



BUSINESS & MANAGEMENT 2022

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Highlights

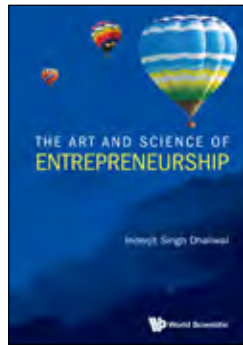
Business and Management Catalogue 2022

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by **Eric Sim** (*Institute of Life, Singapore*) & **Simon Mortlock**

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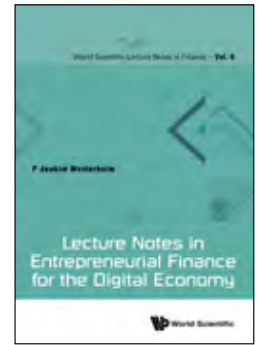
by **Inderjit Singh Dhaliwal** (*Solstar International & Nanyang Technological University, Singapore*)

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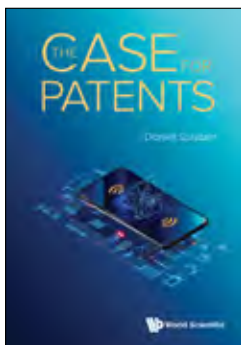
Editor-in-chief: **Gideon Markman** (*Colorado State University, USA & Gent University, Belgium & Audencia Business School, France*)

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by **P Joakim Westerholm** (*The University of Sydney Business School, Australia*)

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by **Daniel Spulber** (*Northwestern University, USA*)

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edited by **Patrick Cohendet** (*HEC Montréal, Canada*), **Madanmohan Rao** (*YourStory Media, India*), **Émilie Ruiz** (*Strasbourg University, France & Lorraine University, France*), **Benoit Sarazin** (*Innovation Consultant, France*) & **Laurent Simon** (*HEC Montréal, Canada*)

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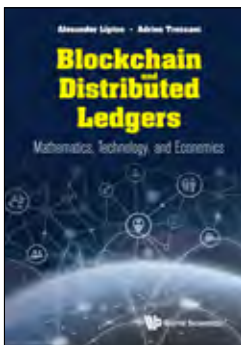
edited by **Joe Tidd** (*University of Sussex, UK*)

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edited by **Anne-Laure Mention** (*RMIT, Australia*) & **Tor Helge Aas** (*University of Agder, Norway*)

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by **Alexander Lipton** (*Sila Money, USA & Hebrew University of Jerusalem, Israel*) & **Adrien Treccani** (*Metaco, Switzerland*)

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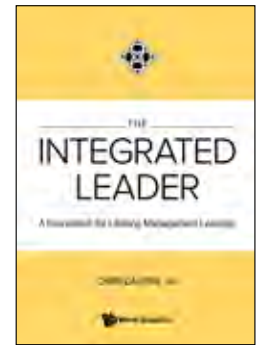
by **Lawrence J Lau** (*Chinese University of Hong Kong*) & **Yanyan Xiong** (*Zhejiang University, China*)

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by **Hwy-Chang Moon** (*Beijing Normal University, China & Seoul National University & Institute for Policy and Strategy on National Competitiveness, South Korea*)

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by **Chris Dalton** (*Henley Business School, UK*)

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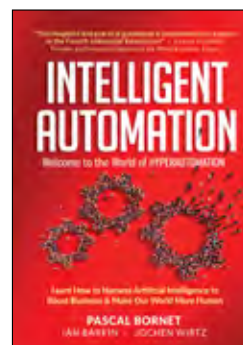
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by **Pascal Bornet**, **Ian Barkin** (*SYKES, USA*) & **Jochen Wirtz** (*National University of Singapore*)

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edited by **Steven Carnovale** (*Rochester Institute of Technology, USA*) & **Sengun Yenyurt** (*Rutgers University, USA*)

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We have produced these catalogues of related interest for the year 2022. Please email us at mkt@wspc.com to request for any of them.

- Asian Studies
- Economics and Finance
- Popular Science and General Interest

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Big Data, Blockchain and Relevance
edited by **Kashi R Balachandran** (*New York University Leonard N Stern School of Business, USA*)

Driving Cost-Effective Innovation with Concurrent Systems (PAGE 15)

Strategy, Process, Organization & Tools/Technologies
by **Frank M Hull** (*University of Mississippi, USA*)

Design Thinking (PAGE 23)

The Handbook
by **Falk Uebernickel** (*University of St. Gallen, Switzerland*),
Li Jiang (*Stanford University, USA*), et al.

Handbook of Financial Econometrics, Mathematics, Statistics, and Machine Learning (In 4 Volumes) (PAGE 23)

edited by **Cheng Few Lee** (*Rutgers University, USA*),
John C Lee (*Center for PBBEF Research, USA*)

Playing by the Rules (PAGE 25)

Understanding German Business Culture
by **Michael Staudacher**

Encyclopedia of International Economics and Global Trade (In 3 Volumes) (PAGE 28)

Editor-in-chief: **Francisco L Rivera-Batiz** (*Columbia University, USA*)

Asian Competitors (PAGE 30)

Marketing for Competitiveness in the Age of Digital Consumers
by **Philip Kotler** (*Northwestern University, USA*),
Hermawan Kartajaya (*MarkPlus, Inc., Indonesia*), et al.

Negotiate, Persuade and Create Great Deals (PAGE 30)

by **Michael Benoliel**, **Geetanjali Mukherjee**, **Jose Yong**

Lean Six Sigma for Higher Education (PAGE 34)

Research and Practice
edited by **Jiju Antony** (*Heriot-Watt University, UK*), et al.

Supply Chain Financing (PAGE 34)

Funding the Supply Chain and the Organization
by **Dale S Rogers** (*Arizona State University, USA*), et al.

Accounting

INFORMATION FOR EFFICIENT DECISION MAKING

Big Data, Blockchain and Relevance
edited by **Kashi R Balachandran** (New York Univ. Leonard N Stern School of Business, USA)

Can there be reliable information that is also relevant to decision making? *Information for Efficient Decision Making: Big Data, Blockchain and Relevance* focuses on the consolidation of information to facilitate making decisions in firms, in order to make their operations efficient to reduce their costs and consequently, increase their profitability. The advent of blockchain has generated great interest as an alternative to centralized organizations, where the data is gathered through a centralized ledger keeping of activities of the firm.

Readership: Accounting and economics students, professors and researchers.

716pp Dec 2020
978-981-122-046-3 US\$178 £155



Japanese Management and International Studies - Vol 18

MANAGEMENT ACCOUNTING FOR HEALTHCARE

edited by **Takami Matsuo** (Kobe University, Japan) & **Yoshinobu Shima** (Kindai University, Japan)

Japan has achieved the world's highest life-expectancy under a universal health coverage system. The purpose of this book is to discuss effective management accounting methods for solving various issues now faced by the healthcare system in Japan (low birth-rate and aging society, issues in medical public finance, issues attendant to advancements of healthcare services, etc.). This book is written by Japanese researchers who are active at the forefront of management accounting research for healthcare, such as Takami Matsuo, Kazunori Ito, Yutaka Kato, and so on.

Readership: For advanced undergraduate and graduate students, researchers and practitioners in the fields of management accounting and hospital management.

338pp Feb 2022
978-981-123-430-9 US\$98 £80



Business Ethics

Bestselling Textbook

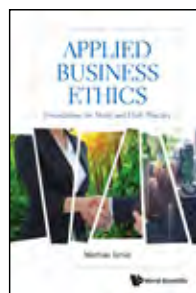
APPLIED BUSINESS ETHICS

Foundations for Study and Daily Practice
by **Mathias Schüz** (Zurich University of Applied Sciences (ZHAW), Switzerland)

This textbook, *Applied Business Ethics*, is the result of many years of research work and lecturing, and is an attempt to present the most important principles and the latest approaches in business ethics to students, teachers, and business practitioners alike, and help them to make business decisions that everyone concerned will benefit from, rather than just a few fortunate stakeholders.

Readership: Students, academics and practitioners in business ethics.

396pp Aug 2019
978-981-120-129-5 (pbk) US\$48 £40
978-981-3279-14-8 US\$98 £85



Career

SMALL ACTIONS

Leading Your Career to Big Success
by **Eric Sim** (Institute of Life, Singapore) & **Simon Mortlock**

"Small Actions takes you on a journey through Sim's life and career, and translates his stories into actionable tips that quickly pay big dividends for your own career."

Chris Mattia

LinkedIn Learning Instructor, California

Arranged thematically into 66 bite-sized chapters, this book brings together a series of relatable stories and case studies.

Readership: Universities students, young and mid-career professionals looking to advance their career.

280pp Nov 2021
978-981-123-385-2 (pbk) US\$28 £19.99
978-981-123-257-2 US\$58 £50



Corporate Governance

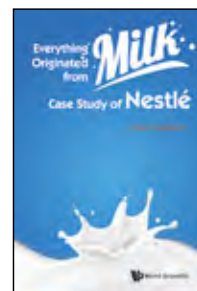
EVERYTHING ORIGINATED FROM MILK

Case Study of Nestlé
by **Hiroo Takahashi** (Hakuoh University, Japan)

This book is essentially a case study of food giant Nestlé, the largest food company in the world which was born in the town of Vevey, Switzerland over hundreds of years ago. In this book, Prof Takahashi expounds what has made Nestlé a world-reigning global corporation despite its small domestic Swiss market through examining its corporate strategy and R&D, and illustrates how Nestlé became the most representative and symbolic company among today's successful Swiss companies.

Readership: For researchers and the general public who are interested to know more about the success behind Nestlé.

168pp Jun 2021
978-981-123-408-8 US\$36 £30



LIVING THE CORPORATE PURPOSE

Insights from Companies in Asia
by **Mark Chong** & **Floicy Joseph** (Singapore Management University, Singapore)

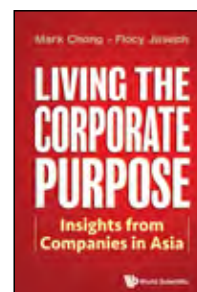
"Anyone working in a business can take something out of the framework, case studies and calls to action contained in this book. Living the Corporate Purpose can inspire and guide your company's purpose-driven journey — wherever you happen to be on it."

Ho Kwon Ping

Chairman, Board of Trustees, Singapore Management University

Readership: C-suite executives, general business audience, post-graduate students doing MBA/Masters in Communication or corporate social responsibility (CSR). Professionals interested in corporate purpose.

192pp Jan 2021
978-981-122-121-7 US\$58 £50



JAPANESE MANAGEMENT

Market Entry, Crisis and Corporate Growth
edited by **Parissa Haghirian** (*Sophia University, Japan*)



This case book on Japanese companies and multinational corporations in Japan presents 12 entirely new cases studies for academics and business professionals alike. The cases in the book deal with market entry, corporate growth and crisis management of Japanese firms or international firms in Japan. It presents new developments, such as technological changes (electronic payment and gaming) in the Japanese business environment and provides an overview on the diversity of business activities in the Japanese economy.

Readership: Students and researchers in the field of business and management, corporate governance and international business in particular; business professionals interested in Japanese Management.

224pp **Apr 2021**
978-981-123-102-5 **US\$88** **£75**

Transformations in Banking, Finance and Regulation - Vol 1

FINANCIAL TRANSFORMATIONS BEYOND THE COVID-19 HEALTH CRISIS

edited by **Sabri Boubaker** (*EM Normandie Business School, France*) & **Duc Khuong Nguyen** (*IPAG Business School, France & AVSE Global, Vietnam*)



This book specifically designed to provide the readers with new results, recent findings and future outlook on the impacts of COVID-19 on financial markets, firm behaviors, and finance and investment strategies. It favors multidimensional perspectives and brings together conceptual, empirical and policy-oriented chapters, using quantitative and qualitative methods alike.

Readership: A valuable resource for students (undergraduate, graduate, and post-graduate) in economics and finance or business studies, and practitioners and policymakers (financial analysts, financial institutions, etc.). A necessary resource for all academic libraries.

820pp **Apr 2022**
978-1-80061-077-4 **US\$198** **£175**

NOTABLE BACKLIST

Corporate Governance System of Japanese Multinational Companies
Dipak Basu (*Nagasaki University, Japan*), et al.

Corporate Social Responsibility, Ethics and Sustainable Prosperity
Sabri Boubaker (*South Champagne Business School, France*), et al.

Entrusted: Stewardship for Responsible Wealth Creation
Boon Hwee Ong (*Stewardship Asia Centre, Singapore*), et al.

Winning with Honour
Siong Guan Lim (*Lee Kuan Yew School of Public Policy, NUS, Singapore*), et al.

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TRANSFORMATION FROM COLONIAL CHEMIST TO GLOBAL HEALTH AND BEAUTY RETAILER

A S Watson
by **Patrick Chiu**

"Based on his in-depth knowledge of Asia and the retail industry, first-hand experience in the NGO sector, and his research on China's treaty ports, Patrick articulates ASW's business history, corporate management practice, and Chinese business philosophy in a balanced manner. It is indeed a book recommended for students and graduates pursuing their careers in the business world, and for the general public interested in the modern history of Hong Kong and China."

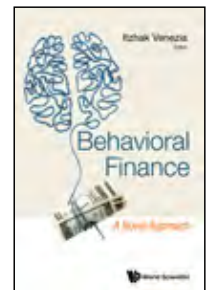
Andrew Chi Fai Chan, PhD, SBS, JP
The Chinese University of Hong Kong

Readership: Academics, undergraduate and graduate students, professionals, and policymakers interested in the history of Watson and business management of Watson.

200pp **Jun 2022**
978-981-125-152-8 **US\$48** **£40**

BEHAVIORAL FINANCE

A Novel Approach
edited by **Itzhak Venezia** (*Tel Aviv-Yaffo Academic College, Israel & The Hebrew University of Jerusalem, Israel*)



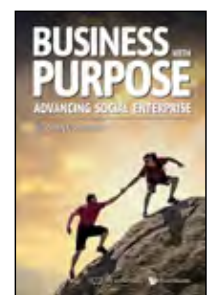
Behavioral Finance: A Novel Approach presents original papers exploring fresh ideas in behavioral finance. Its chapters span a wide range of topics in a distinct mix of traditional issues along with less conventional matters. This blend creates an optimal balance between chapters aiming at widening the scope of research in behavioral finance and those striving to refine the extant knowledge.

Readership: Academics and students in Economics and Finance, Professionals (SABE, IAREP and equivalents in other vocations), Financial industry practitioners, Investors, Entrepreneurs.

388pp **Dec 2020**
978-981-122-924-4 **US\$148** **£130**

BUSINESS WITH PURPOSE

Advancing Social Enterprise
by **Melodena Stephens** (*Mohammed Bin Rashid School of Government, UAE*)



"The logic of the social enterprise, its focus on purpose and meaning, is going to become the dominant rationale for organizations and their management. Within these pages, management practitioners and scholars alike will find a plethora of examples and insights how to apply this logic to their own fields of practice as well as research."

Prof. Dr André Reichel
International School of Management, Germany

Readership: Students, researchers and academics in the field of Entrepreneurship and Corporate Social Responsibility (CSR); practitioners in the field of Social Enterprise.

244pp **Mar 2020**
978-981-120-408-1 (pbk) **US\$48** **£40**
978-981-120-517-0 **US\$98** **£85**



HUMAN ENACTMENT OF INTELLIGENT TECHNOLOGIES

Towards Mètis and Mindfulness
by **W David Holford** (University of Quebec at Montreal (UQAM), Canada)

"David Holford situates intelligent technologies with the most relevant philosophers on the subject, while at the same time demonstrating his keen knowledge of AI... I am very happy that such a book could be produced."

Claude Paraponaris
Aix Marseille University

Readership: Graduate, academics, and professionals in the fields of science, technology, and society, human-machine interaction, human-computer interaction, cognitive robotics, and artificial intelligence.

244pp Aug 2021
978-981-123-727-0 US\$98 £85



World Scientific Series on Financial Data Analytics - Vol 1

RISK ANALYTICS

From Concept to Deployment
by **Edward H K Ng** (Singapore Management University, Singapore)

This book is written to empower risk professionals to turn analytics and models into deployable solutions with minimal IT intervention. Corporations, especially financial institutions, must show evidence of having quantified credit, market and operational risks. They have databases but automating the process to translate data into risk parameters remains a desire.

Readership: Risk management professionals, bankers, compliance officers as well as modelers and students who are interested in risk analytics.

244pp Oct 2021
978-981-123-870-3 US\$58 £50



ADVENTURES IN FINANCIAL DATA SCIENCE

The Empirical Properties of Financial and Economic Data (2nd Edition)
by **Graham L Giller** (Giller Investments, USA)

This book provides insights into the true nature of financial and economic data, and is a practical guide on how to analyze a variety of data sources. The focus of the book is on finance and economics, but it also illustrates the use of quantitative analysis and data science in many different areas. Lastly, the book includes practical information on how to store and process data and provides a framework for data driven reasoning about the world.

Readership: For quantitative and data scientists, and academics in finance, as well as people who are interested in entering these professions or just generally interested in these subjects.

