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July – September 2021
New Titles Update

BUSINESS & MANAGEMENT

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THOUGHTFUL INDEPENDENT PUBLISHING

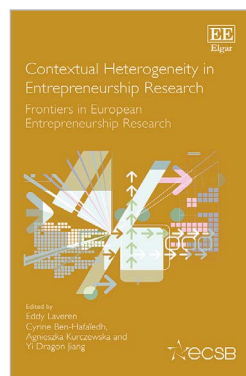


Contextual Heterogeneity in Entrepreneurship Research

Frontiers in European Entrepreneurship Research

Edited by Eddy Laveren, University of Antwerp and Antwerp Management School, Belgium, Cyrine Ben-Hafaïedh, IESEG School of Management, France, Agnieszka Kurczewska, University of Lodz, Poland and Yi Dragon Jiang, ESCP Business School, France

This insightful book explores the importance and influence of contextual heterogeneity in the field of entrepreneurship research, illuminating the circumstances, conditions or environments that may enable or constrain entrepreneurship.



Sept 2021 c 192 pp Hardback 978 1 80220 019 5 c £85.00 / c \$120.00
Frontiers in European Entrepreneurship series

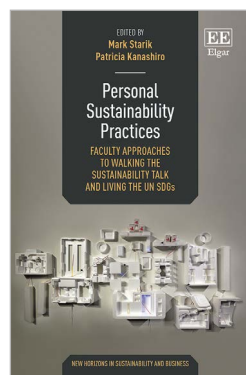
Personal Sustainability Practices

Faculty Approaches to Walking the Sustainability Talk and Living the UN SDGs

Edited by Mark Starik, University of Wisconsin System and Patricia Kanashiro, Loyola University Maryland, US

'This book on personal sustainability is a unique and urgently needed volume for advancing sustainable development. As faculty, we disparage companies and managers, but seldom do we turn our scrutiny inward and focus on our own personal commitment and conduct. This is a unique and most inspiring volume and I enthusiastically recommend it.'

– Archie B. Carroll, Professor Emeritus, University of Georgia, US, co-author of forthcoming *Business & Society: Ethics, Sustainability & Stakeholder Management*, 11th Edition



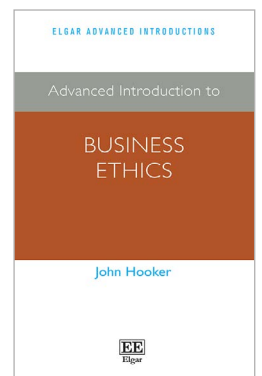
Sept 2021 c 272 pp Hardback 978 1 80037 512 3 c £100.00 / c \$140.00
New Horizons in Sustainability and Business series

TEXTBOOK Advanced Introduction to Business Ethics

John Hooker, Carnegie Mellon University, US

'This long overdue book is powerful and right-sized. John Hooker lays out the tools that managers and students will need to unravel today's ethical quandaries in business, from artificial intelligence to corporate governance. In my opinion, this is the best concise introduction on the market.'

– Thomas J. Donaldson, University of Pennsylvania, US



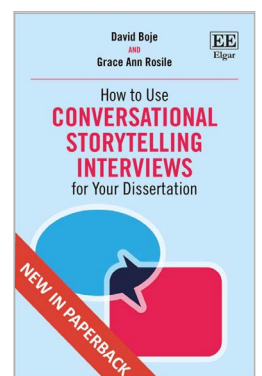
Sept 2021 160 pp
Hardback 978 1 80037 855 1 £85.00 / \$120.00
Sept 2021 Paperback 978 1 80037 857 5 £15.95 / \$24.95 TEXT
Elgar Advanced Introductions series

How to Use Conversational Storytelling Interviews for Your Dissertation

David Boje, Aalborg University, Denmark and Professor Emeritus, New Mexico State University and Grace Ann Rosile, Professor Emeritus, New Mexico State University, US

'Over several decades David Boje and Grace Ann Rosile have been characterized as the theorists' theorists, the methodologists' methodologists and the practitioners' practitioners. Their latest book – How to Use Conversational Storytelling Interviews for Your Dissertation – lives up to that characterization. The book introduces their latest iteration and development of storytelling as "conversational storytelling interviewing" (CSI), which, they contend, is an alternative to semi-structured interviewing. With its readability and clear, detailed enunciation, this book is destined to be a major influence on a new generation of scholars.'

