

CALL FOR CHAPTERS

“New perspectives on the challenges and future developments of global enterprise management”

<http://www.palgrave.com/products/SearchResults.aspx?su=BusMan&fid=46>

LINK TO CALL FOR CHAPTERS OUTLINE:

<http://woodbury.libguides.com/content.php?pid=549658&sid=4606119>

Please note: for your convenience important dates in the call for chapters have been updated,
Please read the instructions on page 5.

Published by Palgrave MacMillan

175 Fifth Avenue, Suite 200, New York, NY 10010, www.palgrave-usa.com

Edited by Angelo A. Camillo, PhD,

Associate Professor of Strategic Management, School of Business -Woodbury University

<http://woodbury.edu/school-of-business/faculty/>

angelo.camillo@woodbury.edu

Introduction

Foreign competition compels both international and domestic companies to engage in the global market place. This trend has forced companies to develop global competencies to gain and sustain global competitive advantage. To achieve this objective global corporations need managers with highly specialized knowledge and competencies to lead global ventures effectively in order to produce above average returns. Such knowledge must include global economics, monetary and fiscal policies, international accounting and taxation, cross-cultural management, international managerial negotiations, and business management practices in the emerging global markets. Therefore, global managers must understand the environment of other countries to successfully establish operations therein, and to effectively perform managerial functions to achieve the goals of their organizations. Although the process of management is regarded as universal, understanding the environment in which a foreign expatriate operates is a prerequisite for its successful implementation. The forthcoming publication will be an edited research compilation about global enterprise management that spans across multiple industries. Contributions should derive from mostly or fully completed research in the area of global management.

Objective

The purpose of this book is to fill a void and to contribute to the body of knowledge of “global enterprise management”. It shall meet the demand for contemporary and futuristic Global Management learning tool that encompasses knowledge of theory and practice for all stakeholders involved in the global market place. Specifically, the book aims at expanding the concept of “international management” by focusing on what is required to manage modern and ever-challenging enterprises’ venture and operations across the globe. As the title suggests the book offers new perspectives based on scientific research within the framework of the challenges and future developments of global enterprise management and a wide range of in-depth and up-to-date insights and findings. The book is based on rigorous theoretical and practical development through the integration of Global Transdisciplinarity, Design Thinking, Entrepreneurship, and Civic Engagement; it is an ideal tool for modern global management development and practice.

Target Audience

- **Global corporations**, specifically their top level managers and also their human resources department and others such as marketing, finance, accounting, legal, and asset management where this book provides useful insights and tools to help in the expansion or creation of global enterprise.
- **Higher education institutions across the world**, where this book provides crucial material for graduate level courses in leadership, strategic management, organizational behavior, human resource, accounting and taxation, marketing, finance, entrepreneurship, and supply chain management. It is an ideal tool for Masters/Ph.D. students at Business Colleges who have obtained the prerequisites to deal with the complex tasks under the umbrella of "Global Enterprise Management". Example pre-requisites are: specific branches of accounting such as managerial, financial, and auditing, advanced statistics, corporate finance, marketing, strategic management, and human resources management.
- **Academic libraries**, to support students and cross-disciplinary researchers in the field of leadership, strategic management, organizational behavior, human resource, accounting and taxation, marketing, finance, entrepreneurship, and supply chain management in need of solid reference material for their academic work.
- **Executive search firms**, that provide services to global corporations from recruiting, to training and coaching executives and expatriates moving and operating across the globe.
- **Global Consulting Companies** engaged in providing service to global corporation across industries
- **International contractors** working for foreign governments or non-governmental organizations either directly or indirectly as third party providers.

Recommended Topics

1. **The Characteristics of “Global Enterprise Management”** to include:
 - Basics of global enterprise management
 - Challenges and opportunities
 - Host countries’ intercultural and governmental issues
 - Governance problems related to globalization
 - Pedagogical integration of Transdisciplinarity, Design Thinking, Entrepreneurship, and Civic Engagement in the global enterprise management context
2. **The global business landscape, to include:**
 - Geopolitical landscape of global business
 - Environmental scan of selected countries; PESTLE analysis, etc...
 - Host country’s political forces, role of government, and political and economic risk
 - Economic status-quo of the host country
 - Fiscal policies
 - Labor related issues
3. **Cultural dimensions of global business management**
 - The global multicultural environment: religions, languages, lifestyle, rituals, traditions, races, groups, associations, conflicts, partnerships, cooperation, etc.
 - Host countries profile
 - Global managerial communication and cross-cultural negotiations