450pp May 2022
978-981-125-064-4 US\$128 £100



SPORTS ANALYTICS

by **Leonard C Maclean** (Dalhousie University, Canada) & **William T Ziemba** (University of British Columbia, Canada)

"MacLean and Ziemba bring their insights from financial theory to the analysis of sports betting. Insights from each discipline are useful to those wishing to understand both."

Edward O Thorp
author of *Beat the Dealer* and
A Man For All Markets

Readership: For Sports fans, coaches, players and sports bettors; and students and users of arbitrage and risk arbitrage strategies.

588pp Jan 2022
978-981-124-752-1 (pbk) US\$39.95 £35
978-981-124-751-4 US\$85 £75



ARTIFICIAL INTELLIGENCE IN HIGHWAY LOCATION AND ALIGNMENT OPTIMIZATION

Applications of Genetic Algorithms in Searching, Evaluating, and Optimizing Highway Location and Alignments
by **Min-Wook Kang** (University of South Alabama, USA) & **Paul Schonfeld** (University of Maryland, College Park, USA)

This monograph provides a comprehensive overview of methods for searching, evaluating, and optimizing highway location and alignments using genetic algorithms (GAs), a powerful Artificial Intelligence (AI) technique. It presents a two-level programming structure to deal with the effects of varying highway location on traffic level changes in surrounding road networks within the highway location search and alignment optimization process. In addition, the proposed method evaluates environmental impacts as well as all relevant highway costs associated with its construction, operation, and maintenance.

Readership: The monograph is a valuable reference for graduate and postgraduate researchers who seek to solve transportation system and network optimization problems using Artificial Intelligence techniques.

288pp Sep 2020
978-981-3272-80-4 US\$98 £85



Entrepreneurship

ENTREPRENEURSHIP IN THE GULF COOPERATION COUNCIL REGION

Evolution and Future Perspectives
edited by **Léo-Paul Dana** (Dalhousie University, Canada), **Ramo Palalić** (International University of Sarajevo, Bosnia and Herzegovina) & **Veland Ramadani** (South East European University, North Macedonia)

This book looks at the current state of entrepreneurship development in the Gulf Cooperation Council (GCC) region, consisting of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates. It is a comprehensive state-of-the-art coverage of entrepreneurship and small business management issues, supported with theoretical discussion and empirical evidence. The book covers current processes in each country, paving the ways for potential investors, researchers, academics and professionals to better understand this region.

Readership: Students and researchers who are interested in knowing more about the region, setting up small business and entrepreneurship in the Gulf Cooperation Council.

196pp Feb 2021
978-1-78634-807-4 US\$78 £70



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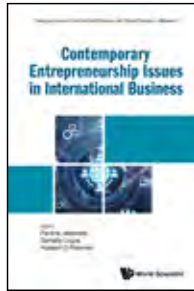


Emerging Issues in International Business and Global Strategy - Vol 1

CONTEMPORARY ENTREPRENEURSHIP ISSUES IN INTERNATIONAL BUSINESS

edited by **Pavlina Jasovska, Danielle Logue & Hussain G Rammal** (University of Technology Sydney, Australia)

"This book is extremely powerful in providing insights on the way entrepreneurship offers tools for understanding how an entrepreneurial firm can succeed in international business. It deals with the essential theoretical concepts and strategic actions, and delves into the social and environmental dimensions with such dedication as no other book in the market does."



Mika Gabriellson
University of Eastern Finland

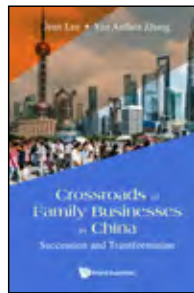
Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of entrepreneurship and international business.

304pp Apr 2021
978-981-122-843-8 US\$108 £95

CROSSROADS OF FAMILY BUSINESSES IN CHINA

Succession and Transformation
by **Jean Lee** (China Europe International Business School, China)
& **Yan Anthea Zhang** (Rice University, USA)
Translated by: **Jun He**

"This book offers a unique perspective and interprets the connection between family inheritance and corporate transformation. It demonstrates elements that lead to the '3Ts' of successful family inheritance, namely Trust, Talent and Technology."



Annie Koh
Singapore Management University

Readership: This book is intended for business practitioners who are interested in understanding Chinese family businesses. It is suitable for both undergraduate and graduate courses on family business.

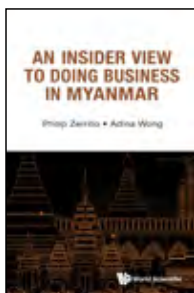
374pp Jun 2021
978-981-122-940-4 US\$98 £85

AN INSIDER VIEW TO DOING BUSINESS IN MYANMAR

by **Philip Zerrillo & Adina Wong**
(Singapore Management University, Singapore)

This book provides numerous examples of companies that have not only overcome various challenges, but also thrived in the rapidly evolving environment that is Myanmar today. It covers the hopes and dreams of Burmese founders, who are leading organisations that are operating there. By telling the stories of their unique perspectives and experiences, we hope to inspire and guide those who follow, helping them envision and trailblaze their own paths forward in the emerging economy.

Readership: Entrepreneurs interested in Myanmar's business environment, graduates and advanced undergraduates interested in business courses.



192pp Oct 2021
978-981-124-002-7 US\$48 £40

New Teaching Resources for Management in a Globalised World - Vol 3

THE ENTREPRENEUR'S FIELD GUIDE

The 3 Day Startup Method
by **Andrew Zimbroff** (University of Nebraska-Lincoln, USA) & **Cam Houser** (University of Texas at Austin, USA)

This book introduces the skills and mindset that are introduced during 3 Day Startup educational programs. It covers a wide range of topics encountered by early-stage entrepreneurs, including customer validation, iterative product development, developing preliminary business frameworks, start-up communications and networking, and balancing starting a business with other commitments. The content is actionable, concise, and easy to understand, focusing on pragmatic, applicable skills over dense academic theory and case studies.



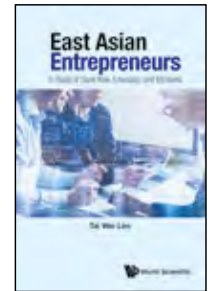
Readership: Young adults interested in exploring entrepreneurial careers, aspiring entrepreneurs, practitioners participating in startup incubators or accelerators.

184pp Oct 2021
978-981-123-669-3 US\$48 £40

EAST ASIAN ENTREPRENEURS

A Study of State Role, Education and Mindsets
by **Tai Wei Lim** (National University of Singapore, Singapore & Soka University, Japan)

Both tangible and intangible barriers to entrepreneurship were discussed in the writing. One of the intangible barriers discussed was the element of mindset. In some of the case studies, it appeared fear of failure was a major mindset barrier to would-be entrepreneurs pursuing their business ideas to actualize them. Measures carried out to remove the stigmatization of failure are discussed in the volume.



Readership: Academics, policymakers, professionals, undergraduate and graduate students interested in the studies of entrepreneurs in East Asia.

200pp Jan 2022
978-981-124-026-3 US\$78 £60

NOTABLE BACKLIST

Brains versus Capital
Günter Faltn (Stiftung Entrepreneurship, Germany)

Camels, Tigers & Unicorns
Uday Phadke (Cartezia, UK), et al.

Entrepreneurship in Western Europe
Léo-Paul Dana (Montpellier Business School, France)

Managing Your Startup's New Product Development Projects
Avraham Shtub (Technion Israel Inst. of Technology, Israel), et al.

The MindChamps Way
How to Turn An Idea Into A Global Movement
Joseph A Michelli

New Frontiers in Entrepreneurial Finance Research
Anita Quas (University of Milan, Italy), et al.

The Scale-up Manual
Uday Phadke & Shailendra Vyakarnam

Student Start-Ups
Mike Wright (Imperial College Business School, UK), et al.

The World Scientific Reference on Entrepreneurship (In 4 Volumes)
Donald Siegel (University at Albany, SUNY, USA)

THE ART AND SCIENCE OF ENTREPRENEURSHIP

by **Inderjit Singh Dhaliwal** (*Solstar International & Nanyang Technological University, Singapore*)

The Art and Science of Entrepreneurship benefits from the author's many years of experience as a serial entrepreneur. By mapping his entrepreneurial journey and relating practice to theory, the author draws useful lessons for aspiring entrepreneurs, especially in making sense of how traits and thinking preferences of entrepreneurs make them successful. Everyone can think like an entrepreneur, no matter what you do in life. The author hopes that his experience will inspire, guide and give confidence to aspiring entrepreneurs who wish to embark on their own entrepreneurship journey to develop a successful start-up.

Readership: Aspiring entrepreneurs, SMEs business owners, and students of entrepreneurship and innovation.

484pp	Feb 2022	
978-981-123-932-8 (pbk)	US\$45	£35
978-981-123-842-0	US\$98	£80



Handbook

WORLD SCIENTIFIC ENCYCLOPEDIA OF BUSINESS SUSTAINABILITY, ETHICS AND ENTREPRENEURSHIP (In 3 Volumes)

Volume 1: Environmental and Social Entrepreneurship

Volume 2: Sustainable Development Goals (SDGs)

Volume 3: Spirituality, Entrepreneurship and Social Change

Editor-in-chief: **Gideon Markman** (*Colorado State University, USA & Gent University, Belgium & Audencia Business School, France*)

Volume 1 seeks to take stock of the literature and report the state of the art in environmental and social entrepreneurship. Volume 2 spotlights cutting-edge research, innovative methodologies, and provocative thinking by organizational scholars and leaders committed to advancing the global sustainability agenda. Volume 3 presents a selection of entrepreneurship perspectives – studies, essays and analyses – that integrate religion and spirituality with social change.



Readership: Researchers and academics in management, strategic management and entrepreneurship disciplines; readers with an interest in religion and entrepreneurship.

1136pp	Feb 2022	
978-981-124-158-1 (Set-Hardcover)	US\$950	£835
Introductory Offer till Dec 31, 2022		
	US\$840	£740

MANAGING HUMAN RESOURCES IN SMES AND START-UPS

International Challenges and Solutions edited by **Léo-Paul Dana** (*Dalhousie University, Canada*), **Naman Sharma** (*Indian Institute of Foreign Trade, Kolkata, India*) & **Vinod Kumar Singh** (*Gurukul Kangri Vishwavidyalaya, India*)



Key Features

- This unique book focuses on the HR challenges facing small businesses and startups and examines in-depth original case studies, quantitative studies and qualitative research from a wide array of sectors (both traditional and future technology-driven).
- The book aims to offer new insights on how small business owners and budding entrepreneurs should pursue a healthy workplace human resource strategy to meet their long term goals.

Readership: Academic researchers across the globe studying Entrepreneurship; can be adopted in postgraduate courses on entrepreneurship.

300pp	Apr 2022	
978-981-123-920-5	US\$98	£85

Textbook

SUSTAINABILITY FOR BEGINNERS

Introduction and Business Prospects

by **Ramadoss Tamil Selvan & Seeram Ramakrishna** (*National University of Singapore*)

This book provides a basic introduction to Sustainability & Sustainable Developments, integrated with current business models and future business prospects. In 10 chapters, the authors cover a wide array of topics comprehensively, in an accessible style of language that will appeal to the uninitiated. Many eye-catching self-illustrated artworks, coupled with in-depth analyses of numerous case studies, allow the reader to grasp the theoretical concepts with ease. Multiple-choice exercises at the end of every chapter (with answers provided) further aid readers in verifying their own understanding.

Readership: The book primarily targets undergraduate and graduate students enrolled in Business schools and related majors such as Economics, Environmental Science, Material Science, and Engineering.

200pp	Oct 2022	
978-981-124-316-5 (pbk)	US\$38	£35
978-981-124-193-2	US\$78	£70



LECTURE NOTES IN ENTREPRENEURIAL FINANCE FOR THE DIGITAL ECONOMY

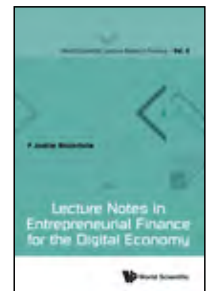
by **P Joakim Westerholm** (*The University of Sydney Business School, Australia*)

Key Features

- Provides methods on how to train students to gain job-ready skills in entrepreneurial finance such as cash budgeting, financial forecasting, and venture valuation method
- Shows how students can learn business model evaluation techniques and how to pitch a business idea to prospective investors

Readership: University educators and professors, venture capital consultants and trainers.

400pp	May 2022	
978-981-124-989-1	US\$138	£120



WOMEN ENTREPRENEURS IN NORTH AFRICA

Historical Frameworks, Ecosystems and New Perspectives for the Region

edited by **Léo-Paul Dana** (*Dalhousie University, Canada*), **Dina Modestus Nziku** (*University of the West of Scotland, UK*), **Ramo Palalić** (*International University of Sarajevo, Bosnia and Herzegovina*) & **Veland Ramadani** (*South-East European University, North Macedonia*)

This book provides scientific evidence, both theoretically and empirically, on the understudied field of women entrepreneurs across North Africa. It provides insights on the domain of women entrepreneurship, undertaking critical assessment of overall historical frameworks, ecosystems and future perspectives of the region.

Readership: Academics, postgraduate and undergraduate students interested in women entrepreneurs and entrepreneurship in the North African region.

250pp	May 2022	
978-981-123-660-0	US\$98	£85



ASIAN FAMILY BUSINESSES

Succession, Governance and Innovation
 edited by **Annie Koh** (*Singapore Management University, Singapore*) & **Jean Lee** (*China Europe International Business School, China*)

This book presents a collection of cases that address three key challenges faced by many of the family enterprises in Asia — Succession, Governance and Innovation. The narration of the cases also offers the reader tips about good practices among the Asian families, such as effective family governance mechanism, development of innovation and entrepreneurial mindsets across generations, and importance of family culture.

Readership: Business families, academics, researchers and practitioners in the fields of family businesses and government agencies.

216pp **Jan 2021**
978-981-122-861-2 **US\$48** **£40**



Textbook

New Teaching Resources for Management in a Globalised World - Vol 2

ENTREPRENEURIAL FINANCE

A Definitive Guide

by **Francesca Tenca, Vincenzo Buttice, Massimo Gaetano Colombo, Annalisa Croce, Massimiliano Guerini & Giancarlo Giudici** (*Politecnico di Milano, Italy*)

This book synthesises current knowledge on entrepreneurial finance. It provides a comprehensive and up-to-date overview of the state-of-the-art in entrepreneurial finance, with a focus on its ecosystem and main players. It analyses different channels of funding for young and growing ventures, highlighting their advantages and disadvantages from an entrepreneur's perspective. It further discusses the characteristics of financial markets in entrepreneurial finance, examining financial gaps and public policies.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of entrepreneurial finance.

164pp **Sep 2020**
978-981-122-197-2 **US\$68** **£60**



Asia-Pacific Business Series - Vol 11

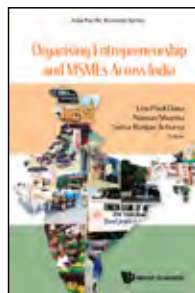
ORGANISING ENTREPRENEURSHIP AND MSMEs ACROSS INDIA

edited by **Léo-Paul Dana** (*Dalhousie University, Canada*), **Naman Sharma** (*Indian Institute of Foreign Trade, Kolkata, India*) & **Satya Ranjan Acharya** (*Entrepreneurship Development Institute of India, India*)

This book examines original case studies, quantitative studies and qualitative research highlighting the organisation of new business, reflecting a wide range of sectors across India. The book offers new insights to budding entrepreneurs to help organise new firms as well as to established firms to infuse entrepreneurial intentions among the workforce.

Readership: Students, academicians, researchers and practitioners in the fields of Entrepreneurship and Micro, Small and Medium Enterprises.

300pp **Jan 2021**
978-981-121-273-4 **US\$108** **£95**



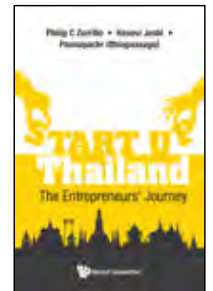
START-UP THAILAND

The Entrepreneurs' Journey
 by **Philip C Zerrillo** (*Singapore Management University, Singapore*), **Havovi Joshi** (*Singapore Management University, Singapore*) & **Pannapachr Itthiopassagul** (*Thammasat University, Thailand*)

This book is intended to showcase some of Thailand's most vibrant start-ups. It contains a series of stories about these first-generation entrepreneurs and their commercial journeys. The book is intended to serve as both an inspiration and a source of insights for would be entrepreneurs and potential Thailand investors.

Readership: Entrepreneurs, students studying Entrepreneurship, business schools, general public interested in knowing about journey of start-up entrepreneurs in Thailand.

184pp **Jul 2020**
978-981-121-618-3 **US\$38** **£35**



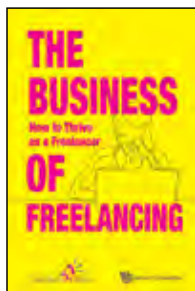
THE BUSINESS OF FREELANCING

How to Thrive as a Freelancer
 by **CreativesAtWork, Singapore**

The COVID-19 era has shown us that the future of work is here. More projects and fewer budgets mean that selecting the right person for the right project is imperative to success. We believe creative freelancers will play a pivotal role in helping large corporations, SMEs, or start-up companies to manage their internal resources and enable the use of exceptional project-based talent that would otherwise not be economically feasible to bring on board. This book aims to bring about more awareness of the lesser known profession called "freelancing" and generate the next wave of "Future Leaders" with entrepreneurial and self-employed mindsets.