– Albert J. Mills, Saint Mary's University, Canada



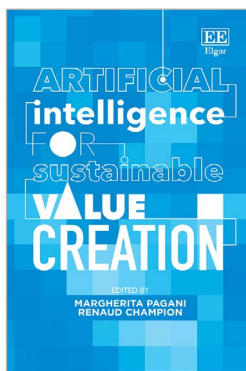
2020 176 pp Hardback 978 1 83910 417 6 £70.00 / \$105.00
Sept 2021 Paperback 978 1 80220 510 7 c £21.95 / c \$35.00
eBook • Elgaronline

Artificial Intelligence for Sustainable Value Creation

Edited by Margherita Pagani, EMLYON Business School and Renaud Champion, EMLYON Business School, France, Advisor to the European Commission and Expert for the IEEE Global Initiative on the Ethics of Intelligent and Autonomous Systems and Primnext

'Artificial Intelligence by itself is just the latest in a long series of techno buzzwords. However, when you pair AI with the essential idea of Value Creation, as does this book, now you have something of critical importance to anyone who wants to know about the future of business!'

– Charles Hofacker, Florida State University, US



Sept 2021 c 200 pp Hardback 978 1 83910 438 1 c £85.00 / c \$120.00

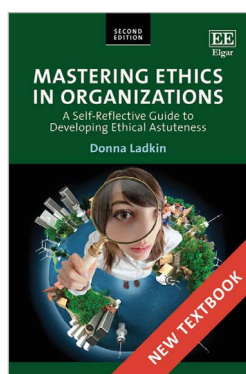
TEXTBOOK Mastering Ethics in Organizations

A Self-Reflective Guide to Developing Ethical Astuteness

Donna Ladkin, Antioch University, US

'This is a terrific book. It takes seriously the idea that to do ethics effectively we have to, in Dewey's words, "get inside the problem". The book is a treasure trove of ideas and techniques that will help decision makers really understand themselves and the ethical issues that they face.'

– R. Edward Freeman, University of Virginia, US



Aug 2021 c 288 pp
Hardback 978 1 83910 626 2 £85.00 / \$135.00
Aug 2021 Paperback 978 1 83910 628 6 £35.95 / \$55.00

Marketing Countries, Places, and Place-associated Brands

Identity and Image

Edited by Nicolas Papadopoulos, Carleton University, Ottawa and

Mark Cleveland, University of Western Ontario, London, Canada

'In a field not noted for its sense of direction or purpose, Papadopoulos and Cleveland have achieved that rare goal: a properly curated collection. They have done this with intelligence and panache, so this book should move the field forward, and is also a pleasure to read. Highly recommended.'

– Simon Anholt, Independent policy advisor, UK, and Founder, Anholt-Ipsos Nation Brands Index and City Brands Index

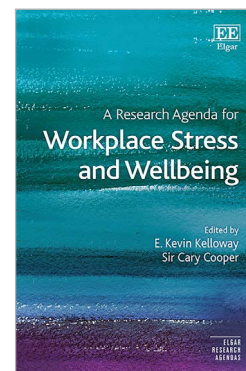
Sept 2021 c 392 pp Hardback 978 1 83910 736 8 c £120.00 / c \$175.00
2021 240 pp Hardback 978 1 80088 208 9 £90.00 / \$130.00

A Research Agenda for Workplace Stress and Wellbeing

Edited by E. Kevin Kelloway, Saint Mary's University, Canada and Professor Sir Cary Cooper, University of Manchester, UK

'In this book, some top occupational health researchers take a forward look at where research on workplace mental health and well-being should go in the future. It provides a practical perspective in noting the important issues needing investigation and the solutions that will be necessary to deal with those issues.'

