

Handbook of Research on Value Creation for Small and Micro Social Enterprises

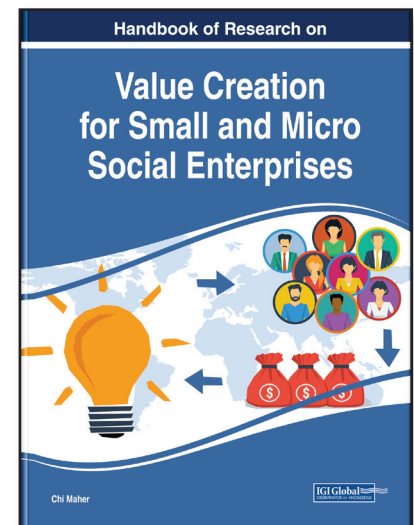
Part of the Advances in Logistics, Operations, and Management Science Book Series

Chi Maher (St. Mary's University Twickenham, UK)

Description:

In the corporate world, businesses are focused on increasing their revenues but ignore the cries of social and environmental concerns from nearby communities. At the other end of the spectrum, nonprofits seek to help their local communities but are constantly required to create fundraisers without having adequate time to put those collected donations to use. The world needs an industry to combine civic engagement and public service with wealth and value creation to provide self-sustaining opportunities for public services that are sometimes overlooked or ignored.

The **Handbook of Research on Value Creation for Small and Micro Social Enterprises** defines the concept of social enterprise and provides vital insight into the importance of rebalancing, creating, and promoting economic activities that achieve social fairness, cultural fulfillment, and the protection of the environment. While highlighting topics such as marketing strategies, cross-cultural frameworks, and public policy, this publication focuses on empowering rather than controlling sustainable solutions for various communities and consumers. This book is ideally designed for researchers, policymakers, academicians who teach and/or research small and micro social enterprises, and advanced-level students furthering their research exposure to pertinent topics in this field.



ISBN: 9781522562986

Release Date: December, 2018

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Pages: 580

Topics Covered:

- Cross-Cultural Framework
- Crowdfunding and Financing
- Ethical Practices
- Impact of Globalization
- Marketing Strategies
- Partnerships
- Public Policy
- Regional and National Development
- Social Responsibility
- Start-Up Capital

Hardcover: \$295.00.00

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