Readership: Freelancers and general readers interested in knowing more about freelancing or the gig economy.

128pp **Oct 2020**
978-981-122-420-1 (pbk) **US\$22** **£20**
978-981-122-265-8 **US\$58** **£50**



ACADEMIC ENTREPRENEURSHIP

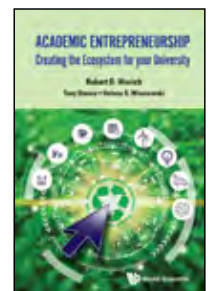
Creating the Ecosystem for Your University
 by **Robert D Hisrich** (*Kent State University, USA*)

With: **Tony Stanco** (*National Council of Entrepreneurial Tech Transfer, USA*) & **Helena S Wisniewski** (*National Academy of Inventors, USA*)

With the increasing interest in entrepreneurship, a wealth of new ideas and technologies, and a need for new sources of revenue, the focus of this book is to provide insights on the process, elements, and activities needed for a university to successfully create new entrepreneurial ventures. The topics covered include: establishing the process itself, patents and copyrights, the role of incubators and accelerators, and funding sources for starting and growing the new ventures. This book provides the basics for a university to fulfill its third mission — to positively impact the well being of the surrounding area and the local, national, and world economies.

Readership: Undergraduate and graduate level students, university faculty, professionals and those interested in academic entrepreneurship.

344pp **Mar 2020**
978-981-121-063-1 **US\$138** **£120**



General Business and Management

GOVERNMENT IN BUSINESS

Leading or Lagging?
by Hwee Hua Lim

"What is unprecedented is that the pandemic has generated a global reaction and the severe crisis stems from the deliberate decisions of governments to paralyze many sectors of the economy, all at the same time. Lim Hwee Hua has extensive experience in business and public policy. The perspectives and the cases in this book will help us to better understand the world we live in."



Pedro Passos Coelho
Former Prime Minister, Portugal

Readership: Singaporeans, politics academics and students, finance academics and students.

352pp	Feb 2021	
978-981-123-247-3 (pbk)	US\$48	£40
978-981-123-236-7	US\$88	£75

Vietnam and the Global Economy - Vol 1

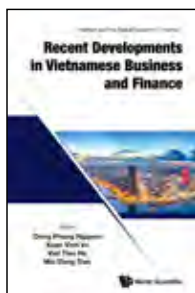
RECENT DEVELOPMENTS IN VIETNAMESE BUSINESS AND FINANCE

edited by **Dong Phong Nguyen, Xuan Vinh Vo, Viet Tien Ho & Mai Dong Tran** (University of Economics Ho Chi Minh City (UEH), Vietnam)

Recent Developments in Vietnamese Business and Finance, is the first volume in the series titled Vietnam and the Global Economy. This volume focuses on recent issues in business and finance with Vietnam as the main focus of study. The book covers various issues from innovation to gender equality and the banking sector, with analyses on the policies and managerial implications.

Readership: Students and practitioners interested in the Vietnam economy, Vietnamese business and Vietnamese finance industries.

808pp	Mar 2021	
978-981-122-714-1	US\$198	£175



Textbook

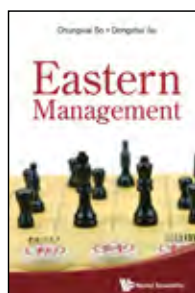
EASTERN MANAGEMENT

by **Chungwai So** (Shanghai International Studies University, China) & **Dongshui Su** (Fudan University, China)

This book views management as a system with multiple micro, meso and macro levels, namely personal management, family governance, business governance and state governance. Through adopting multiple perspectives, multi-level analysis and syncretic theoretical approaches, this book aims to help people gain a deeper understanding of the commitment of Eastern and Chinese management communities to the harmony between humans and nature, individuals and society, and to people in general, as a means to gradually improve the conditions of human existence.

Readership: Researchers, professionals, undergraduate and graduate students interested in eastern management, Chinese management.

608pp	Apr 2021	
978-981-4412-99-5	US\$168	£150



CHINA FOR SMES

Essential Elements of Success
by **Daryl Guppy** (Guppytraders.com)

"Daryl Guppy's book is a rich repository of behavioural observations, nuances and understandings which are fundamental to building the all-important relationships and trust that drive successful engagement with the Chinese. Anyone looking to engage successfully with the Chinese would benefit greatly from exploring the insights which shape the 'deep seated' perceptions of the Chinese people."

Hon. Andrew Robb AO
Former Minister for Trade and Investment and architect of the China Australia Free Trade Agreement

Readership: SME business owners looking to enter the China market; Business professionals, undergraduate and graduate interested in China business studies.

272pp	Apr 2021	
978-981-123-384-5 (pbk)	US\$28	£25
978-981-123-251-0	US\$58	£50



DOING GOOD BUSINESS IN CHINA

Case Studies in International Business Ethics edited by **Stephan Rothlin, Dennis McCann** (Rothlin Ltd, Beijing, China & Rothlin Ltd, Hong Kong) & **Parissa Haghirian** (Sophia University, Japan)

"This innovative and inspiring work book on a wide range of controversial business cases from mainland China makes a strong point for ethics in business. By its persuasive three-step method of Seeing – Judging – Acting, it encourages business students to adopt the moral point of view and to bring the values from their own cultural tradition in perspective with global moral standards. It is highly recommended."

Gerhold K Becker
Founding Director of the Centre for Applied Ethics of Hong Kong Baptist University

Readership: Students, entrepreneurs and business managers who would like to attain an indepth knowledge of working and doing business in China.

456pp	Jun 2021	
978-981-123-169-8	US\$45	£40



GEELY DRIVES OUT

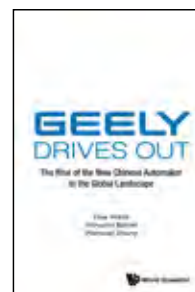
The Rise of the New Chinese Automaker in the Global Landscape by **Hua Wang** (Emlyon Business School, France), **Giovanni Balcet** (University of Turin, Italy) & **Wenxian Zhang** (Rollins College, USA)

"This book on Geely opens a window of inspiration for international corporates to understand the dynamics and ambition of Chinese automobile companies, and for Chinese firms to learn the possible trajectories of globalization. The academic analysis is a plus for business leaders if you wish to empower your intellectual reflection."

Dr Yudong CHEN
President of Bosch China, China

Readership: Academics, business practitioners, graduate and undergraduate students, and professionals interested in China's fast-growing automobile and related industries, and the emerging market economies.

316pp	Jul 2021	
978-981-123-442-2	US\$98	£85



STRATEGIC LEARNING

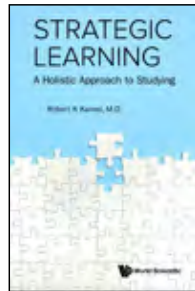
A Holistic Approach to Studying
by **Robert K Kamei** (National University of Singapore, Singapore & Duke University, USA)

"Although the intended audience for the book is predominantly university students and teachers, the book's holistic and strategic approach to learning – and us all being compelled to lifelong learning in a knowledge economy – mean that it is useful for learners of all ages ... I very much enjoyed this insightful and immensely practical book that I highly recommend."

Journal of Applied Learning & Teaching

Readership: Primary market: General Junior College to Higher Education students for self-study/improvement. Secondary market: Parents and teachers who want to learn how to counsel students on how to learn better.

200pp	Aug 2021	
978-981-122-777-6(pbk)	US\$28	£25
978-981-122-663-2	US\$58	£50



XAAS: EVERYTHING-AS-A-SERVICE

The Lean and Agile Approach to Business Growth
by **Shantanu Bhattacharya, Lipika Bhattacharya** (Singapore Management University, Singapore)

This book provides a set of recipes to providers to adopt the XaaS model by changing the provider's mindset: dividing the product/service forces the provider to take a value-driven approach to his product/service, and consequently, eliminate all non-value added activities. The book also covers data acquisition, data analysis and synthesis, and data application needs of the XaaS model, with simple examples and case studies from the business world of firms that achieve these objectives successfully.

Readership: Studies and researchers in the fields of servicization of product and software offerings, and Managing for Services; Executives who are transforming their business from product offerings to service offerings.

436pp	Nov 2021	
978-981-121-991-7	US\$58	£50



YOU KNOW THE GLORY, NOT THE STORY

25 Journeys Towards Ikigai
by **Rahul Singh** (Deutsche Bank, Singapore) & **Naresh Agarwal** (Simmons University, USA)

"In these challenging times, the life stories of individuals who have pursued their passion with deeply-ingrained human values and against all odds provide an excellent source of inspiration and motivation. Congratulations to Rahul Singh and Naresh Agarwal for narrating these stories so beautifully to us."

Prof. Rishiksha T Krishnan
Director, IIM Bangalore

Discover your Ikigai – your reason for being – through these 25 inspirational stories!

Readership: Teenagers and young adults interested in knowing and applying Ikigai in their lives.

428pp	Oct 2021	
978-981-123-043-1	US\$46	£40



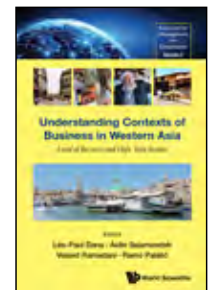
UNDERSTANDING CONTEXTS OF BUSINESS IN WESTERN ASIA

Land of Bazaars and High-Tech Booms
edited by **Léo-Paul Dana** (Dalhousie University, Canada), **Aidin Salamzadeh** (University of Tehran, Iran), **Veland Ramadani** (South East European University, North Macedonia) & **Ramo Palalić** (Sultan Qaboos University, Oman)

While most theories have come from developed countries with bountiful contexts, the diverse contexts of Western Asia are little understood. Religious factors are profoundly dominant in Western Asia, and businesses in this diverse area operate with considerations that are rarely considered in research. This book reveals a variety of schools of thought that have molded several business models and mechanisms, which are, to some extent, different from the context of Western economies.

Readership: Undergraduate and post-graduate students interested in business studies in the Middle East/Western Asia. Researchers who are interested to make comparative studies.

450pp	Feb 2022	
978-981-122-968-8	US\$138	£120



Raffles Family Wealth and Legacy Series - Vol 1

STRATEGY FOR THE WEALTHY FAMILY

Seven Principles to Assure Riches to Riches Across Generations
by **Mark Haynes Daniell**

Strategy for the Wealthy Family provides a clear framework for highly informed strategic management of the family, the family business, the family's financial assets, the family's trust and tax management activities, philanthropic activities, risk factors and the family's surround ecosystem of institutions, advisors, friends and influencers. It also provides an approach to ensure the important individuality of all family members is fully reflected in every aspect of strategy for the greater family.

Readership: General readers, those interested in wealth planning.

512pp	Nov 2021	
978-981-123-850-5(pbk)	US\$38	£30
978-981-123-836-9	US\$78	£60



NOTABLE BACKLIST
The Case for Cases: Teaching with Cases Philip Zerrillo (Singapore Management University)
The Controlling Concept Horváth & Partners Management Consultants
Courage and Conviction Soo Ping Lim (Singapore Management University)
The Emerging Business Models Chong Guan (Singapore University of Social Sciences), et al.
Qualitative Methodologies and Data Collection Methods Edward Groenland (Nyenrode University, The Netherlands), et al.
Strategy for a Networked World Rafael Ramírez (University of Oxford, UK), et al.
Sustainability Management and Business Strategy in Asia Katsuhiko Kokubu (Kobe University, Japan), et al.
Tips and Tools: A Guide to Effective Case Writing Havovi Joshi (Singapore Management University)

TOGETHER WE PROSPER

A Memoir of Daniel Teo

by **Bak Lim Kua** (*Singapore Federation of Chinese Clan Associations, Singapore*) & **How Seng Lim**

"In this Asian century, our continent is bursting with new trends: cultural renaissance, fusion of East and West, architectural preservation, philanthropy. Many of these trends surface in this engaging memoir of Daniel Teo. A fascinating read."

Kishore Mahubani

**Distinguished Fellow at the Asia Research Institute,
National University of Singapore and
author of *Has China Won?***

Readership: Readers interested in biography, Chinese business studies, family businesses, and entrepreneurship.

250pp **Jan 2022**
978-981-121-906-1 **US\$38** **£35**

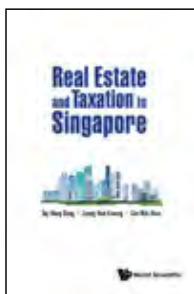
REAL ESTATE AND TAXATION IN SINGAPORE

by **Hong Beng Tay, Yew Kwong Leung & Wei Hwa See** (*KPMG Singapore, Singapore*)

Real Estate and Taxation in Singapore provides a multi-disciplinary approach to the subject for Singapore real estate and tax aficionados. The book helps the reader to navigate the complex world of real estate taxation by taking them through the various changes in the Singapore real estate market over the years, as well as the property development and investment life cycle from acquisition and development, to investment and ownership, to disposal.

Readership: Undergraduate and postgraduate students, researchers, tax practitioners and policy-makers who are interested in real estate and/or tax.

450pp **Feb 2022**
978-981-122-649-6 **US\$138** **£120**



CHANGING FACE OF E-COMMERCE IN ASIA

edited by **Abhishek Behl** (*O P Jindal Global University, India*), **Pankaj Dutta** (*Indian Institute of Technology, Bombay, India*), **Pratima Sheorey** (*Symbiosis International University, India*) & **Chris Rowley** (*University of Oxford, UK*)

This book aims to unwrap the stories of e-commerce companies in Asia and how they have contributed to the society. It discusses the growth and failures of some e-commerce giants and looks at both theoretical and practical aspects of e-commerce by presenting the issues, challenges and successes of e-commerce businesses. It examines interdisciplinary and transdisciplinary aspects from micro and macro perspectives and links disciplines like strategy, management, entrepreneurship, competitiveness, finance, technology and operations.

Readership: Undergraduate and post graduate management students interested in e-commerce and e-business management, scholars interested in e-commerce in the Asian context.

350pp **Feb 2022**
978-981-124-598-5 **US\$118** **£105**



SUSTAINABILITY

Business and Investment Implications

edited by **Alexander S Preker** (*Health Investment & Financing Corporation, USA & Columbia University, USA*) & **Diane-Charlotte Simon** (*Newworld Capital Group, France*)

This book, written by experts and practitioners in sustainable finance and sustainability, discusses the business and investment implications of sustainability. It warns of threats related to sustainability and it highlights the related opportunities for business and investing. The authors present a business case for making economic development sustainable. The book provides pragmatic and hands-on applications of how to make sustainability central to businesses, investments or public policy.

Readership: Undergraduate and postgraduate students of business and management, finance, entrepreneurship; finance professionals; investors; economists; policy makers and advisors to governments.

300pp **May 2022**
978-981-124-091-1 **US\$108** **£95**

Series on Dialogue with China

DIALOGUE WITH CHINA

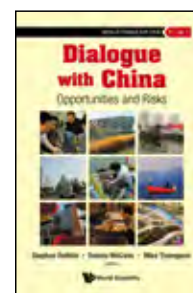
Opportunities and Risks

edited by **Stephan Rothlin** (*Rothlin Ltd, Beijing, China & Rothlin Ltd, Hong Kong*), **Dennis McCann** (*Rothlin Ltd, Beijing, China & Rothlin Ltd, Hong Kong*) & **Mike Thompson** (*University of Victoria, Canada*)

This book argues for a hands-on approach of dialogue with China, which seems to be crucial for business success in China. Bearing in mind the various present clashes with China and an increasing negative image of China internationally, the book is conceived as a handbook reflecting the experiences of observers who provide helpful hints to better understand and appreciate Chinese culture without being blindfolded by multiple traps and pitfalls.

Readership: For students and the general public, including business leaders and government representatives who would like to understand China's economic and social development goals better.

250pp **Apr 2022**
978-981-124-874-0 **US\$58** **£50**



DANCING ON THE EDGE OF GREATNESS

Making Leadership Personal

by **Sophia Chin** (*PERSONNA, Singapore*)

This book will take you on a journey through the corridors of power, the pantheon of the gods and goddesses of the modern world. We dive into the murky depths of the minds of the most powerful individuals in organisations. I hope these incredible stories will not only engage your mind but inspire your corner-office lust when you realise that you, in fact, every one of us, are born to lead. It's what we're here to do. Greatness is within our reach, but we must step towards the edge. To dance between greatness and adversity; success and failure; pleasure and misery; hope and despair.

Readership: For anyone who dreams of becoming a CEO regardless of age, job function, seniority or industry.

260pp **May 2022**
978-981-125-193-1 (pbk) **US\$28** **£25**
978-981-125-120-7 **US\$58** **£50**



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visit: www.worldscientific.com



CUSTOMER NEEDS AND STRATEGIC MANAGEMENT

Left-right Circles Analysis

by **Andrew Chi-fai Chan** (*The Chinese University of Hong Kong*),
Joseph H L Ko, Conrad Wong (*Yau Lee Holdings Limited, Hong Kong*) &
Diamond Tai (*The Chinese University of Hong Kong, Shenzhen, China*)

This book develops a “Left-Right Circles” theory where customer needs are depicted as the “Left Circle”. The book also analyzes various levels of customer needs and the key approaches to satisfying those needs. The “Right Circle” in this theory depicts how a company has to develop its own strengths as competencies. The book describes how as the Left and Right Circles interact, moving in sync in a perfectly harmonious manner, offering products and services that customers will repeatedly purchase a strong base of loyal supporters for the company is built.