– Paul Spector, University of Southern Florida, US



Sept 2021 c 272 pp Hardback 978 1 78990 501 4 c £100.00 / c \$140.00
Elgar Research Agendas

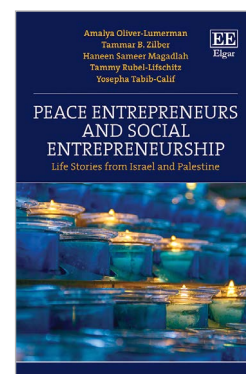
Peace Entrepreneurs and Social Entrepreneurship

Life Stories from Israel and Palestine

Edited by Amalya Oliver-Lumerman, Tammar B. Zilber, Hebrew University of Jerusalem, Haneen Sameer Magadlah Baqa Algrbiah, Tammy Rubel-Lifschitz and Yosepha Tabib-Calif, Hebrew University of Jerusalem, Israel

This timely book comprises detailed personal narratives of entrepreneurs who have worked towards peace in the Israeli–Palestinian conflict. It begins by offering an innovative framework of analysis based on scientific knowledge about social entrepreneurs, defining 'peace entrepreneurship' and mapping its unique characteristics. It also explains the narrative methodology used, and provides a short history of the conflict in the region.

Sept 2021 c 272 pp Hardback 978 1 78990 628 8 c £100.00 / c \$140.00



TEXTBOOK Big Data in Small Business

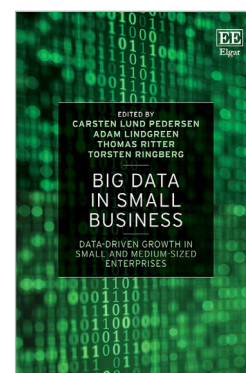
Data-Driven Growth in Small and Medium-Sized Enterprises

Edited by Carsten Lund Pedersen, Copenhagen Business School, Adam Lindgreen, Copenhagen Business School, Denmark and University of Pretoria, South Africa, Thomas Ritter and Torsten Ringberg, Copenhagen Business School, Denmark

'I have often seen how data is given too little attention when companies undertake digitalization efforts. That is a shame, since access to high quality data is like having a superpower, and this superpower is accessible to any business that is willing to do the work. Good to see a book that focuses on the opportunities for small and medium sized businesses!'

– Pernille Erenbjerg, Board Member at Genmab, Nordea, Nordic Entertainment Group and Millicom, Denmark

Sept 2021 c 288 pp Hardback 978 1 83910 015 4 c £100.00 / c \$145.00



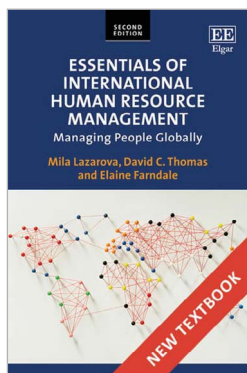
TEXTBOOK

Essentials of International Human Resource Management

Managing People Globally

Mila Lazarova, Simon Fraser University, David C. Thomas, University of Victoria and Simon Fraser University, Canada and Elaine Farndale, The Pennsylvania State University, US

This fully revised and updated textbook illustrates the multi-layered knowledge accumulated in the field of international human resource management, developing understanding of the strategic management of people in organizations in a global context. It integrates comparative approaches to human resource management, extending beyond traditional coverage of the field to provide a broader overview of contemporary cultural, institutional and organizational challenges.



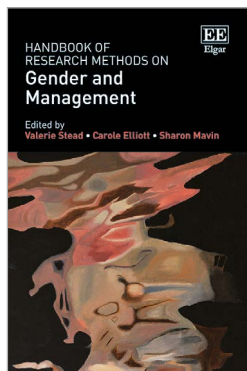
Sept 2021 c 360 pp Hardback 978 1 78897 677 0 c £145.00 / c \$230.00
 Sept 2021 Paperback 978 1 78897 679 4 c £42.99 / c \$65.00

Handbook of Research Methods on Gender and Management

Edited by Valerie Stead, Lancaster University, Carole Elliott, The University of Sheffield and Sharon Mavin, Newcastle University, UK

'This Handbook fills a much needed gap in methods and methodologies for those engaged in gender and intersectionality research in management studies. The contents cover traditional and novel approaches for those interested in giving voice to equity deserving groups who are overlooked, invisible and marginalized in management studies. It is a must have resource for all gender scholars.'

– Gina Grandy, University of Regina, Canada



Sept 2021 c 352 pp Hardback 978 1 78897 792 0 c £165.00 / c \$240.00

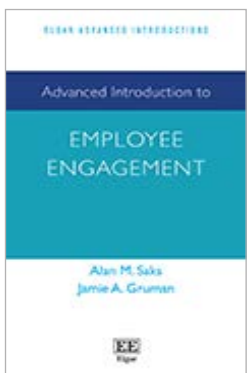
TEXTBOOK

Advanced Introduction to Employee Engagement

Alan M. Saks, University of Toronto and Jamie A. Gruman, University of Guelph, Canada

'This well-argued book will help researchers and practitioners navigate the complicated landscape of employee engagement. The authors offer a deceptively simple model that synthesizes antecedents, processes and consequences. They integrate key levels of analysis to create a compelling bridge between theory and practice. The field has come a long way, and the authors map what it is – and what it can yet become – with insight and passion.'

