

Optimal Management Strategies in Small and Medium Enterprises

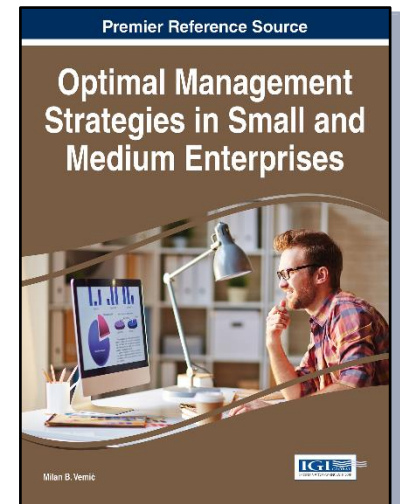
Part of the Advances in Logistics, Operations, and Management Science Book Series

Milan B. Vemić (Higher School of Academic Studies "DOSITEJ", Serbia)

Description:

Business sustainability is becoming increasingly difficult amongst the demands of today's markets. By implementing new and dynamic practices, organizations can optimize their day-to-day operations and improve competitive advantage.

Optimal Management Strategies in Small and Medium Enterprises is a key source on the latest innovations in enhancing all main management functions, such as working capital and marketing, and examines how to implement sustainable business management practices. Features extensive coverage across a range of relevant perspectives and topics, such as human resources development, market orientation, and knowledge management.



Readers:

This book is ideally designed for business managers, professionals, graduate students, and researchers working in the field of smaller-scale business development initiatives.

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Topics Covered:

- Entrepreneurship
- Green Business Practices
- Human Resources Development
- Knowledge Management
- Market Orientation
- Open Innovation
- Portfolio Management
- Risk Management
- Working Capital

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Milan Vemic, Ph.D., is an enterprise development consultant and chairman of council at Higher Education Institution "DOSITEJ", Serbia. As associate professor of economics and finance he teaches graduate and postgraduate courses in Serbia, Kazakhstan and other countries. Milan has published five books: *Fundamental Principles of Financial Management*, *The Science of Economic System and Economic Policy in Transition*, *The Science of Financial Management*, *Internal audit and Practicum in Finance*. His recent publications are: (1) Strategic data based optimization of working capital management in medium-sized firms, IGI Global Publishing, 2015; (2) Development of some specific methodology elements for supporting innovative business development in West Balkans and Black Sea Region, 2015. He is a partner in Matapan Consulting, a firm dedicated to enterprise development, and worked as an expert on several USAID and EU development projects. His research focuses on business economics, finance and management, financial and non-financial performance of SMEs. An active keynote speaker at industry forums and conferences Milan is a member of Central Eurasian Studies Society and of Cluster House Serbia.

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