Readership: Academics, professionals, undergraduate and graduate students interested in customer relationship management, strategic management, marketing strategy, and customer needs.

200pp
978-981-125-288-4 Jul 2022
US\$78 £60

Handbook

VALUATION AND FINANCIAL FORECASTING

A Handbook for Academics and Practitioners

by **Ben Sopranzetti, Braun Kiess** (*Rutgers Business School at Newark and New Brunswick, USA*)

This is a clearly written and easy to understand handbook intended to help readers of all skill levels accurately forecast financial statements, analyze capital investments, and value business enterprises. The book's approach transcends the traditional textbook discussion of business valuation by providing readers with deep insights into the nexus between financial forecasting and business valuation. The goal of this handbook is to help readers, irrespective of their level of expertise, perform more accurate valuations and make better informed investment-related decisions.

Readership: Students, industry professionals, general public, owners of small businesses.

300pp
978-981-121-877-4 Oct 2022
US\$118 £105

KEY CHALLENGES AND OPPORTUNITIES FOR QUALITY, SUSTAINABILITY AND INNOVATION IN THE FOURTH INDUSTRIAL REVOLUTION

Quality and Service Management in the Fourth Industrial Revolution — Sustainability and Value Co-creation
edited by **Su Mi Dahlgaard-Park** (*Lund University, Sweden*) & **Jens J Dahlgaard** (*Linköping University, Sweden*)



It is a must read book for academicians, practitioners, managers and students interested in learning about the quality management philosophy, principles, tools and methods to be used in building a sustainable future where the challenges of the 4th Industrial Revolution — Industry 4.0 — are regarded and used as opportunities for survival and further growth.

Readership: Managers of public and private organizations, graduate students and undergraduate students who are interested in learning about the total quality management philosophy.

350pp
978-981-123-034-9 Jan 2021
US\$158 £140

MANAGEMENT CONTROL SYSTEMS FOR STRATEGIC CHANGES

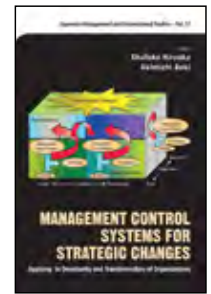
Applying to Dematurity and Transformation of Organizations

edited by **Shufuku Hiraoka** (*Soka University, Japan*) & **Akimichi Aoki** (*Senshu University, Japan*)

This book clarifies the theory and practice of management control for strategy changes through the study of profit organizations, non-profit organizations, manufacturing and service industries. The relationship between strategy and management control is clearly elucidated in the book, which enables readers to understand how to implement management control systems for strategic changes in their organizations.

Readership: Researchers and the general public who are keen to understand the management control systems and strategies for achieving organizational growth.

200pp
978-981-121-977-1 Dec 2020
US\$88 £75



SHADOWS ACROSS THE GOLDEN LAND

Myanmar's Opening, Foreign Influence and Investment

by **Simon S C Tay** (*Singapore Institute of International Affairs, Singapore*)

“This comprehensive book is a must read and an excellent resource for researchers, practitioners and business people, who want to immerse themselves in the evolving politics of contemporary Myanmar. An excellent introduction to understanding the complexities of the Golden Land.”

Aiko Doden
Special Affairs Commentator, NHK World Japan

Readership: Myanmar watchers and those with a casual interest in the region.

476pp
978-981-3273-54-2 Oct 2020
US\$98 £85



FUNDAMENTALS OF SUSTAINABLE BUSINESS

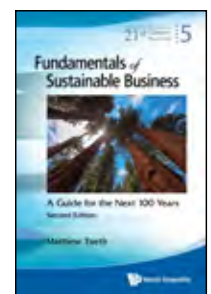
A Guide for the Next 100 Years
(2nd Edition)

by **Matthew Tueth** (*Oklahoma State University, USA*)

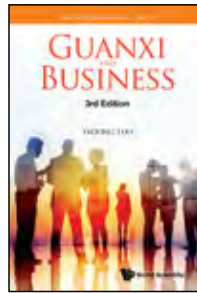
This book begins by briefly outlining the legacy of environmental and social failures that have arisen as a result of conventional business practices, and then describes the coalescence of a broad-based contemporary redesign of business that has been called “The Next Industrial Revolution”. Championing the long-term interests of business, community, and the natural world, the book's vision of intelligent reformation is unlike any previous human endeavor.

Readership: Undergraduate and graduate level students, sustainable business practitioners, and those in business who are curious about sustainable business.

240pp
978-981-121-026-6 May 2020
US\$78 £70



Asia-Pacific Business Series: Volume 10
GUANXI AND BUSINESS
 (3rd Edition)
 by **Yadong Luo** (University of Miami, USA)



Key Features

- The book is not merely novel but integrative, showing a holistic picture of knowledge of guanxi, from social philosophies and cultural backgrounds to economic and social analysis of guanxi, from organizational behaviour and practices to working guidance to build and maintain guanxi
- This edition adds numerous updates on both scholarly development and working practices about guanxi. It also updates most minicase examples of the 2nd edition

Readership: Students, managers and academics in economics, finance, operations research, management and business sociology.

400pp **May 2020**
978-981-121-054-9 **US\$118** **£105**

Handbook

PLATFORM STRATEGY

A New Paradigm for a Changing World
 by **Ki-Chan Kim** (The Catholic University of Korea, South Korea), **Chang-Seok Song** (Soongsil University, South Korea) & **Il Im** (Yonsei University, South Korea)



Using real world examples, this book acts as a primer for platform strategy, discussing the underlying mechanism of various types of platform models to help people understand what platform business is and what they can do with it. Theories and frameworks appropriate for understanding platform business are introduced and related cases follow to support readers' understanding. The diverse and international case studies analysed range from IBM's horizontal production platform, to the digital platform of China's breakout smartphone star, Xiaomi.

Readership: Business professionals looking to figure out how platform strategies may work for them; academics, undergraduates and postgraduates interested in the platform business model.

164pp **Apr 2020**
978-981-3277-45-8 **US\$68** **£60**

Innovation / Technology / Knowledge / Information Management

Intelligent Information Systems - Vol 7
E-BUSINESS IN THE 21ST CENTURY
 Essential Topics and Studies
 (2nd Edition)
 by **Jun Xu, Xiangzhu Gao** (Southern Cross University, Australia)



This unique compendium covers current status and practices of e-business among organizations, their challenges and future directions. It also includes studies of different perspectives and markets of e-business. The must-have volume will be a good reference text for professionals and organizations who are updating their e-business knowledge/skills and planning their e-business initiatives.

Readership: Professionals, academics, researchers, and graduate students in databases/Information Sciences, AI, Digitl Security, Innovation/Technology and Entrepreneurship.

412pp **Mar 2021**
978-981-123-183-4 **US\$98** **£85**

Singapore University of Social Sciences -
 World Scientific Future Economy Series - Vol 4
BLOCKCHAIN AND SMART CONTRACTS



Design Thinking and Programming for FinTech

by **Swee Won Lo, Yu Wang & David Kuo Chuen Lee** (Singapore University of Social Sciences, Singapore)

Blockchain and Smart Contracts serves as a valuable guide for researchers and practitioners who have interests in the blockchain, smart contract, fintech innovation and applications, design thinking, and technical details. This book is particularly written for anyone who has no technical background and is searching for an initiation into the deep end of blockchain. Those with business, finance and economic interests will find this interesting and easy to digest.

Readership: Advanced undergraduate, graduate and post-graduate students, practitioners, and researchers in the field of Finance/ Fintech/IT/Business/Economics/Marketing.

380pp **Jan 2021**
978-981-122-486-7 (pbk) **US\$48** **£40**
978-981-122-368-6 **US\$108** **£95**

THE CASE FOR PATENTS

by **Daniel Spulber** (Northwestern University, USA)



"... offers a clear and informative defense of a strong system of patent rights, which effectively undermines the claims of patent skeptics who wish to junk or weaken the system. Armed with a sophisticated but accessible analysis, Spulber traces the life cycle of patents. He articulates the rationale for patent creation; shows their commercial utility; and outlines the role of strong remedies by way of both injunction and damages for patent breach. Essential reading for both professional and general readers."

Richard A Epstein
 New York University Law School,
 Hoover Institution & University of Chicago

Readership: For those who want to understand patents and what they do, and for those who are interested in technological and intellectual property.

464pp **Mar 2021**
978-981-122-563-5 **US\$118** **£105**

COMMUNITIES OF INNOVATION

How Organizations Harness Collective Creativity and Build Resilience
 edited by **Patrick Cohendet** (HEC Montréal, Canada), **Madanmohan Rao** (YourStory Media, India), **Émilie Ruiz** (Strasbourg University, France & Lorraine University, France), **Benoit Sarazin** (Innovation Consultant, France) & **Laurent Simon** (HEC Montréal, Canada)



"This is a landmark study that tackles an important black box in innovation studies – i.e. communities of innovation... a select group of academic leaders highlights the various communities that cut across firms and form the vital 'underground' for processes of creativity and ideation... this volume is a must-read for all social scientists interested in the dynamics underlying the current knowledge economy."

Journal of Economic Geography

Readership: Business, innovation, and management academia; Business professionals; Consultants and trainers in innovation, innovation management, and creativity management.

412pp **Apr 2021**
978-981-123-427-9 **US\$98** **£85**

Series on Technology Management

Managing Editor: Joe Tidd (*SPRU, The University of Sussex, UK*)



This series features titles which adopt an interdisciplinary, multifunctional approach to the management of technology and innovation, and includes work which seeks to integrate the management of technological, market and organisational innovation. More details at <https://www.worldscientific.com/series/stm>.

Vol 37

MANAGING KNOWLEDGE, ABSORPTIVE CAPACITY AND INNOVATION

edited by **Joe Tidd** (*University of Sussex, UK*)

Managing Knowledge, Absorptive Capacity, and Innovation provides an opportunity to combine contemporary interests in Open Innovation with the classic notion of absorptive capacity, to better understand how organisations can manage the absorption and exploitation of inbound external sources of knowledge in order to innovate.

Readership: Academics and practitioners in the field of innovation and knowledge management, consultants, managers and practitioners.

552pp
978-1-80061-030-9 May 2021
US\$148 £130



Forthcoming

CHANGING THE DYNAMICS AND IMPACT OF INNOVATION MANAGEMENT

A Systems Approach and the ISO Standard

edited by **Joanne Hyland** (*Innovation Group, USA, et al.*), **Magnus Karlsson** (*KTH Royal Institute of Technology, Sweden, et al.*), **Ingrid Kihlander** (*Research Institutes of Sweden (RISE), Sweden, et al.*), **John Bessant** (*University of Exeter, UK*), **Mats Magnusson** (*KTH Royal Institute of Technology, Sweden, et al.*) & **Jimmi Normann Kristiansen** (*Aalborg University Business School, Denmark, et al.*)

This book focuses on the new ISO Innovation Management System (IMS) Standard and the links with ISPI's BoK special interest group, the ISO innovation management community, and the International Collaboration Platform for Innovation Management Systems (ICP4IMS).

Readership: Managers and practitioners interested in applying a systems approach based on the ISO innovation management system standard; academics or researchers interested in innovation management.

300pp
978-1-80061-209-9 Apr 2022
US\$98 £80

Forthcoming

ARTIFICIAL INTELLIGENCE AND INNOVATION MANAGEMENT

edited by **Stoyan Tanev** (*Carleton University, Canada*) & **Helena Blackbright** (*Mälardalen University, Sweden*)

Key Features

- It offers deeper knowledge on the innovative impact of AI technologies of relevance to both innovation managers and academics within the field of innovation management
- Artificial intelligence is discussed in terms of its innovative outcomes, as part of the innovation processes and their contextual settings, as well as part of the innovation management research process

Readership: Innovation management researchers, innovation managers, and technology entrepreneurs. Graduate students interested in technology innovation management, and artificial intelligence.

300pp
978-1-80061-132-0 Feb 2022
US\$98 £85



Vol 31

Bestseller

INNOVATION HEROES

Understanding Customers as a Valuable Innovation Resource

by **Fiona Schweitzer** (*Grenoble École de Management, France & University of Applied Sciences Upper Austria, Austria*) & **Joe Tidd** (*University of Sussex, UK*)

"The book is based on rigor research and has a lot of nicely written practical examples and illustrations. I like the courage of the authors to combine this practical handbook style with well-profound research notes — it adds huge value for managers, innovators and scholars as well. The book is a must for all innovators who want to learn from the user of their products." **Prof Dr Oliver Gassmann, University of St Gallen**

Readership: : R&D, marketing, and innovation practitioners and students who want to improve their knowledge of customer integration in new product and service development.

308pp
978-1-78634-781-7 (pbk) Jun 2018
US\$48 £40
978-1-78634-536-3 US\$98 £86



Forthcoming

DRIVING COST-EFFECTIVE INNOVATION WITH CONCURRENT SYSTEMS

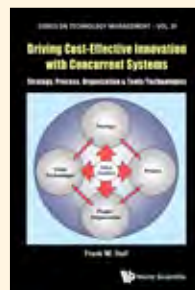
Strategy, Process, Organization & Tools/Technologies

by **Frank M Hull** (*University of Mississippi, USA*)

This book focuses on the organization and management of value creation to improve enterprise profits and quality of life for employers and customers. This book is a compendium of best practices built on the disciplines of concurrent engineering, total quality management, socio-technical models, and systems engineering. The theoretical framework is a composite systems model comprises of four synergistically interrelated domains of practice: Strategy, Process, Organization, and Tools/Technologies (SPOT).

Readership: Executives, development managers, and researchers engaged with increasing innovation and reducing cost in the development of goods and services.

500pp
978-1-78634-389-5 Apr 2022
US\$158 £125



NOTABLE BACKLIST

Developing Holistic Strategic Management in the Advanced ICT Era
Mitsuru Kodama (*Nihon University, Japan*)

Digital Disruptive Innovation
Joe Tidd (*University of Sussex, UK*)

Innovation Discovery
Tugrul Daim (*Portland State University, USA*), et al.

The Knowledge Enterprise (2nd Edition)
Edward Huizenga (*University of Amsterdam, The Netherlands, et al.*)

Managing Innovation: Internationalization of Innovation
Alexander Brem (*Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany*), et al.

Managing Innovation: Understanding and Motivating Crowds
Alexander Brem (*Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany*), et al.

Managing Innovation: What Do We Know About Innovation Success Factors?
Alexander Brem (*Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany*), et al.

Open Innovation: Bridging Theory and Practice



<https://www.worldscientific.com/series/oibtp>

Series Editors: Anne-Laure Mention (RMIT, Australia) & Marko Torkkeli (Lappeenranta University of Technology, Finland & INESC TEC, Portugal)

MANAGING OPEN SERVICE INNOVATION Vol 6

edited by Anne-Laure Mention (RMIT, Australia) & Tor Helge Aas (University of Agder, Norway)

Through a series of empirical case studies focusing on the open innovation practices of different public and private service organizations, this book contributes to deepening our understanding of how the concept of open innovation has been implemented in services, and what challenges, achievements and benefits that are associated with the implementation of open innovation concepts in this sector. These insights it provides can assist managers of both private and public service providers to confidently implement open innovation in an efficient manner in their organizations.

Readership: Managers of both private and public service providers; Academics interested in the open innovation process.

252pp May 2021
978-981-123-448-4 US\$98 £85



TRANSFORMATION DYNAMICS IN FINTECH Vol 7

An Open Innovation Ecosystem Outlook edited by Dimitrios Salampasis (Swinburne University of Technology, Australia) & Anne-Laure Mention (RMIT University, Australia)

This book is an essential reading for anyone interested in the growing and evolving development of FinTech ecosystems based on new capabilities and structures that create new dominant architectural designs, which determine competitive dynamics, products, services, processes, business models, markets, value chains, within an open and transformed financial services industry landscape.

Readership: Researchers and practitioners in the fields of financial technologies, FinTech, technology and innovation management, policy makers, legal professionals, advanced postgraduate and undergraduate students.

380pp Nov 2021
978-981-123-972-4 US\$128 £115



MANAGING DIGITAL OPEN INNOVATION Vol 5

edited by Pierre-Jean Barlatier (EDHEC Business School, France) & Anne-Laure Mention (RMIT University, Australia)

"Open Innovation never was an easy topic and it's getting even more complex as we continue on the journey of digitalization of our companies, businesses and social lives. Anne-Laure Mention, together with an excellent team, has done a great job in showcasing how the essence of digital Open Innovation for companies can be used in practice. This is a must read for everyone responsible for digital transformation!"

**Fabian S Schlage, Head of Ecosystem Engagement
Nokia Enterprise Digital Automation, Germany**

Readership: Managers of both private and public service providers; Academics interested in the open innovation process.

608pp Jun 2020
978-981-121-922-1 US\$168 £150



NOTABLE BACKLIST

Digital Innovation

Anne-Laure Mention (RMIT University, Australia)

Open Innovation and Knowledge Management in Small and Medium Enterprises

Susanne Durst (University of Skövde, Sweden), et al.

