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Journal of Business Economics and Management, Volume 18, Issue 6 (2017)

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Economics is the study of how people allocate scarce resources for production, distribution, and consumption, both individually and collectively.

Economics Definition: Overview, Types, and Economic Indicators

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If you're the analytical type, fascinated by the world around you, then an economics major might be a good choice for you. A degree in economics can help you get started in many areas, including public policy and finance. You can use an economics degree to study industry trends, labor markets, the prospects for individual companies, and the forces that drive the economy.

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Economics & Management is designed to develop economists skilled in doing research on a broad variety of firm-related topics. The curriculum is appropriate for students interested in, for example, how relative firm performance is affected by dynamic strategic decisions.

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Economics for Business and Management offers an exciting introduction to the principles and applications of microeconomics and macroeconomics to the global business problems faced by today's decision makers: · What are the characteristics for successful entry into new international markets? · How can 'sustainability' affect decision making within businesses? · Why are today's global investors so concerned about national debt issues? · In what ways does an awareness of cultural differences improve decision making by international marketing and human resource strategists? · What strategies can companies such as BP use to repair damaged global reputations? It is an ideal text for introductory courses in economics with a business and management focus and more general business environment courses with an economic underpinning. Visit the fantastic website at www.pearsoned.co.uk/griffithswall to find extra practice questions, interactive activities, quizzes and exam style practice questions with instant feedback, as well as podcasts, news articles, animated professional power points slides and a testbank of questions.

This book analyzes the economics of the food industry at every stage between the farm gate and the kitchen counter. Central to the text are agricultural marketing problems such as the allocation of production between competing products (such as fresh and frozen markets), spatial competition, interregional trade, optimal storage, and price discrimination. Topics covered will be useful to students who expect to have careers such as food processing management, food sector buying

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Economics or selling, restaurant management, supermarket management, marketing/advertising, risk management, and product development. The focus is on real world-relevant skills and examples and on intuition and economic understanding above mathematical sophistication, although the text does draw on the nuances of modern economic theory.

This book provides a comprehensive and integrated approach to management strategy that is based on economics. A basic introductory strategy text that integrates economic analysis with management strategy, it takes into account global competition and high-tech (Internet) developments, and recognizes that companies today can no longer expect to sustain competitive advantage but must rely on innovation (of products, processes, and transactions). Although many of the principles are illustrated with numerical examples, the text does not require a background course in economics or mathematics, and does not contain technical graphs or equations. Thus, the book is suitable for undergraduate managerial economics and strategy courses, as well as for introductory MBA courses in business strategy and as a companion to case studies. The Power Point Slides for each of the chapters is available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

A systematic treatment of the economics of the modern firm, this text draws on the insights of various areas in modern economics and other disciplines and

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Economics presents the central problems in organizations of motivating people and coordinating their activities.

This proceedings volume contains research trends, issues and developments in global economics and management with particular focus on the digital postindustrial economy—Economy 4.0. Featuring papers presented at the Economic and Management session of the 2018 Prospects of Fundamental Science Development International Conference (PFSD 2018) held in Tomsk, Russia, this book presents new models, methods, analyses, and approaches to different sectors of economics and management such as tax policy, labor economics, econometrics, municipal management systems, and international finance, among others. The papers are related to three main topics: Theoretical approaches to the development of Economy 4.0, the construction of a postindustrial society, and their impact on the labor market, finance, public and social values. Innovative methods and models are mentioned as well. The creation and implementation of cryptocurrencies and block chain technology. Comparative analysis of regional and institutional economics in different countries such as Russia, China, the United States and the EU, among others. Regulation, supervision, accounting and economic security measures are also explored. Featuring industry-specific case studies in sectors such as oil and gas, agriculture, pharmaceuticals, IT and ecology, this book is a useful reference for academics, students, practitioners, and scholars in economics.

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Economics for Business and Management: A Student Text introduces the key principles of microeconomics and macroeconomics and applies them to a wide variety of situations encountered by business decision makers. This book has been written for students following courses on introductory economics, business economics or business environment. It serves as an invaluable aid for students in the early stages of an undergraduate or equivalent programme with an economics, business or management focus.

The text presents a broad study of environmental issues and explores economic theories to reinforce the lessons. Offering a long-lasting understanding of real-world environmental problems and policy solutions, this work provides a foundation for the environmental managers of tomorrow.

This book brings together papers presented at the 3rd Conference of Research in Economics and Management (CIREG) held in Morocco in May 2016. With a focus on the challenges of SMEs and innovative solutions, they highlight the contribution of researchers in the fields of business and management, with all their micro and macro-economic aspects. They shed light on the universal scientific vision of the importance of SMEs with answers relevant to their local context and adapted to their specific national situation. The relevance of SME research lies in its heuristic value of analyzing change, rather than in constructing a category, a particularly

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useful empirical concept. This first volume is focused on economic issues.

Previous research on the institutional structure of franchising networks (Bri-ley et al. 1991; Lutz 1995; Shane 1998; Lafontaine and Shaw 1999, 2005; - fuso 2002; Penard et al. 2003a,b) does not explain the governance structure of the franchising firm as an institutional entity that consists of two interrelated parts: Residual decision rights and ownership rights. The latter includes not only residual income rights of franchised outlets but also residual income rights of franchisor-owned outlets. Previous studies primarily examines the incentive, signalling and screening effects of fees, royalties and other contractual pro- sions from the point of view of organizational economics (see Dnes 1996 for a review) without taking into account the interactions between residual decision and residual income rights as interrelated parts of the governance structure. This paper fills this gap in the literature. According to the property rights view, de- sion rights should be allocated according to the distribution of intangible kno- edge assets between the franchisor and franchisee and ownership rights should be assigned according to the residual decision rights. Since ownership rights are diluted in franchising networks, the dilution of residual income rights of fr- chised outlets is compensated by residual income rights of company-owned o- lets. Under a dual ownership structure, company-owned outlets compensate the disincentive effect of low royalties for the franchisor, and low royalties strengthen the investment incentives for the franchisee.

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Capture fisheries make contributions to the world economy that are below their potential. Many of the world's capture fishery resources have been overexploited with some facing collapse. This book presents an overview of the current economics of capture fisheries and examines how they can achieve their full economic potential

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