– William Kahn, Boston University, US



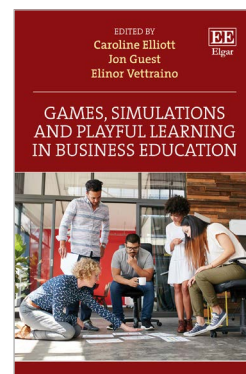
Aug 2021 224 pp Hardback 978 1 80037 224 5 £85.00 / \$120.00
 Aug 2021 Paperback 978 1 80037 226 9 £15.95 / \$24.95
 Elgar Advanced Introductions series

Games, Simulations and Playful Learning in Business Education

Edited by Caroline Elliott, University of Warwick and Aston Business School, Aston University, Jon Guest and Elinor Vettrano, Aston Business School, Aston University, UK

'Playful learning is becoming one of the most interesting areas of practice in adult education, and this highly useful book shows that it can be applied to any subject area. Covering difficult topics like ethics and law, discipline practitioners share and critique a range of approaches – from digital simulations to physical treasure hunts. Highly recommended for the teacher who doesn't think play would work for them.'

– Alex Moseley, Anglia Ruskin University, East Anglia, UK



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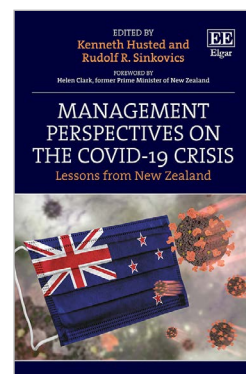
Management Perspectives on the Covid-19 Crisis

Lessons from New Zealand

Edited by Kenneth Husted The University of Auckland Business School and Rudolf R. Sinkovics, The University of Auckland Business School, New Zealand and LUT University, Finland

'Management Perspectives on the Covid-19 Crisis: Lessons from New Zealand by Kenneth Husted and Rudolf R. Sinkovics is a timely and most important addition to the literature. At a time when the world is experiencing the most disastrous disruption in modern history, organizations, governments and communities are all struggling to come to grips with the repercussions of the global health pandemic, and responsible and impactful actions that can be taken. The experience of New Zealand in this context is like no other. Husted and Sinkovics have assembled an amazing inventory of case studies and illustrations all of which should prove productive and informative to all of us.'

– S. Tamer Cavusgil, Georgia State University, US



August 2021 240 Hardback 978 1 80088 208 9 90 130 978 1 80088 209 6

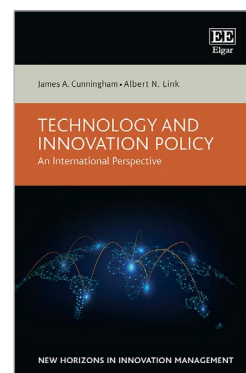
Technology and Innovation Policy

An International Perspective

James A. Cunningham, Northumbria University, UK and Albert N. Link, University of North Carolina at Greensboro, US

'A must-read, this book opens the discussion on the important differences between the purposes of technology policy and innovation policy. It walks the reader from the definitions of innovation and technology, to concrete exploration and reflections on how technology policy influences innovation policy.'

– Sara Amoroso, European Commission, Joint Research Centre, Spain



Aug 2021 176 pp Hardback 978 1 78990 288 4 £75.00 / \$105.00
 New Horizons in Innovation Management series

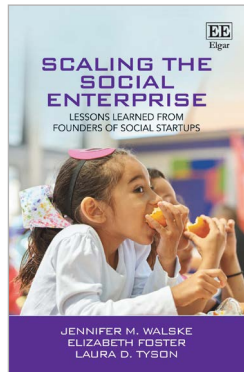
Scaling the Social Enterprise

Lessons Learned from Founders of Social Startups

Jennifer M. Walske, University of California, Berkeley, US, Elizabeth Foster, Autodesk Foundation and Laura D. Tyson, University of California, Berkeley, US

'Scaling the Social Enterprise is an insightful and practical guide to the rapidly growing number of purpose-driven businesses and capital-savvy nonprofits that are developing innovative, cost-effective and scalable solutions to the systemic problems that our world faces.'