Open Innovation: Unveiling the Power of the Human Element

Dimitrios Salampasis (Swinburne University of Technology, Australia), et al.

Open Innovation: A Multifaceted Perspective (In 2 Parts)

Anne-Laure Mention (Luxembourg Institute of Science and Technology, Luxembourg), et al.

THE DIGITAL TRANSFORMATION OF PROPERTY IN GREATER CHINA

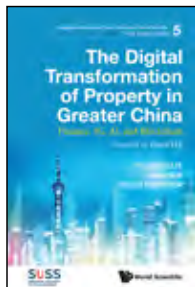
Finance, 5G, AI, and Blockchain by Paul Schulte, Dean Sun & Roman Shemakov (Schulte Research, Singapore)

"This book captures the fascinating stories of 'smart city initiatives' in China, where urbanization has been a major driver of national development. As tech is a key pillar of urban infrastructure for any smart city, Chinese tech companies from Alibaba and Tencent to some start-ups are playing unparalleled and unprecedented roles. Paul and his colleagues tell you all you need and should know about these developments."

**Ben Shenglin
Zhejiang University, Hangzhou**

Readership: Undergraduate and graduate students focusing on China, urban planning, and property digitization, as well as policymakers in the fields of urban and economic development.

304pp May 2021
978-981-123-563-4 (pbk) US\$38 £35
978-981-123-379-1 US\$78 £70



CHINA – US SCIENCE AND TECHNOLOGY COMPETITIVENESS ASSESSMENT REPORT (2020)

by Debin Du & Dezhong Duan (East China Normal University, China)

Key Features

- The China – US trade dispute has caused the comparison of S&T development between China and US to become a hot concern. This book will provide an updated analysis and serve as a reference for other studies
- This report can be useful for cadres at all levels, relevant policy-making departments, S&T governance departments, researchers concentrating on S&T policies, enterprise managers, as well as teachers and students in higher education sectors

Readership: Academia, researchers, industry practitioners and government agencies in politics, social sciences, economics, and management.

256pp May 2021
978-981-123-216-9 US\$118 £105



RESET

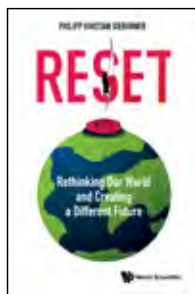
Rethinking Our World and Creating a Different Future

by **Philipp Kristian Diekhöner**

Everybody has a plan — until they don't. This book examines what's next for us all and proffers a vision for how we can rewrite our future together. Penned at the height of the pandemic in 2020, the author takes readers on a journey through, what he calls, the Big Reset, further contextualizing what this means for the New Global. Exploring how this will impact the Future You and Future of Work, he shapes a resolution for the world we can co-create.

Readership: SME/MNE Boards and Senior Executives, Leaders and Managers, MBA/Executive Education Students, Individuals interested in the future of technology, humanity and the digital age.

256pp Jun 2021
978-981-122-754-7 US\$38 £35



Textbook

BLOCKCHAIN AND DISTRIBUTED LEDGERS

Mathematics, Technology, and Economics by **Alexander Lipton** (*Sila Money, USA & Hebrew University of Jerusalem, Israel*) & **Adrien Treccani** (*Metaco, Switzerland*)

"At last — if you want to truly understand distributed ledger technology and its implications for payments, here finally is an authoritative and accessible reference book. No polemics, breathless praise, or impenetrable prose — the authors impartially explain how DLT works and how it can be used to upgrade our outdated payment systems. Along the way, the authors delight the reader with fascinating historical details and many practical applications. This book has instantly become the definitive source."

Prof. Darrell Duffie, Stanford University

Readership: Students and professionals from quantitatively-oriented fields such as mathematics, computer science, finance, economics, banking, and supply chain management.

480pp Sep 2021
978-981-122-152-1 (pbk) US\$68 £60
978-981-122-151-4 US\$138 £120



Textbook

CATALYZING INNOVATIONS FOR A SUSTAINABLE FUTURE

Bite-Sized Commentaries and Resource Materials

by **Thomas Menkhoff** (*Singapore Management University, Singapore*)

"This book competently demonstrates the full potential of effective innovation governance and outlines what Innovation Leaders need to know and do in order to make innovation work."

Howard THOMAS
Singapore Management University

Readership: People working in or researching on Innovation, Management, Governance, Sustainability, Climate Change, Leadership, Strategy, Processes, Knowledge, Learning, Knowledge Management.

256pp Jun 2021
978-981-123-891-8 US\$78 £70



BIG DATA TRANSPORTATION SYSTEMS

by **Guanghui Zhao** (*Guizhou University of Finance and Economics, China & Transportation Think Tank Information Technology Research Institute of MOT, China*) & **Gusheng Zhu** (*Qijing Normal University, China*)

This book is designed as a popular science book on big data analytics in intelligent transportation systems. It aims to provide an introduction to big-data transportation starting from an overview on the development of big data transportation in various countries. This is followed by a discussion on the blueprint strategies of big data transportation which include innovative models, planning, transportation logistics, and application case studies. Finally, the book discusses applications of big data transportation platforms.

Readership: Professionals, researchers and students interested in transportation technology and application.

352pp Jul 2021
978-981-123-599-3 US\$108 £95



THE NINTH REVOLUTION

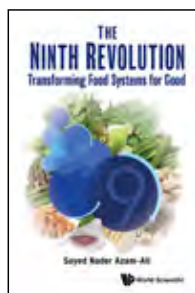
Transforming Food Systems for Good by **Sayed Nader Azam-Ali** (*Crops for the Future, UK*)

"Through his multispectral approach that combines perspectives from anthropology to deep technical innovation, Professor Azam-Ali provides an excellent overview of how we got to where we are, and the next steps we need to take to revolutionize how we feed and nourish the planet."

Christine Gould
Thought For Food Foundation

Readership: The book will be a resource for policy makers, international development agencies, innovators in agriculture and food systems and thought leaders.

400pp Jun 2021
978-981-125-010-1 (pbk) US\$34.95 £30
978-981-123-644-0 US\$128 £115



NOTABLE BACKLIST

AI & Quantum Computing for Finance & Insurance
Paul Schulte (*Schulte Research & Singapore University of Social Sciences, Singapore*), et al.

Blockchain Economics: Implications of Distributed Ledgers
Melanie Swan (*Purdue University, USA*), et al.

Contemporary Quality Function Deployment for Product and Process Innovation
Thomas Lager (*Mälardalen University, Sweden*)

Cooperative Innovation
Frederick Betz (*Portland State University, USA*)

Digital Enablement and Innovation in China
Shan Ling Pan (*University of New South Wales, Australia*), et al.

Economic Impact of the Internet Plus Era
by **Youmei Li** (*Shanghai University, China*), et al.

Future Automation: Changes to Lives and to Businesses
Timothy E Carone (*University of Notre Dame, USA*)

How to be Innovative
Peter W Lednor (*Peter Lednor Consulting, The Netherlands*)

Service Innovation for Sustainable Business
Per Kristensson (*Karlstad University, Sweden*), et al.

Textbook: Request Inspection

Copy at sales@wspc.com

or scan the QR code

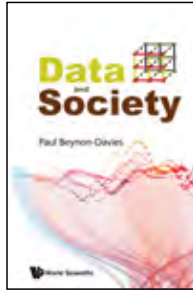


DATA AND SOCIETY

by Paul Beynon-Davies (Cardiff University, UK)

Key Features

- This book is relatively unique in focusing upon the nature of the record. It builds a central theory of the scaffolding of data structures which explains how data is constitutive of society
- It offers better explanations of the role data structures play in a wide range of domains



Readership: Undergraduate, post-graduate, academics, and professionals specialising in information systems, information management, and data science.

400pp **Aug 2021**
978-981-123-724-9 **US\$138** **£120**

Series on Innovation and Knowledge Management - Vol 15

KNOWLEDGE GOVERNANCE AND LEARNING FOR ORGANIZATIONAL CREATIVITY AND TRANSFORMATION

edited by **Patricia de SáFreire** (Universidade Federal de Santa Catarina, Brazil), **Suliman Hawamdeh** (University of North Texas, USA) & **Gertrudes Aparecida Dandolini** (Universidade Federal de Santa Catarina, Brazil)



The book covers the newly emerging area of knowledge governance and Learning Organizations and expands our understanding of Learning Organizations and their ability to acquire, create and share knowledge while continually examining organizational behavioral issues affecting their productivity.

Readership: Undergraduates, Graduates, and Academics specializing in knowledge management. Business Professionals involved in knowledge management roles in corporations.

428pp **Sep 2021**
978-981-122-410-2 **US\$138** **£120**

FOUNDATIONS FOR FINTECH

edited by **David Kuo Chuen Lee** (Global Fintech Institute, Singapore & Singapore University of Social Sciences), **Joseph Lim, Kok Fai Phoon & Yu Wang** (Singapore University of Social Sciences)



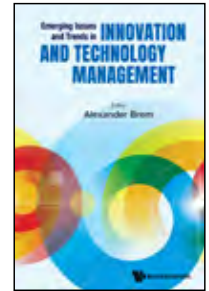
In the digital era, emerging technologies such as artificial intelligence, big data, and blockchain have revolutionized various ways of people's daily lives and brought many opportunities and challenges to the industries. With the increasing demand for talents in the fintech realm, this book serves as a good guide for practitioners who are seeking to understand the basics of fintech and applications of different technologies.

Readership: Professionals, researchers, and advanced undergraduate and graduate students in the field of financial technology, data science, finance, financial innovation, statistics, and technology.

416pp **Oct 2021**
978-981-123-926-7 (pbk) **US\$48** **£40**
978-981-123-880-2 **US\$118** **£105**

EMERGING ISSUES AND TRENDS IN INNOVATION AND TECHNOLOGY MANAGEMENT

edited by **Alexander Brem** (University of Stuttgart, Germany)



This book is a compilation of papers published in *International Journal of Innovation and Technology Management*. The chapters in the book focus on recent developments in the field of innovation and technology management. Carefully selected on the basis of relevance, rigor and research, the chapters in the book take the readers through various emerging topics and trends in the field.

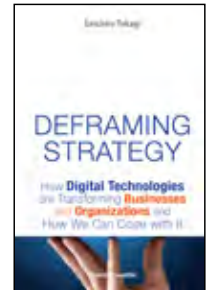
Readership: Academics, researchers, practitioners and general public interested in knowing emerging trends in innovation and technology management.

456pp **Dec 2021**
978-981-124-771-2 **US\$138** **£120**

DEFRAMING STRATEGY

How Digital Technologies are Transforming Businesses and Organizations, and How We Can Cope with It

by **Soichiro Takagi** (University of Tokyo, Japan)



Deframing Strategy describes how digital technologies are changing the world. Rather than simply showing cases on digital applications, this book deeply analyses the fundamental shift in the society caused by digital transformation (DX), from an economic perspective. Originally published in Japanese in 2019, this book contains updated case studies and data that are particularly important in responding to economic and social evolutions.

Readership: Practitioners in business, Corporate executives, Researchers and students in management and economics.

176pp **Nov 2021**
978-981-124-369-1 **US\$48** **£40**

TOWARD RESPONSIBLE INNOVATION

Responsibility and Philosophy for a Humanely Sustainable Future

by **Xavier Pavié** (ESSEC Business School, Singapore)



Key Features

- For the very first time this book helps rethink innovation with a disruptive approach
- Far from methods to innovate “faster”, “better” to generate “profits only”, this book develops a unique approach to help students, researchers, managers to reimagine innovation with philosophy
- Philosophy allows us to rethink what we do, to take a step back and get a new perspective. Innovation and philosophy are the indissociable buzzwords of today, used to build the future

Readership: Executive education participants; postgraduate and undergraduate students interested in business management and sustainability.

252pp **Dec 2021**
978-981-124-322-6 **US\$68** **£60**



FINTECH FOR FINANCE PROFESSIONALS

edited by **David Kuo Chuen Lee** (*Global Fintech Institute, Singapore & Singapore University of Social Sciences*), **Joseph Lim, Kok Fai Phoon & Yu Wang** (*Singapore University of Social Sciences*)



This book covers the main concepts and theories of the technologies in fintech which consist of big data, data science, artificial intelligence, data structure and algorithm, computer network, network security, and Python programming. *Fintech for Finance Professionals* is a companion volume to the book on finance that covers the fundamental concepts in the field. Together, these two books form the foundation for a good understanding of finance and fintech applications which will be covered in subsequent volumes.

Readership: Professionals, researchers, and advanced undergraduate and graduate students in the field of financial technology, data science, financial innovation, big data, and artificial intelligence.

296pp	Dec 2021		
978-981-124-186-4(pbk)	US\$38	£35	
978-981-124-107-9	US\$78	£70	

Singapore University of Social Sciences - World Scientific Future Economy Series - Vol 5
FINANCIAL MANAGEMENT IN THE DIGITAL ECONOMY
 by **David Kuo Chuen Lee, Ding Ding & Chong Guan** (*Singapore University of Social Sciences, Singapore*)



This book reviews the finance and FinTech ecosystem to provide insights into the most important technological developments in the financial services to better understand the future trends, challenges as well as opportunities for both the incumbents and the start-ups in the fast-changing finance world.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of finance, financial technology, business management and innovation.

180pp	Dec 2021		
978-981-123-145-2(pbk)	US\$38	£30	
978-981-123-000-4	US\$88	£70	

FINANCE FOR FINTECH PROFESSIONALS

edited by **David Kuo Chuen Lee** (*Global Fintech Institute, Singapore & Singapore University of Social Sciences*), **Joseph Lim, Kok Fai Phoon & Yu Wang** (*Singapore University of Social Sciences*)



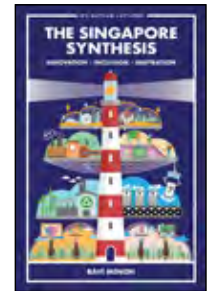
This book covers the main concepts and theories in finance which include economics, financial statement analysis, financial management, and investment management. *Finance for Fintech Professionals* is a companion volume to the book on technology that covers fundamental concepts on data, artificial intelligence, and network. Together, these two books form the foundation for a good understanding of finance and fintech applications which will be covered in subsequent volumes.

Readership: Professionals, researchers, and advanced undergraduate and graduate students in the field of financial technology, finance, financial innovation, financial management, and investment management.

964pp	Feb 2022		
978-981-124-185-7(pbk)	US\$88	£70	
978-981-124-104-8	US\$198	£160	

THE SINGAPORE SYNTHESIS

Innovation, Inclusion, Inspiration
 by **Ravi Menon** (*Monetary Authority of Singapore, Singapore*)



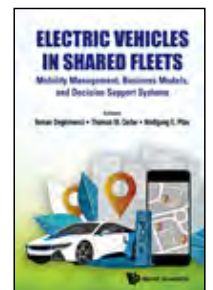
Mr Menon examines how Singapore will come under pressure from four tectonic shifts altering the global landscape. Although still relevant, Singapore's guiding ethos of adaptation, meritocracy, and pragmatism may no longer be sufficient. To secure our future, we will need more innovation, inclusion, and inspiration. What does an innovative economy look like? What does it take to create a more inclusive society? What does it mean to be an inspiring nation? How does it all hold together in a refreshed Singapore Synthesis?

Readership: General readers interested in issues facing Singapore and Singapore's future.

250pp	Feb 2022		
978-981-125-145-0(pbk)	US\$28	£25	
978-981-125-107-8	US\$48	£40	

ELECTRIC VEHICLES IN SHARED FLEETS

Mobility Management, Business Models, and Decision Support Systems
 edited by **Kenan Degirmenci** (*Queensland University of Technology, Australia*), **Thomas M Cerbe** (*Ostfalia University of Applied Sciences, Germany*) & **Wolfgang E Pfau** (*Clausthal University of Technology, Germany*)



The electrification of shared fleets offers numerous benefits, including the reduction of local emissions of pollutants, which leads to ecological improvements such as the improvement of air quality. *Electric Vehicles in Shared Fleets* considers a holistic concept for a socio-technical system with a focus on three core areas: integrated mobility solutions, business models for economic viability, and information systems that support decision-making for the successful implementation and operation of electric vehicles in shared fleets.

Readership: Relevant for a diverse target audience including undergraduates and postgraduates, early career researchers, lecturers, and practitioners.

274pp	Feb 2022		
978-1-80061-141-2	US\$88	£75	

TOTAL INNOVATION MANAGEMENT

Theory and Practice
 by **Qingrui Xu** (*Zhejiang University, China*)



This book is the research report of the "Construction of Theory and Formation Mechanism of Total Innovation Management (TIM)" (Program No. 70372018), a program funded by the National Natural Science Foundation of China. This program aims to discuss and analyze, under the general trend of indigenous innovation, how enterprises construct indigenous innovation capability through total innovation management and to offer enterprises theoretical foundations and practical guidance to develop themselves towards indigenous innovation.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of innovation management.