4. International Human Resources Management

- Recruiting and retention
- The global manager (home country, third country national)
- Careers in international business
- Immigration law
- International labor law/organized labor
- Health law

5. The Characteristics of the Global Corporation

- Forms of global business corporations
- The creation of a modern global enterprise
- Organizational behavior, design, change, and the learning organization
- Corporate structure
- Management structure
- IT structure
- Competencies

6. Ethics and Corporate Global Citizenship

- Global sustainability
- Contribution to the green planet
- The country and the local environmental landscape
- The people, government, and society
- Other critical issues in corporate global citizenship

7. Global Enterprise Strategic Management Process with Design Thinking Integration

- The integration of strategic design thinking process in global business strategy
- Intent
- Environmental scan
- Formulation
- Implementation
- Control

8. Global Business Ventures, FDI, Expansion, and Growth strategies

- Establishing a global enterprise in a foreign country: process, political and economic risks, government relations, and social-business relations
- Global entry strategy, global alliances, joint ventures and merger and acquisitions
- Contingency planning
- Critical issues in global business venturing

9. International Accounting Standard and financial management

- Establishing a global company's financial and accounting system
- Global banking, investing, transactions, hedging/factoring
- Financial responsibility
- Taxation systems, profit repatriation, double taxation treaty, transfer pricing
- Critical Issues in global – fiscal responsibilities

10. Global Marketing

- The global marketing environment
- Sourcing and production strategy
- Global marketing formulation
- The global marketing mix
- Integrated marketing
- The role of social media

11. Global Supply Chain and Operation Management

- Role of global supply chain and operation's management
- Global supply chain strategies
- Understand international logistics infrastructure
- Development of global sourcing perspectives
- Understanding global transportation, shipping arrangements

12. Role of technology in global management

- Global infrastructure
- Global communication network
- Business solutions and productivity
- Innovation
- The virtual enterprise and ICT (Information and Communication Technology)
- Cyber security

13. The global CEO

- Becoming an expatriate; CEO
- Skills and competency
- The role of the family in global assignment
- Compensation for global operation management
- Leadership across cultures
- Practical skills building and experiential learning
- Repatriation strategies
- Critical issues in global management and leadership

14. Short case studies with teaching notes in global enterprise management

Submission and approval time line for prospective authors

- 1. Proposals Submission Deadline: February 28, 2014**
- 2. Proposals Acceptance Decision: April 1st, 2014 or earlier**
- 3. Full Chapters Due: May 15, 2014**
- 4. Full Chapters decision: June 15, 2014**
- 5. Revisions due: July 15, 2014**
- 6. Projected publication date: March 1st, 2015**

Submission Procedure

Please submit your proposals to: angelo.camillo@woodbury.edu

Chapter proposal must be submitted by **latest February 28, 2014** to be considered. All proposals will go through a double blind review process. Authors will be asked to participate in the review process. Proposals must be original and not been published or under publication considerations by other editors whether of a book or journal. The proposal must be in Microsoft Word format (other formats will be rejected), maximum 1000 words about one of the 14 topics suggested above and a brief biography including institutional/professional affiliation and area of specialization. Proposal to be typed APA style, font size 12 in Times New Roman. The official language is American English. The final chapter, if accepted, should be between 6,000 8,000 words including figures, tables, references, and key words' indexing. Authors of accepted proposals will receive acceptance notification by **April 1st, 2014 or earlier** together with the author's guidelines. Full chapters are due **May 15, 2014**. Notification about full chapter decision either accepted as submitted, conditionally accepted with revision due date, or rejected, will be sent out **June 15, 2014**. Revisions are due **July 15, 2014**. The projected publication date is **March 1st, 2015**.

Suggested Editing Service:

Your final work must be submitted camera ready. If you require professional editing by an expert in APA style, I recommend Dr. Svetlana Holt; she can be contacted directly at: svetlana.holt@woodbury.edu or +1818-3943359 or visit her website regarding services and pricing: <http://www.perfectwording.net/home.html>

Thank you in advance for you interest and contribution to my book.
Sincerely,

Angelo A. Camillo, Ph.D.

Associate Professor of Management
School of Business - Woodbury University
7500 Glenoaks Boulevard, Burbank, CA 91510-7846 - USA

 +1 - 818.394.3314 ||  +1 - 818.394.3311

Website: www.woodbury.edu

My page: <http://woodbury.libguides.com/aacamillo>