– Brian Trelstad, Bridges Fund Management

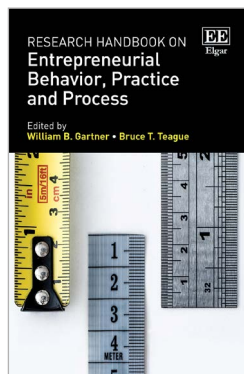


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 July 2021 Paperback 978 178811 373 1 £25.95 / \$39.95
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Research Handbook on Entrepreneurial Behavior, Practice and Process

Edited by William B. Gartner, Babson College, US and Linnaeus University, Sweden and Bruce T. Teague, Eastern Washington University, US

What do entrepreneurs do? In a comprehensive and detailed exploration using three perspectives – behavior, practice and process – this Research Handbook demonstrates specific methods for answering that question and provides insights into the implications of pursuing that question.



2020 384 pp Hardback 978 178811 451 6 £140.00 / \$205.00
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 Research Handbooks in Business and Management series

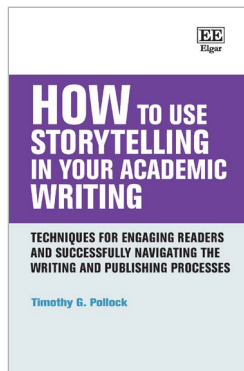
How to Use Storytelling in Your Academic Writing

Techniques for Engaging Readers and Successfully Navigating the Writing and Publishing Processes

Timothy G. Pollock, University of Tennessee Knoxville, US

'For researchers, finding the truth has always been a method taught to everyone, and reporting it has been an art known only by the few. Thanks to this book, research has now become more democratic, because the reader learns how to use storytelling tools methodically for reporting research.'

– Henrich R. Greve, Rudolf and Valeria Maag Chaired Professor of Entrepreneurship, INSEAD and former Editor, *Administrative Science Quarterly*



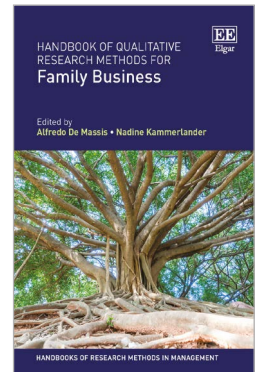
2021 200 pp Hardback 978 183910 281 3 £75.00 / \$110.00
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 How To Guides

Handbook of Qualitative Research Methods for Family Business

Edited by Alfredo De Massis, Free University of Bozen-Bolzano, Italy and Lancaster University Management School, UK and Nadine Kammerlander, WHU – Otto Beisheim School of Management, Germany

One of the reasons for the shortage This indispensable *Handbook* provides a timely and comprehensive guide to the methodological challenges of qualitative research in family business. Written by an international, multidisciplinary team of experts in the field, the *Handbook* takes a hands-on approach, offering valuable insights into a range of methods and related questions.

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 Handbooks of Research Methods in Management series



Modern Day Challenges in Academia

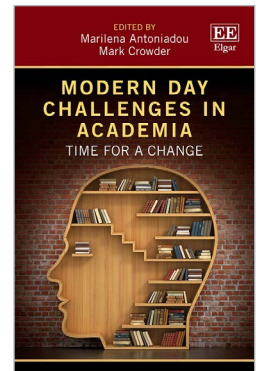
Time for a Change

Edited by Marilena Antoniadou and Mark Crowder, Manchester Metropolitan University, UK

'This book makes for a useful documentation of working practices, particularly those practices that are damaging to colleagues' wellbeing and thus need to be consigned to the pre-Covid19 era if we are to build better forms of academia.'

– Lydia Wysocki, *International Journal of Research & Method in Education*

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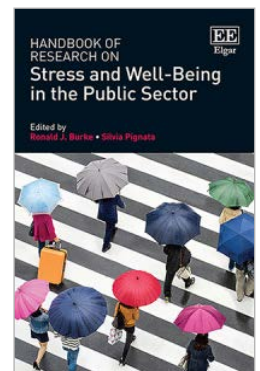
Handbook of Research on Stress and Well-Being in the Public Sector

Edited by the late Ronald J. Burke, formerly York University, Canada and Silvia Pignata, University of South Australia

'This book brings together an international group of top researchers to explore occupational stress in the context of the public sector. It explores what might be unique about a wide range of settings including education, first responders, health care, and social services. This book debunks the view of public employees having an easy time by underscoring how some of the most stressful jobs can be found in the public sector.'

