Vinod Sharma

Handbook of Research on Cross-culture Business and Management

SERIES IN BUSINESS AND FINANCE

Summary

As organizations and businesses continue to expand in the cross-border and multicultural markets, culture needs to be taken into consideration. At present, culture introduces significant changes in the core assumptions of business practices and skill expectations. Gaining cross-cultural compatibility is now a serious concern for businesses and organizations. Appreciating the overall view of cross-cultural business environment, 'Handbook of Research on Cross-culture Business and Management' is a significant attempt to contribute a piece of knowledge on different aspects of cross-cultural business and management, facilitating practitioners and academicians to explore different cross-cultural business practices and develop competencies. This book will be a unique source for cross-cultural business and management practices, helping people of both industry and academia to understand the cross-cultural business environment and improve management practices.

About the editors

Dr. Chandan Maheshkar is one of the founders of the East Nimar Society for Education (2019) dedicated to quality improvement in higher education and the development of educator competencies. As a Senior Consultant, he has served the Centre for Internal Quality Assurance (CIQA), Madhya Pradesh Bhoj (Open) University, Bhopal, India. He is associated with several management institutes in central India, including the University of Indore, India, in various academic roles. Dr. Maheshkar earned his MBA and Ph.D. from the University of Indore, India. In 2014, the University of Indore awarded him 'Golden Jubilee Research Scholarship' on the occasion of completion of its successful 50 years. Business education, HRD, Cross-Culture Business, and organizational behavior are his core areas of research interests. His research papers and book chapters have been published in the journals of international repute and edited collections by Sage, Emerald, Taylor & Francis, IGI Global and others, respectively.

Dr. Sharma is working as an Associate Professor at Symbiosis Centre for Management and Human Resource Development (SCMHRD), Symbiosis International (Deemed University), Pune, India. He has around 22 years of experience in both academia and industry, at different levels of management, which has prepared him to be an effective researcher and instructor. His areas of expertise include Marketing Research & Analytics, Marketing Strategy, and Consumer Behaviour. He has authored over 75 papers in national and international journals and completed three international projects on climate change and business strategy. He has been involved in various consultation research projects, conducted various research workshops, and also conducted training programs in association with MSME and FIEO on various subjects of management. He holds a Doctorate in Management from DAVV, Indore, India, and an MBA from the University of Wales in the United Kingdom.



April 2023 | Hardback 236x160mm | 359 Pages | ISBN: 978-1-64889-601-9

SUBJECTS Business and Finance, Economics, Business Studies

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