513pp	Mar 2022		
978-981-123-098-1	US\$148	£130	

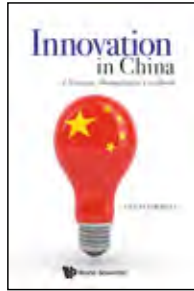
INNOVATION IN CHINA

A Strategic Management Casebook by **Hugh Thomas** (Chinese University of Hong Kong)

This book presents cases where managers determine policy in China's increasingly innovative society. Readers take the roles of decision-makers to make strategy decisions. The cases in this volume showcase China's traditional three teachings, socialist market institutions, and modern management using studies on current Chinese companies and their leaders, among them big names such as Haier and Huawei. Each case stands alone as teaching material for instructors.

Readership: Professors, business professionals, senior undergraduate and post graduate students interested in international business, entrepreneurship and innovation management.

275pp Mar 2022
978-981-124-588-6 US\$88 £75



ARE THERE LAWS OF INNOVATION?

by **Lawrence J Lau** (Chinese University of Hong Kong) & **Yanyan Xiong** (Zhejiang University, China)

"Patent applications and grants are useful measures of innovation. The quantity of real R&D capital stock is a useful measure of innovation input. This book provides highly persuasive evidence of the importance of the relationship between these two empirical measures for different economies and different patent-granting agencies."



Dale W Jorgenson
Harvard University

Readership: Economists, technologists, government officials, researchers, inventors, intellectual property specialists, students and professionals interested in innovation, intellectual property, and patents.

300pp Apr 2022
978-981-125-117-7 US\$48 £40

Handbook

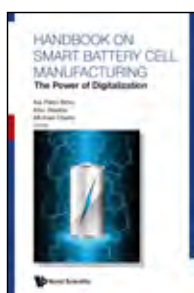
HANDBOOK ON SMART BATTERY CELL MANUFACTURING

The Power of Digitalization edited by **Kai Peter Birke** (University of Stuttgart & IPA, Germany), **Max Weeber** & **Michael Oberler** (Fraunhofer Institute for Manufacturing Engineering and Automation (IPA), Germany)

To run lithium-ion battery gigafactories successfully and sustainably, high-quality battery cell production processes and systems are required. The *Handbook on Smart Battery Cell Manufacturing* provides a comprehensive and well-structured analysis of every aspect of the manufacturing process of smart battery cell, including upscaling battery cell production, accompanied by many instructive practical examples of the digitalization of battery products and manufacturing systems using an integrated life cycle perspective.

Readership: Industry Practitioners, Researchers, Advanced Undergraduate and Postgraduate Students interested in Battery Cell Manufacturing, Electrical, Chemical and Mechanical Engineering.

587pp Mar 2022
978-981-124-561-9 US\$258 £225



THE HYDROGEN ECONOMY

Fundamentals, Technology Economics by **Duncan Seddon** (Duncan Seddon & Associates Pty. Ltd, Australia)

The book covers the various means and costs of production from fossil fuels (with carbon capture) – blue hydrogen – electrolysis – green hydrogen – or biomass. The book covers hydrogen storage as liquid or compressed gas and transport, through pipelines as liquid or by an intermediary fluid such as ammonia or a hydrocarbon. The book also discusses the production and costs of hydrogen delivery at the user end of a logistics chain. It also compares the relative energy value of energy delivered hydrogen versus the current suite of conventional fuels.

Readership: Academics, professionals and researchers in industrial chemistry, environmental economics/energy economics, chemical engineering, and innovation/technology management.

210pp Mar 2022
978-981-124-854-2 US\$78 £70

THE CONVERGENCE OF ARTIFICIAL INTELLIGENCE AND BLOCKCHAIN TECHNOLOGIES

Challenges and Opportunities edited by **Sam Goundar** (British University Vietnam, Vietnam), **G Suseendran** & **R Anandan** (Vels Institute of Science, Technology & Advanced Studies, India)

This book covers the growing convergence between Blockchain and Artificial Intelligence for Big Data, Multi-Agent systems, the Internet of Things and 5G technologies. Using real case studies and project outcomes, it illustrates the intricate details of blockchain in these real-life scenarios. The contributions from this volume bring a state-of-the-art assessment of these rapidly evolving trends in a creative way and provide a key resource for all those involved in the study and practice of AI and Blockchain.

Readership: Academics, researchers, students and practitioners involved in artificial intelligence, cyber-physical systems, robotics, safety engineering, safety-critical systems, and certification digital forensics.

360pp Mar 2022
978-981-122-506-2 US\$118 £105



NOTABLE BACKLIST

Breakthrough Strategic IT and Process Planning Bennet P Lientz (UCLA Anderson School of Management, USA)
Creativity, Imagination and Innovation Xavier Pavié (ESSEC Business School, Singapore)
Design-Inspired Innovation James Utterback (Massachusetts Institute of Technology, USA), et al.
Education and Awareness of Sustainability Charles Tijus (University Paris 8, France), et al.
How Leaders Learn to Boost Creativity in Teams Rob Sheffield (University of the West of England, UK)
Inclusive FinTech David Kuo Chuen Lee (Singapore University of Social Sciences), et al.
Inside Real Innovation Eugene Fitzgerald (MIT & Cornell University, USA), et al.
The Tao of Innovation Teng-Kee Tan (University of Missouri, Kansas City, USA), et al.
What is Artificial Intelligence? Suman Gupta (The Open University, UK), et al.

APPLICATIONS AND TRENDS IN FINTECH I

Governance, AI, and Blockchain Design Thinking
 edited by **David Kuo Chuen Lee** (*Global Fintech Institute, Singapore & Singapore University of Social Sciences*), **Joseph Lim, Kok Fai Phoon & Yu Wang** (*Singapore University of Social Sciences*)

This volume covers the foundation of fintech, which is ethics and governance, and advanced topics in two of the most important technologies, artificial intelligence and blockchain. Together with the second part in applications and trends (fifth volume), these two books will deepen readers' understanding of the fintech fundamentals covered in previous volumes through various applications and analysis of impacts and trends.

Readership: Professionals, researchers, and advanced undergraduate and graduate students in the field of financial technology, data science, finance, financial innovation, statistics, and technology.

250pp	Apr 2022	
978-981-124-929-7(pbk)	US\$48	£40
978-981-124-796-5	US\$98	£85

Series on Innovation and Operations Management for Chinese Enterprises: Volume 6 GLOBAL MANUFACTURING AND SECONDARY INNOVATION IN CHINA

Latecomer's Advantages
 by **Xiaobo Wu** (*Zhejiang University, China*)

This book, in an innovative manner, studies the theoretical system of secondary innovation, and reveals the evolution law and dynamic innovation mode of the activities carried out by technologically backward countries. It does so by laying an important foundation for the development of management science theory on the basis of the standpoint and characteristics of developing countries.

Readership: Readers who are interested in technological innovation in developing countries.

304pp	Feb 2021	
978-981-122-215-3	US\$128	£115



APPLICATIONS AND TRENDS IN FINTECH II

Cloud Computing, Compliance, and Global Fintech Trends
 edited by **David Kuo Chuen Lee** (*Global Fintech Institute, Singapore & Singapore University of Social Sciences*), **Joseph Lim, Kok Fai Phoon & Yu Wang** (*Singapore University of Social Sciences*)



This volume covers global fintech trends and emerging technologies such as cloud computing and quantum computing, as well as the compliance and risk management frameworks for fintech companies. Together with the first part in applications and trends (fourth volume), these two books will deepen readers' understanding of the fintech fundamentals covered in previous volumes through various applications and analysis of impacts and trends.

Readership: Professionals, researchers, and advanced undergraduate and graduate students in the field of financial technology, data science, finance, financial innovation, statistics, and technology.

250pp	Apr 2022	
978-981-124-930-3(pbk)	US\$48	£40
978-981-124-799-6	US\$98	£85

BEYOND FINTECH

Technology Applications for the Islamic Economy
 by **Hazik Mohamed** (*Stellar Consulting Group, Singapore*)

"The author is commended for opening new frontiers offering innovative ideas to realize the potential of Islamic economics and finance. Tech disruption offers a golden opportunity for the advocates of Islamic economics and finance to demonstrate the merits of a risk-sharing based system in action. This valuable volume provides the foundation and lays the blueprint on how to capitalize on this opportunity."



Dr Zamir Iqbal

Chief Financial Officer of Islamic Development Bank (IsDB), Jeddah
former Head of World Bank Islamic Finance Center, Istanbul

Readership: Innovation-minded Islamic Economics and Finance specialists. MBA and undergraduates students in innovation and entrepreneurship centers.

264pp	Dec 2020	
978-981-122-230-6	US\$68	£60

THE FINTECH NATION

Excellence Unlocked in Singapore
 by **Varun Mittal** (*Ernst & Young, Singapore*) & **Lillian Koh** (*FinTech Academy, Singapore*)

Singapore attracts people across the region to build their ventures in the domains of finance and technology. This book traces Singapore's journey from 2015 till today starting with establishment of regional hubs and globalisation of FinTech innovation. The key principles which established Singapore as a FinTech Nation have been an obsession with excellence referred to as RFFL (Right First, Fast Later), a unique model of economic and legal policies known as Singanomics and lastly, an organised and controlled model of a new idea development termed Garden Innovation.

Readership: Professionals and undergraduate students in the field of financial technology, data science, finance, financial innovation, statistics, and technology.

280pp	Apr 2022	
978-981-125-028-6(pbk)	US\$48	£40
978-981-124-915-0	US\$98	£85

DIGITAL CURRENCY ECONOMICS AND POLICY

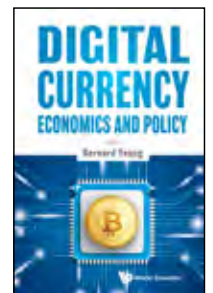
edited by **Bernard Yeung** (*National University of Singapore, Singapore*)

This volume also explains crucial differences between distributed ledger and centralized ledger, which is the basis of currency payment systems. Continuous innovations have made the distributed ledger technology more resilient, auditable and scalable, giving it far-reaching applications and potential contributions.

For anyone who would like to gain a fundamental and comprehensive understanding of the impact of technology on our money and financial system and the future implications, this is a must-read volume.

Readership: Readers interested in economics, finance and cryptocurrencies. Students of courses related to money and banking, investments, and technology.

200pp	Nov 2020	
978-981-122-377-8	US\$78	£70



NAVIGATING ASEANNOVATION

The Reservoir Principle and Other Essays on Startups and Innovation in Southeast Asia

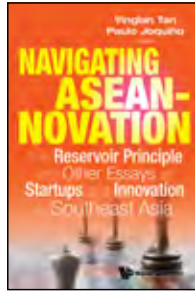
edited by **Yinglan Tan** (*Insignia Ventures Partners, Singapore*) & **Paulo Joquiño** (*Insignia Business Review, Singapore*)

"Today, one of the most exciting hubs of venture capital is in Southeast Asia. This region, as discussed in the essays in this volume, has many strengths: a diverse and youthful population, a strong emphasis on education, sophisticated consumers eager to adopt information technology, and an optimistic spirit... This book explores this exciting territory, and the potential for entrepreneurs with great promise and those that seek to fund them."

from the Foreword by Professor Josh Lerner
Harvard Business School

Readership: Students, practitioners, venture capitalists interested in innovation and the startup ecosystem in Southeast Asia.

296pp Nov 2020
978-981-4518-72-7 (pbk) US\$38 £35
978-981-122-774-5 US\$68 £60



WHEN ENTREPRENEURS MEET

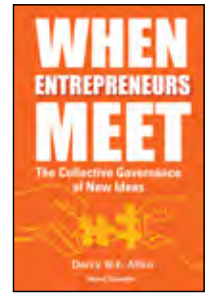
The Collective Governance of New Ideas

by **Darcy W E Allen** (*RMIT University, Australia*)

This book challenges our understanding of how entrepreneurs crystallize opportunities surrounding new technologies. While innovation is the fundamental driver of growth and prosperity, how the earliest stages of entrepreneurship are governed remains elusive. This book creates a new, institutional approach to understanding entrepreneurship before emphasizing how entrepreneurs create governance structures to coordinate new knowledge resources.

Readership: Business scholars, policymakers, and professionals interested in innovation economics, technology change and policy.

204pp Nov 2020
978-1-78634-918-7 US\$88 £75



NEW TECHNOLOGY AND CONFLICTING INFORMATION

Assessing Consumers' Willingness-to-Pay for New Foods

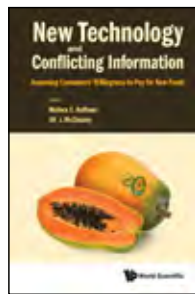
edited by **Wallace E Huffman** (*Iowa State University, USA*) & **Jill J McCluskey** (*Washington State University, USA*)

Key Features

- The book is the first of its kind providing a unique treatment of consumer's willingness-to-pay for new food products with controversial attributes
- The authors are well known in the research methods covered in the book
- The book provides useful links to the empirical literature on the topic

Readership: For researchers, graduate students and the general public who would like to understand consumers' willingness to pay for new foods with controversial attributes.

620pp Nov 2020
978-981-121-671-8 US\$178 £155



BLOCKCHAIN TECHNOLOGIES, APPLICATIONS AND CRYPTOCURRENCIES

Current Practice and Future Trends

edited by **Sam Goundar** (*Victoria University of Wellington, New Zealand*)

This book serves as a reference for scholars, researchers and practitioners to update their knowledge on methodologies, theoretical analyses, modeling, simulation and empirical studies on blockchain technologies and cryptocurrencies. Chapters on the evolving theory and practice related to distributed ledger technologies and peer-to-peer digital currencies are intended to provide comprehensive coverage and understanding of their uses within the technological, business, and organizational domains.

Readership: Scholars, researchers and practitioners involved in blockchain technologies and cryptocurrencies.

296pp Sep 2020
978-981-120-526-2 US\$98 £85



Textbook

REQUIREMENTS MODELING AND CODING

An Object-Oriented Approach

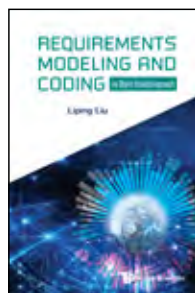
by **Liping Liu** (*The University of Akron, USA*)

This book serves as a text for a capstone course on Systems Analysis and Design in Information Systems programs. It conceptualizes business objects and functions, develops business models and software architectures, and enriches the models and the architectures by storyboarding use cases along with user interface designs.

Supplementary materials available.

Readership: Advanced undergraduate and graduate students for Systems Analysis and Design courses, C# Programming courses, and Software Engineering courses.

472pp Dec 2020
978-1-78634-887-6 (pbk) US\$78 £70
978-1-78634-882-1 US\$138 £120



World Scientific Studies in International Economics - Vol 75

COMPETITION, INNOVATION AND TRADE

edited by **Larry D Qiu** (*Lingnan University, Hong Kong*)

Innovation and international trade are two important drivers of economic growth. This book discusses innovation and international trade, separately and jointly, under imperfect competition. Through exploring these topics, they offer different perspectives on these issues. The selected works also provide clear and strong implications on trade policies and intellectual property rights protection.

Readership: Graduate students, researchers and policy makers who have an interest in international trade.

392pp Sep 2020
978-981-120-398-5 US\$148 £130



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e-alerts
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DESIGN THINKING

The Handbook

by **Falk Uebernickel** (University of St. Gallen, Switzerland), **Li Jiang** (Stanford University, USA), **Walter Brenner** (University of St. Gallen, Switzerland), **Britta Pukall** (Milani Design & Consulting, Switzerland), **Therese Naef** (Milani Design & Consulting, Switzerland) & **Bernhard Schindlholzer** (Google, Switzerland)

"It both provides tools and techniques for design thinking and illustrates the principles of usability advocated within through its own layout and organization, and so serves as its own best recommendation."

Technical Communication

Readership: Business owners, lecturers, students and employees interested in design thinking and its implementation.



308pp	Aug 2020	
978-981-120-350-3 (pbk)	US\$38	£35
978-981-120-214-8	US\$108	£95

Handbook

HANDBOOK OF FINANCIAL ECONOMETRICS, MATHEMATICS, STATISTICS, AND MACHINE LEARNING (In 4 Volumes)

edited by **Cheng Few Lee** (Rutgers University, USA) & **John C Lee** (Center for PBBEF Research, USA)

This four-volume handbook covers important concepts and tools used in the fields of financial econometrics, mathematics, statistics, and machine learning. In recent times, an increased importance has been given to computer technology in financial research. Different computer languages and programming techniques are important tools for empirical research in finance. Hence, simulation, machine learning, big data, and financial payments are explored in this handbook.



Readership: Researchers and professionals who are interested in financial econometrics, mathematics, statistics, and technology.

5056pp	Sep 2020	
978-981-120-238-4 (Set)	US\$1950	£1715

World Scientific Series in R&D Management - Vol 6

DIGITAL TRANSFORMATION

Evaluating Emerging Technologies
edited by **Tugrul U Daim** (Portland State University, USA & Higher School of Economics, Russia & Chaoyang University of Technology, Taiwan)

This book is an ideal reference for managers who are responsible for digital transformation in their organizations and also serves a good starting point for researchers interested in understanding the trend. The book contains case studies that may be used by educators in MBA and Engineering and Technology Management MS programs covering digital transformation related courses.

Readership: Managers who are responsible for digital transformation in their organizations; researchers and educators in the field of digital transformation.