– Paul E. Spector, University of South Florida, US

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 Research Handbooks in Business and Management series

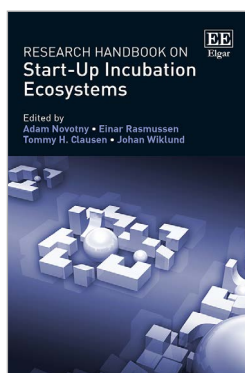


Research Handbook on Start-Up Incubation Ecosystems

Edited by Adam Novotny, Einar Rasmussen, Tommy H. Clausen, Nord University Business School, Norway and Johan Wiklund, Syracuse University, US'

This insightful and comprehensive *Research Handbook* explores the concept of start-up incubation ecosystems and investigates the various factors that interact to provide a nurturing environment suitable for the creation and successful development of start-ups.

2020 464 pp
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Handbook on Diversity and Inclusion Indices

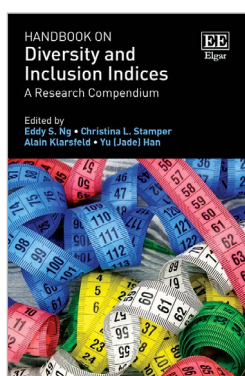
A Research Compendium

Edited by Eddy S. Ng, Queen's University, Canada, Christina L. Stamper, Western Michigan University, US, Alain Klarsfeld, Toulouse Business School, France and Yu (Jade) Han, University of Regina, Canada

'This Handbook is a unique, timely and well-curated collection of 23 diversity and inclusion indices across a range of salient demographic. The information provided on each of the indices is a testament to these international authors' investigative, analytic and synthesising skills. As such, this Handbook is an invaluable source of information for D&I scholars, policy makers and organisations – the kind of book that is positioned for ready access within one's work area.'

– Isabel Metz, Melbourne Business School, Australia

July 2021 352 pp Hardback 978 1 78897 571 1 £165.00 / \$240.00
Research Handbooks in Business and Management series



Teaching Strategic Management

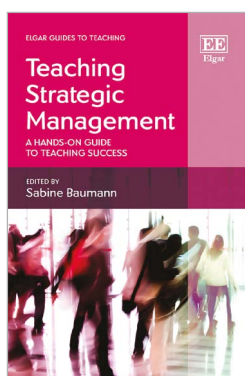
A Hands-on Guide to Teaching Success

Edited by Sabine Baumann, Jade University, Germany

'Teaching Strategic Management is not just another traditional textbook on strategic management, but a comprehensive guide on how to successfully teach a fascinating and complex subject. Sabine Baumann has succeeded in inspiring many excellent and, above all, experienced strategic management educators to contribute. From the first to the last page, the reader benefits from the fact that the different perspectives of strategic management are highlighted in an extremely competent way and with a concrete reference to the teaching situation. Absolutely worth reading – not only for teachers.'

– Michael Nippa, Free University of Bozen – Bolzano, Italy

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Women's Entrepreneurship and Culture

Socio-cultural Context, Traditional Family Roles and Self-determination

Edited by Ulrike Guelich, Bangkok University School of Entrepreneurship and Management, Thailand, Amanda Bullough, Associate Professor of Management, University of Delaware, Tatiana S. Manolova, Bentley University and Leon Schjoedt, Babson College, US

'For the first time, the idea of dynamic interaction between women's entrepreneurship and socio-cultural context is considered from the perspectives of family roles and self-determination across a variety of countries. Not only does this volume highlight how culture affects women's entrepreneurship, but also it explores how women's entrepreneurship influences cultural context. A well edited and interesting collection of chapters!'

– Candida G. Brush, Babson College, US

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In Association with the Diana International Project

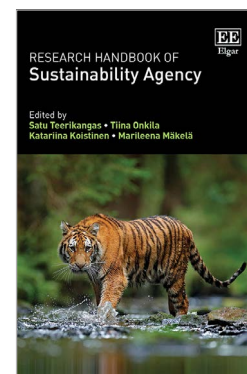


Research Handbook of Sustainability Agency

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.

