

Global Perspectives on the Strategic Role of Marketing Information Systems

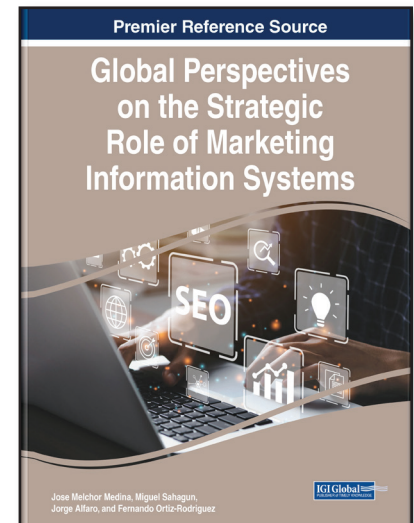
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Equity is the tool to achieve diversity and inclusion that will help eliminate injustice and fairly distribute the benefits of an equitable environment to everyone. Corporate culture around the world has already stated efforts for sustainable development through corporate social responsibility (CSR) initiatives in rural areas. This infrastructure must be strengthened so that the rural community can become an active part of changing the world of work.

Global Perspectives on the Strategic Role of Marketing Information Systems evaluates growth trajectories and educational opportunities in rural areas. It further explores the inclusion efforts of marginalized groups in rural society. Covering topics such as the construction industry, rural populations, and workplace inclusivity, this premier reference source is a valuable resource for policymakers, investors, professionals, business leaders and managers, economists, sociologists, students and educators of higher education, librarians, researchers, and academicians.



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Topics Covered:

Business Development

Climate Change

Construction Industry

Diversity, Equity, and Inclusion (DEI)

Rural Livelihoods

Rural Populations

Rural Tourism

Rural Workers

Workplace Inclusivity

Workplace Issues

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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