

# Managerial Strategies and Solutions for Business Success in Asia

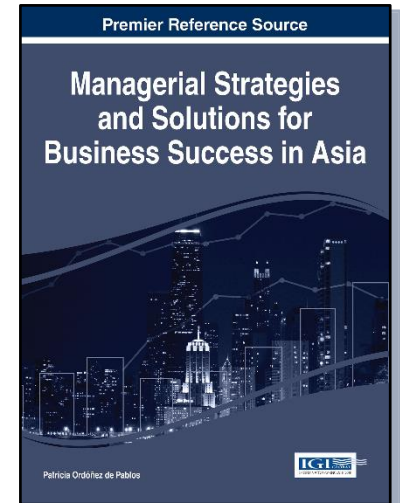
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Patricia Ordóñez de Pablos (University of Oviedo, Spain)

## Description:

Globalization, sustainable development, and technological applications all affect the current state of the business sector in Asia. This complex industry plays a vital part in the overall economic, social, and political aspects of this region, as well as on a larger international scale.

**Managerial Strategies and Solutions for Business Success in Asia** is an authoritative reference source for the latest collection of research perspectives on the development and optimization of various business sectors across the Asian region and examines their role in the globalized economy. Highlights pertinent topics across an interdisciplinary scale, such as e-commerce, small and medium enterprises, and tourism management.



## Readers:

This book is ideally designed for academics, professionals, graduate students, policy makers, and practitioners interested in emerging business and management practices in Asia.

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## Topics Covered:

- E-Commerce
- Green Banking
- Human Resources Management
- Location-Based Services
- Outsourcing
- Service Quality
- Small and Medium Enterprises
- Tourism Management

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**Patricia Ordóñez de Pablos** is a professor in the Department of Business Administration in the Faculty of Business and Economics at The University of Oviedo (Spain). She completed her education in The London School of Economics (UK). Her teaching and research interests focus on the areas of strategic management, knowledge management, organizational learning, human resource management, intellectual capital, information technologies, with special interest in Asia (Bhutan, China, Laos, Myanmar). She is Editor-in-Chief of the International Journal of Learning and Intellectual Capital (IJLIC) and International Journal of Asian Business and Information Management (IJABIM), respectively. She has edited books for IGI-Global, Routledge and Springer.

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