592pp	Aug 2020	
978-981-121-462-2	US\$198	£175

Singapore University of Social Sciences - World Scientific Future Economy Series - Vol 3

ARTIFICIAL INTELLIGENCE, DATA AND BLOCKCHAIN IN A DIGITAL ECONOMY

(1st Edition)

by **Infocomm Media Development Authority**

Edited by: **David Kuo Chuen Lee** (Singapore University of Social Sciences, Singapore)



Key Features

- Structured and systematic introduction to technologies in artificial intelligence (AI), data and blockchain
- Analysis of technology roadmap and application to the Singapore's digitalisation journey
- Insightful analysis of services and digital economy as well as technology convergence

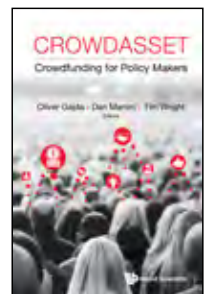
Readership: Graduate, postgraduate and executive students, professionals and policy makers with an interest in technology and its impact.

216pp	Jul 2020	
978-981-121-994-8 (pbk)	US\$58	£50
978-981-121-895-8	US\$138	£120

CROWDASSET

Crowdfunding for Policymakers

edited by **Oliver Gajda** (European Crowdfunding Network, Belgium), **Dan Marom** (Hebrew University of Jerusalem, Israel) & **Tim Wright** (twintangibles, UK)



Using real-world examples, this book explores the opportunities presented by crowdfunding and crowd-funded innovation, and how major policymakers are already using crowdfunding and crowd mechanisms to accelerate innovation, engagement and community transformation. A guide for those involved in crowdfunding, *CrowdAsset* brings readers through the journey of maximising crowd impact.

Readership: Policymakers and those involved in crowdfunding activities.

532pp	Jul 2020	
978-981-120-781-5	US\$148	£130

THE RACE FOR 5G SUPREMACY

Why China Is Surging, Where Millennials Struggle, & How America Can Prevail

by **Austin Groves** (Gao Shan Enterprises, China) & **Paul Schulte** (Schulte Research, Singapore)



"This book offers an insightful explanation of the key technological differences between the US and China and their future innovative potential. Paul's introductory chapters provide a good background with his keen observation of history and numbers. Austin's personal story of his own struggle is fascinating and I believe there is much we can learn from it."

Tipsuda Thavaramara, Bangkok
President, Thai Fintech Association

Readership: Students and entrepreneurs who are interested in technology and the Sino – US economic developments.

260pp	Jun 2020	
978-981-122-271-9 (pbk)	US\$36	£30
978-981-121-870-5	US\$98	£85

World Scientific-Now Publishers Series in Business - Vol 17

THE WORLD IT PROJECT

Global Issues in Information Technology edited by **Prashant Palvia** (*The Univ. of North Carolina, Greensboro, USA*), **Jaideep Ghosh** (*Shiv Nadar Univ., India*), **Tim Jacks** (*Southern Illinois Univ., Edwardsville, USA*), **Alexander Serenko** (*Ontario Tech Univ. & Univ. of Toronto, Canada*) & **Aykut Hamit Turan** (*Univ. of Nizwa, Oman & Sakarya Univ., Turkey*)



The book enables management and staff to formulate business and IT-related policies and strategies. Likewise, it allows policymakers, governments and vendors to address important issues at the national level as well as to respond to the needs of partners and stakeholders in other countries. It also offers academic scholars a grounded understanding of the international IT environment.

Readership: Students in International Business and International Informations Systems; relevant to MNCs, international agencies as well as governmental and non-governmental organizations.

552pp May 2020
978-981-120-863-8 US\$168 £150

TECHNOLOGICAL INNOVATION Strategy and Management

by **Juan Vicente García Manjón** (*Universidad Europea Miguel de Cervantes (UEMC), Spain*)

“Professor García Manjón has written a wonderfully researched and readable book that will largely demystify innovation... The author has also done an outstanding job with several chapters that discuss the process of innovation, the formulation of teams, and the monitoring and ongoing management of the innovation process.”



Brett Trusko
Texas A&M University (USA)

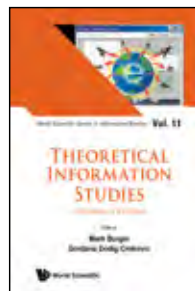
Readership: Graduate students in business and technology; policy makers, research fellows and practitioners interested in the field of technological innovation management.

332pp Mar 2020
978-981-121-145-4 US\$118 £105

World Scientific Series in Information Studies - Vol 11

THEORETICAL INFORMATION STUDIES

Information in the World edited by **Mark Burgin** (*University of California, Los Angeles, USA*) & **Gordana Dodig-Crnkovic** (*Chalmers University of Technology, Sweden & Mälardalen University, Sweden*)



The book presents results of collaboration across research fields within info-computational and info-structural frameworks, in attempt to better theoretically and conceptually capture the phenomenon of information and its dynamics (such as computation and communication), as they appear on different levels of organization, on different scales and in different contexts.

Readership: Graduate students and researchers in Information Theory.

536pp Apr 2020
978-981-3277-48-9 US\$158 £140



WORLD SCIENTIFIC REFERENCE ON INNOVATION (In 4 Volumes)

Volume 1: University Technology Transfer and Academic Entrepreneurship
Volume 2: Engineering Globalization Reshoring and Nearshoring: Management and Policy Issues
Volume 3: Open Innovation, Ecosystems and Entrepreneurship: Issues and Perspectives
Volume 4: Innovation in Information Security



Editor-in-Chief: **Donald Siegel** (*Arizona State University, USA*)

This multi-volume set covers a wide range of topics on innovation, which are all of great interest to academics, policymakers, university administrators, state and regional economic development officials, and students.

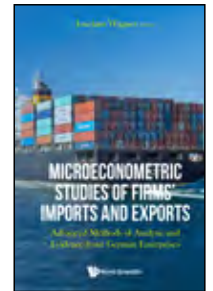
Readership: Students, academics, policymakers and professionals interested in comprehensive understanding of the antecedents and consequences of innovation.

896pp May 2018
978-981-3147-02-7 (Set) US\$590 £519

International Trade / Business

MICROECONOMETRIC STUDIES OF FIRMS' IMPORTS AND EXPORTS

Advanced Methods of Analysis and Evidence from German Enterprises edited by **Joachim Wagner** (*Leuphana University Lüneburg, Germany*)



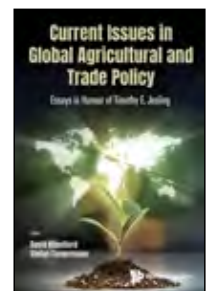
This book spans twenty-four papers with a focus on four topics: applications of advanced microeconomic methods for cross-section and panel data of internationally active firms; cross-country studies using comparable data for firms; studies of exports by business services firms; and new evidence on German firms' trade in goods from transaction data. Applications focus on Germany, the third-largest exporter and importer of goods in the world.

Readership: Researchers in international trade and business as well as economists and business economists active in academia. The book can also serve as a supplement for graduate level textbooks on the theory of international trade in PhD-level courses in international economics.

464pp Mar 2021
978-1-78634-968-2 US\$158 £140

CURRENT ISSUES IN GLOBAL AGRICULTURAL AND TRADE POLICY

Essays in Honour of Timothy E Josling edited by **David Blandford** (*Pennsylvania State University, USA*), **Stefan Tangermann** (*University of Göttingen, Germany*)



This book presents an authoritative perspective on matters that will contribute to the future shape of global markets for agricultural products. Written by a rare grouping of eminent and globally leading agricultural economists from a wide variety of backgrounds, the book provides an analytical overview of the academic and professional work of the late Timothy E Josling, an outstanding intellectual innovator.

Readership: The book will be valuable reading for graduate students and researchers in the disciplines of agricultural economics, trade policies, international organisations and political economy.

232pp Mar 2021
978-1-78634-975-0 US\$98 £85

HAS ASIA LOST IT?

Dynamic Past, Turbulent Future
by **Vasuki Shastry** (Chatham House, UK)

"Shastry's polemic cites extensive research from experts and exploits the author's knowledge of Asia and his connections to the region's elite, with whom he rubs shoulders at Davos and other summits. What shows through in the book though is Shastry's compassion for the continent's ordinary people."

IMF F&D Magazine

Readership: Professionals, diplomats, embassies, academics, researchers, undergraduate and graduate students interested in Asian Studies: economics, history, social sciences and international relations.

332pp	Mar 2021	
978-981-122-971-8 (pbk)	US\$28	£25
978-981-122-840-7	US\$68	£60



WORLD LEADERSHIP IN THE BALANCE

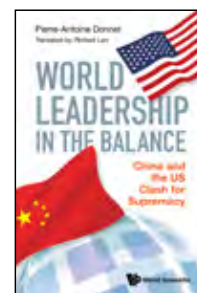
China and the US Clash for Supremacy
by **Pierre-Antoine Donnet**

Translated by: **Richard Lein**

How will Beijing react? What strengths and weaknesses does China have in this long struggle for supremacy against the United States? This book analyzes the different aspects of this disconcerting rivalry that has had, and will continue to have, an impact on our daily lives. The coronavirus pandemic has further exposed the failings of a monolithic Chinese system that does not tolerate freedom of expression but it has also, paradoxically, placed China in a position of strength against the United States.

Readership: Readers interested in the China-US rivalry in trade, high tech, space, defense, environment and values.

208pp	May 2021	
978-981-123-621-1 (pbk)	US\$29.95	£25
978-981-123-504-7	US\$68	£60



DECODING CHINA'S EXPORT MIRACLE

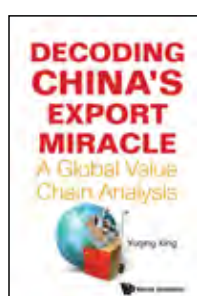
A Global Value Chain Analysis
by **Yuqing Xing** (National Graduate Institute for Policy Studies, Japan)

"Yuqing Xing provides a fascinating, accessible, and timely account of the crucial role of global value chains in powering China's transformation into the world's leading exporter. The book is a 'must have' for anybody seeking to understand micro dimensions of the contemporary and future global economy, including the forces pushing China towards an inward-looking strategy in high technology, and the risks thereof."

Etel Solingen
University of California Irvine

Readership: Academics, policymakers, professionals, undergraduate and graduate students interested in Chinese economy, global value chains, China – US trade war, and international trade.

216pp	Apr 2021	
978-981-122-962-6	US\$88	£75



THE POLITICAL ECONOMY OF REGIONALISM, TRADE, AND INFRASTRUCTURE

Southeast Asia and the Belt and Road Initiative in a New Era

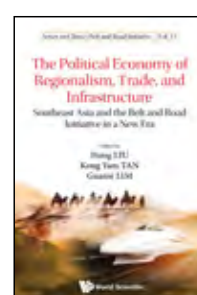
edited by **Hong Liu, Kong Yam Tan** (Nanyang Technological University, Singapore) & **Guanie Lim** (National Graduate Institute for Policy Studies, Japan)

"Over the past decade, China's Belt and Road Initiative (BRI) has served as a catalyst for expanding and strengthening economic, cultural, political, and security linkages to maintain regional stability... This book will be of great interest to scholars of Social Sciences and Humanities, especially observers of China's approach to modernity."

Yos Santasombat
Chiang Mai University

Readership: Advanced undergraduate and graduate students in the fields of economics and business studies; researchers and practitioners in the fields of economics and international business.

396pp	Sep 2021	
978-981-123-314-2	US\$128	£115



World Scientific Studies in International Economics: Volume 79

FIRMS AND WORKERS IN A GLOBALIZED WORLD

Larger Markets, Tougher Competition
by **Gianmarco I P Ottaviano** (Bocconi University, Italy)

Key Features

- The book shows how state-of-the-art models of international economics and economic geography can be brought to life by addressing several topical issues in the public debate, ranging from regional growth and regional decline to international competition and creative destruction, from innovation patterns to cultural diversity, from immigration to offshoring

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of international economics and economic geography.

344pp	Jun 2021	
978-981-123-338-8	US\$128	£115



PLAYING BY THE RULES

Understanding German Business Culture
by **Michael Staudacher**

"Very easy to read. Staudacher uses simple day-to-day examples to illustrate the cultural and behavioral differences when dealing with Germans. This is a must-read book for someone who is new to German culture and needs to interact with them regularly, especially a new joiner to a German company."

CS Chua
President and Managing Director
Infineon Technologies Asia Pacific

Readership: The primary market is managers and professionals working with Germans. The main focus is readers with Asian backgrounds, but the content is also useful for US and British readers.

132pp	Dec 2021	
978-981-123-341-8	US\$29.95	£25



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Textbook

GLOBAL BUSINESS STRATEGY

Asian Perspective (2nd Edition)
by **Hwy-Chang Moon** (Beijing Normal University, China & Seoul National University & Institute for Policy and Strategy on National Competitiveness, South Korea)



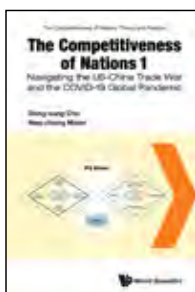
As the second edition of *Global Business Strategy*, this book provides novel insights on how a firm can formulate a successful approach toward its global business from both the Western and Asian perspectives. This second edition includes more recent business theories, techniques, and cases within the field of global business strategy. Specifically, it includes new theories and techniques like creating shared value (CSV), the global value chain, platform strategy, and business ecosystem.

Readership: Undergraduate/graduate students and academics in international business; business professionals interested in doing business in Asia.

388pp **Feb 2022**
978-981-123-617-4 **US\$118** **£105**

THE COMPETITIVENESS OF NATIONS 1

Navigating the US – China Trade War and the COVID-19 Global Pandemic
by **Dong-sung Cho** (The Institute for Industrial Policy Studies & Seoul National University, South Korea) & **Hwy-chang Moon** (The Institute for Policy & Strategy on National Competitiveness & Seoul National University, South Korea)



As this book provides a series of sophisticated methodologies and specific guidelines for enhancing national competitiveness, both academics and practitioners can derive useful implications from this research. Alongside the theoretical frameworks and methodologies for national competitiveness presented in this book, timely topics are included such as the COVID-19 global pandemic and the US – China trade war. This book also includes various country-specific real-world cases that are assessed from the perspective of both developed and developing countries.

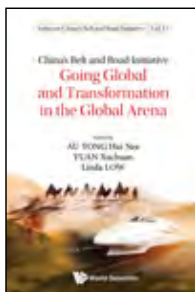
Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of competitiveness and international business.

300pp **Mar 2022**
978-1-80061-048-4 **US\$98** **£85**

Series on China's Belt and Road Initiative: Volume 15

CHINA'S BELT AND ROAD INITIATIVE

Going Global and Transformation in the Global Arena
edited by **Hui Nee Au Yong** (Universiti Tunku Abdul Rahman, Malaysia), **Xuchuan Yuan** & **Linda Low** (Singapore University of Social Sciences, Singapore)



Contributed by academics and business professionals from Asia, Europe and Africa, the chapters discuss the contemporary people, business, civil society and government developments related to the BRI and explore Health, Environment and Security (HES) challenges that confront the Initiative. This volume shows how a host country can leverage on China's investment without losing the nation's interest.

Readership: Academics, undergraduate and graduates students, professionals and policy makers interested in China's Belt and Road Initiative, China's economic development and foreign policy.

360pp **Jan 2022**
978-981-122-186-6 **US\$98** **£80**

IMPACT OF COVID-19 ON WORLD AVIATION INDUSTRY

Challenges and Opportunities
edited by **Paolo Rizzi** (Link to Beijing Consulting Partnership, China), **Cristiano Rizzi** (Link to Beijing Consulting Partnership, China & Eurasian Development Solution, China) & **Mario Tettamanti** (Link to Beijing Consulting Partnership, Switzerland – China)

This book aims to illustrate the impact of COVID-19 on the global aviation industry and its many facets and disruptive innovations this crisis is bringing to the industry, triggering a new phase of development for air transportation. As a result, there has been increased attention on the green aviation industry using new sustainable fuels (including hydrogen). The aviation industry is also moving towards operating electric aircraft.

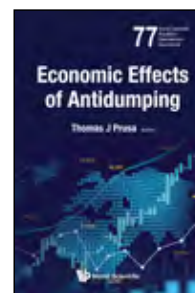
Readership: Policymakers, academics, professionals, undergraduate and graduate students interested in the latest development of the aviation industry.

260pp **Mar 2022**
978-981-124-613-5 **US\$98** **£85**

World Scientific Studies in International Economics: Volume 77

ECONOMIC EFFECTS OF ANTIDUMPING

edited by **Thomas J Prusa** (Rutgers University, USA)



"Tom Prusa has shaped our understanding of contingent protection through his writings over the years. His penetrating and innovative analysis, has increased the awareness about the welfare implications of these instruments. He has for sure, transcended the ostensible. Bringing some of his best work under one roof, is a very welcome publication, a reference point indeed, for academics and practitioners alike."

Petros C Mavroidis
Columbia Law School

Readership: students in economics and public policy; policymakers, appropriate for undergraduate and graduate level economics, public policy, and international law courses.

