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.


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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