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



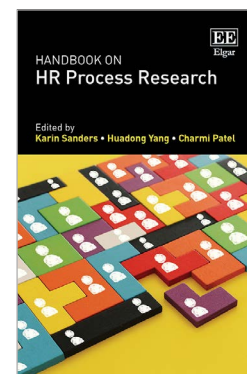
Handbook on HR Process Research

Edited by Karin Sanders, UNSW Business School, Australia, Huadong Yang, University of Liverpool Management School and Charmi Patel, Henley Business School, UK

'Practitioners and scholars alike have long sought to understand how human resource management affects employee and organizational outcomes. HRM process theories help to address this enigmatic question. This edited volume is dedicated to unpacking relevant attribution and HRM system strength theories, with commentary from world-leading scholars. Through insightful theorizing and promising empirical evidence, conceptual and methodological questions pertinent to employees, line managers, organization leaders, and HR professionals are raised and addressed, setting the stage for exciting future research and practice.'

– Elaine Farndale, The Pennsylvania State University, US

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Research Handbooks in Business and Management series



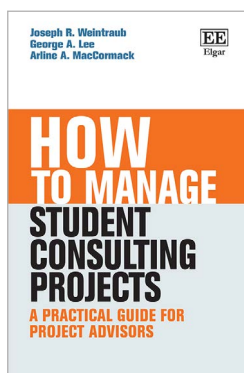
How to Manage Student Consulting Projects

A Practical Guide for Project Advisors

Joseph R. Weintraub, George A. Lee and Arline A. MacCormack, Babson College, US

'I've seen firsthand how effectively managing student consulting projects can provide a valuable experience for students and a high impact service for clients. As a former dean and provost at Babson, I witnessed the authors of this book take the student consulting program to new heights and transform it into one of the most meaningful experiential learning opportunities you will find anywhere. You will want to learn from them and adopt their principles in your own program.'

– Dennis Hanno, President, Wheaton College, US



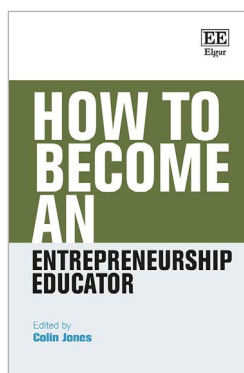
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How to Become an Entrepreneurship Educator

Edited by Colin Jones, University of Southern Queensland, Australia

'I remember my first lectures in entrepreneurship, the questions I had and the theoretical/pedagogical issues I needed to deal with. At that time there were only a few textbooks in the field, so I would have appreciated reading How to Become an Entrepreneurship Educator. As the author states in the preface, an important aim of this edited book is to "help other educators understand the journeys other colleagues have undertaken to become entrepreneurship educators". Reading 20 journeys of entrepreneurship educators from different countries and educational contexts is a great learning journey for the reader. This kind of reading gives inspiration, interesting ideas and raises self-efficacy, optimism, hope and resilience – four key components of our educational psychological capital.'

– Alain Fayolle, EMLYON Business School, France



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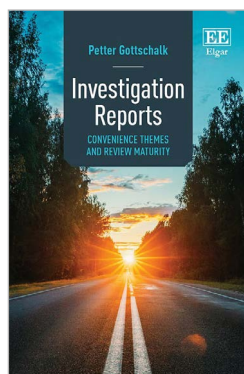
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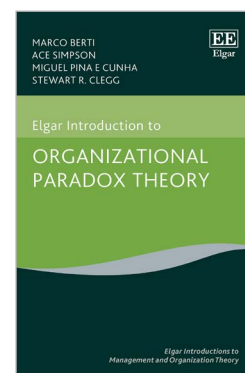
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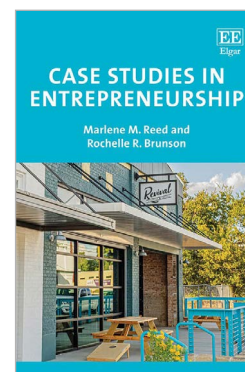
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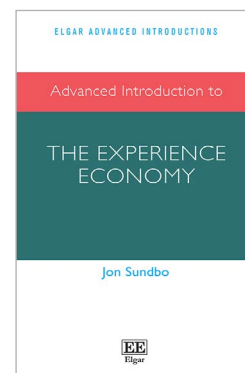
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