312pp **Jan 2021**
978-981-122-524-6 **US\$138** **£120**

CHINA INTERNATIONAL IMPORT EXPO

Shared Future in a New Era
by **Lei Zou** (Shanghai Administration Institute, China)

Translated by: **Zhiping Zhang** (Naval Medical University, China) & **Jian Zhu** (Naval University of Engineering, China)

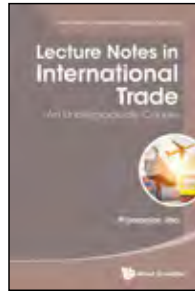


This book systematically expounds the background and content of China International Import Expo (CIIE), and studies the opportunities that China's expansion of imports brings to its economy, enterprises, consumers and to that of other countries. The book helps readers understand China's reform and opening-up, as well as the latest trends and policies of the country's expansion of import.

Readership: Readers interested in China's development, economy, market, and business opportunities, and China International Import Expo.

176pp **Oct 2020**
978-981-122-386-0 **US\$88** **£75**

World Scientific Lecture Notes in Economics and Policy - Vol 9
LECTURE NOTES IN INTERNATIONAL TRADE
 An Undergraduate Course
 by **Priyaranjan Jha** (*University of California, Irvine, USA*)



This book provides a comprehensive discussion of the economics of International Trade. Key questions related to why countries trade, how they gain from trade, and how international trade can produce winners and losers are answered. The last of these questions is related to the connection of trade to inequality in the distribution of income.

Readership: This book serves as a primary textbook for Economics undergraduate courses in International Trade and for Master's courses in Business Administration or International and Public Affairs.

160pp	Oct 2020	
978-981-122-761-5 (pbk)	US\$38	£35
978-981-122-083-8	US\$58	£50

WSPC Series in Business and Emerging Markets - Vol 1
BUSINESS PRACTICES, GROWTH AND ECONOMIC POLICY IN EMERGING MARKETS
 edited by **Luis Camacho** (*SUNY Empire State College, USA*) & **Satyendra Singh** (*University of Winnipeg, Canada*)



The book serves as an essential tool to study, apply, and analyze the contemporary dynamics in developing and emerging markets as the chapters cover recent and relevant business topics such as talent management, ICT technologies, innovation, artificial intelligence and cybersecurity, business incubation home market, and entry strategies.

Readership: Students, academics, business professionals and policy-makers interested in economies of developing countries or emerging markets.

208pp	Sep 2020	
978-981-122-174-3	US\$88	£75

Series on Innovation and Operations Management for Chinese Enterprises - Vol 5
R&D INVESTMENT OF MULTINATIONAL CORPORATIONS AND CHINA'S INDEPENDENT INNOVATION
 by **Wen Xiao, Jiadong Pan & Gaobang Lin** (*Zhejiang University, China*)

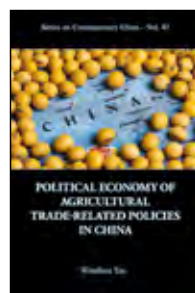


China has attracted a huge amount of investment in R&D internationalization of multi-national corporations (MNCs), which is playing an important role in its economy. In this book, technology is regarded as a factor of production that is allocated by MNCs across the world to maximize profits. Such rational economic behavior serves as our entry point to enhance existing theoretical achievements on R&D internationalization.

Readership: Students, researchers and the general public who would like to know more about R&D Internationalization of MNCs in China.

256pp	Oct 2020	
978-981-122-089-0	US\$98	£85

Series on Contemporary China - Vol 47
POLITICAL ECONOMY OF AGRICULTURAL TRADE-RELATED POLICIES IN CHINA
 by **Wenshou Yan** (*Zhongnan University of Economics and Law, China*)



This book seeks to understand the simultaneous economic and political contributors to China's changing agricultural protection levels and the central government's choice of policy instruments to tax or assist farmers. It theoretically explores the motivation behind agricultural trade-related support policies through extending the two-sector specific factors production model to three sectors, so as to make it more relevant for a one-party state such as China.

Readership: Academics, policymakers, professionals, industry researchers, undergraduate and graduate students interested in agricultural trade-related policies in China.

188pp	Oct 2020	
978-981-121-889-7	US\$78	£70

CHINA VERSUS THE US
 Who Will Prevail?
 by **Alfredo Toro Hardy** (*Venezuelan Scholar and Diplomat*)



"Weaving together into a seamless narrative the many strands of past and present changes, this is soft-power writing that reveals the hard-power implications that lie in wait. Toro Hardy has produced a detailed, accessible and insightful text to understand the coming fury."

Roxane Farmanfarmaian
 University of Cambridge

Readership: General public; scholars, graduate and undergraduate students studying international business, political science, international relations, American Studies, and China Studies.

304pp	Aug 2020	
978-981-121-851-4	US\$58	£50

NOTABLE BACKLIST
International Trade / Business
Economics and Management of Competitive Strategy Daniel F Spulber (<i>Northwestern University, USA</i>)
The End of Online Shopping Wijnand Jongen (<i>Ecommerce Europe, The Netherlands et al.</i>)
The WTO and Environment-Related International Trade Disputes Robert W Fraser (<i>University of Kent, UK</i>), et al.
Leadership
Being! Five Ways of Leading Authentically in an iConnected World Vikram Murthy (<i>Academy for Collaborative Futures (ACF), Australia</i>), et al.
Leadership T W Lim (<i>Soka University, Japan</i>), et al.
The Leader, The Teacher & You Siong Guan Lim (<i>NUS Lee Kuan Yew School of Public Policy</i>), et al.

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ENCYCLOPEDIA OF INTERNATIONAL ECONOMICS AND GLOBAL TRADE (In 3 Volumes)

Volume 1: Foreign Direct Investment and the Multinational Enterprise
Volume 2: International Money and Finance
Volume 3: International Trade and Commercial Policy

Editor-in-Chief: **Francisco L Rivera Batiz** *Columbia University, USA*

In an era when trade and currency wars were threatened to end a long-standing period of growing trade and capital flows, the economics of international trade, investment and finance have become more important than ever. This three-volume Encyclopedia provides a comprehensive and up-to-date overview of the theory and evidence on the causes and consequences of global trade, and the theory and evidence on the economics of international trade, financial and monetary transactions.



Readership: Undergraduate and graduate students, researchers and policymakers.

1044pp Mar 2020
 978-981-120-053-3 (Set) US\$980 £860

New Edition of Bestselling Textbook

SERVICES MARKETING (9th Edition)

People, Technology, Strategy
 by **Jochen Wirtz** (*National University of Singapore*) & **Christopher Lovelock**



"It is the premier services marketing source for university marketing faculty, advanced undergraduate and graduate students, and marketing professionals."

Merlin Simpson
Pacific Lutheran University

This is the ninth edition of the globally leading textbook for Services Marketing, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples.

Readership: University students taking the Services Marketing course, generally compulsory for Business and Marketing students, as well as MBA and EMBA students; marketing professionals and practitioners.

684pp Dec 2021
 978-1-944659-82-0 (pbk) US\$59.90 £55
 978-1-944659-79-0 US\$118 £105

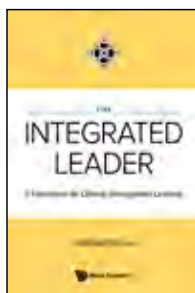
Leadership

THE INTEGRATED LEADER

A Foundation for Lifelong Management Learning

by **Chris Dalton** (*Henley Business School, UK*)

"Clever and thought-provoking, this book and its approach is something I would draw on in my support of others as well as my own development. The Integrated Leader is a fresh and challenging manifesto for leadership that stimulates new thinking about people, personal development, systems, change, and much more."



Helen Gordon, Chief Executive Officer, Science Council

Readership: Business professionals, MBA and Executive MBA Students interested in leadership.

296pp Jun 2021
 978-981-122-921-3 US\$49 £38

Marketing

MARKPLUS INC

Winning the Future — Marketing and Entrepreneurship in Harmony

by **Philip Kotler** (*Northwestern University, USA*) & **Den Huan Hooi** (*Nanyang Technological University, Singapore*)

"Having known Pak Hermawan for more than 40 years, it is not a surprise at all that the firm he founded is synonymous with his love for Marketing. This book succinctly captures both the personality of the founder and the dynamism of the firm. If you wish to learn more about what drives marketing and what drives a person to love marketing, you would miss so much if you pass up on reading this book."



Kuntoro Mangkusubroto
Chairman of the School of Business Management, ITB, Indonesia

Readership: Entrepreneurs, Executives, Professionals, Government and public-sector related officers, academics and researchers who are interested in marketing and entrepreneurship.

288pp Feb 2021
 978-981-122-217-7 (pbk) US\$28 £25
 978-981-122-171-2 US\$58 £50

SOCIAL MEDIA IN SPORT

Theory and Practice

edited by **Gashaw Abeza** (*Towson University, USA*), **Norman O'Reilly** (*University of Maine, USA*), **Jimmy Sanderson** (*Texas Tech University, USA*) & **Evan Frederick** (*University of Louisville, USA*)



"It is hard to imagine a more systematic treatment of the topics essential to understanding the sport and social media nexus. The analyses that you will find in Sport and Social Media cover all of the essential bases for those interested in how social media has changed the face of our contemporary experiences with sport."

Dr Lawrence A Wenner
Loyola Marymount University

Editor in Chief, Communication & Sport Journal

Readership: Undergraduates, graduates, professors in sport studies and sport practitioners.

504pp Aug 2021
 978-981-123-765-2 US\$148 £130

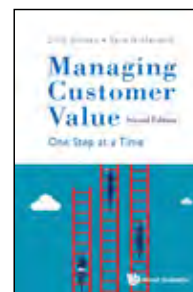
Textbook

MANAGING CUSTOMER VALUE

One Step at a Time

(2nd Edition)

by **Dilip Soman** (*University of Toronto, Canada*) & **Sara N-Marandi** (*Google*)



"This book gives any business a series of actionable insights based on scientific thinking for managing the value of their greatest assets — customers!"

Jonah Berger
University of Pennsylvania

This book provides a conceptual framework to guide an organization to transform a non-customer into its best customer, and more generally to increase customer value.

Readership: For graduate students and academics in marketing, business decision-makers and the general public.

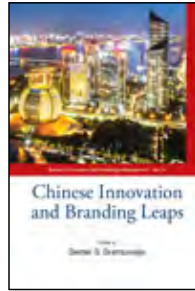
260pp Mar 2022
 978-981-124-079-9 US\$68 £60

CHINESE INNOVATION AND BRANDING LEAPSedited by **Serdar S Durmusoglu**
(China Jiliang University, China)

China is the largest emerging market economy and the second largest economy in the world which makes the experiences of Chinese firms and firms in China crucial. In essence, this book focuses on providing conceptual as well as in-depth case or empirical studies on the challenges faced and lessons learned regarding the 'management of Innovation, knowledge management and branding' by Chinese firms in the global arena as well as Western firms in China, while they manage their product innovations and branding efforts.

Readership: Academics, scholars and business professionals interested in Marketing, Management, Business, Branding in Asia, Innovation, New Product Development.

250pp Apr 2022
978-981-124-962-4 US\$88 £75

**Textbook**

Advances and Opportunities with Big Data and Analytics - Vol 3

ARCHITECTING EXPERIENCE (2nd Edition)A Conversion Science Handbook
by **Scot R Wheeler** (Medill-Northwestern University, USA)

"In the increasingly crowded media environment, media product creators will be challenged to reach and engage consumers and, increasingly, to get them to pay for content. This book is a road map for attracting and growing the audience for a media product — and measuring its success."

Rich Gordon
Northwestern University

Readership: It is suitable for professionals in content publishing, advertising, marketing and consumer research, and for undergraduate and graduate students in related fields of study.

292pp Aug 2020
978-981-122-010-4(pbk) US\$38 £35
978-981-121-986-3 US\$88 £75

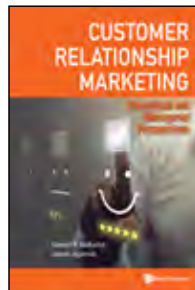
**Bestselling Textbook****CUSTOMER RELATIONSHIP MARKETING**Theoretical and Managerial Perspectives
by **Naresh K Malhotra** (Georgia Institute of Technology, USA) & **James Agarwal** (University of Calgary, Canada)

"Faculty seeking a text will find this book complete, with an instructor's manual, slide, and test bank. However, the practicing manager will also find the book a helpful source of new insights and analytical tools. The book is an outstanding addition to the literature on customer relationships."

Dr David W Stewart
Loyola Marymount University, and
Vice President, American Marketing Association

Readership: MBA Students; undergraduate management students (upper level); executives; courses in marketing management, customer relationship marketing, services marketing, marketing analytics.

372pp Feb 2021
978-1-944659-74-5(pbk) US\$58 £50
978-1-944659-71-4 US\$118 £105



Emerging Issues and Trends in Sport Business - Vol 1

WHAT SPONSORS WANTAn Inspirational Guide for Event Marketers
by **Mark Harrison** (The T1 Agency, Canada)

"Mark's passion for the sponsorship industry is undeniable. What Sponsors Want brilliantly synthesizes Mark's vast sponsorship experience into a clear and effective model to address sponsors' needs, while also effectively intermingling the learnings of a series of global experts from Mark's network. Mark's unwavering focus on the critical role of interpersonal relationships is a doubly important message today as the world shifts to distanced communication. Today's and tomorrow's sponsorship leaders will be inspired, motivated and smarter after reading this book."

Stewart Johnston
President of Media Sales & Marketing and TSN, Bell Media

Readership: Undergraduate, graduate students, researchers and practitioners and researchers in the field of sponsorship.

300pp Sep 2020
978-981-121-901-6 US\$58 £50

**Textbook****PRICING OF PRODUCTS & SERVICES**by **Tridib Mazumdar** (Syracuse University, USA)

As a practical step-by-step guide for firms, the book presents a comprehensive framework for pricing decisions. The framework illustrates how firms' pricing decisions are shaped by customer valuation of the product or service, firm cost, and competition within the category. Additional considerations include: channel arrangements, legal and regulatory limits, public sentiments, and the overriding strategy for the firm. Short cases and numerical examples help illustrate how these factors can be incorporated in firm making decisions.

Readership: Students and faculty interested in the pricing function, general management and corporate strategy.

376pp Jan 2021
978-981-120-417-3 US\$98 £85

**NOTABLE BACKLIST****Emotional Intelligence and Marketing****Catherine Prentice** (Griffith University, Australia)**Global Marketing Management System (2nd Edition)****Basil Janavaras** (Minnesota State University, USA), et al.**The History of Marketing Science****Russell S Winer** (New York University, USA), et al.**Long-Term Impact of Marketing****Dominique M Hanssens** (UCLA)**Marketing: A Relationship Perspective (2nd Edition)****Svend Hollensen** (University of Southern Denmark), et al.**Selling Science****Steven Judge, Richard Lucas****Winning in Service Markets****Jochen Wirtz** (NUS, Singapore)

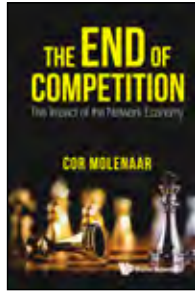
THE END OF COMPETITION

The Impact of the Network Economy
by **Cor Molenaar** (Erasmus University Rotterdam, The Netherlands)

In the book, the author explores the indicators of change, the motives for change, and the changes that are yet to come. Concrete plans provide clarity regarding the steps that can be taken, and they indicate who is already going down that road. This book will cover the similarities and differences in the approach and developments in both the Western and Asian worlds. We are at the beginning of a new age: the age of “being digital”, and closing our eyes to this is to deny ourselves a future.

Readership: Practitioners and researchers in the field of marketing, graduates and researchers in marketing.

252pp Jul 2020
978-981-121-231-4 US\$56 £50



MODERN HEALTH CARE MARKETING

by **Gamini Gunawardane** (California State University at Fullerton, USA & California State University at Los Angeles, USA)

Modern Health Care Marketing is an essential read to understand the integrated nature of health care marketing in the technologically driven, customer/patient-focused and globalized environment. It is also a useful reference for professionals to pick up best practices on addressing challenges faced in the modern health care industry.

Readership: Researchers, graduate and undergraduate students, as well as professionals in health care management and marketing.

516pp Jul 2020
978-981-3279-51-3 US\$158 £140



MARKETING STRATEGY IN THE DIGITAL AGE

Applying Kotler's Strategies to Digital Marketing
by **Milton Kotler, Tiger Cao, Sam Wang & Collen Qiao** (Kotler Marketing Group, China)

“Every generation needs a breakthrough, and it is also true for marketing. I recommend the book Marketing Strategy in the Digital Age written by my partners and friends to you.”

Philip Kotler (U.S.)
the Father of Modern Marketing and Chief Consultant of KMG

In this book, the authors provide detailed discussion and practical analysis on the relationship between marketing and digital technologies and propose a marketing implementation framework for digital strategy platforms.

Readership: CEOs, CMOs, entrepreneurs and senior executives.

404pp Sep 2020
978-981-121-838-5(pbk) US\$32 £30
978-981-121-697-8 US\$55 £50



Bestseller

MARKETING FOR COMPETITIVENESS: ASIA TO THE WORLD

In the Age of Digital Consumers
by **Philip Kotler** (Northwestern University, USA), **Hermawan Kartajaya** (MarkPlus Inc, Indonesia) & **Den Huan Hooi** (NTU, Singapore)

This book argues that marketing is no longer just vertical but has encompassed a new, more horizontal paradigm. In addition to many new concepts and frameworks, this book includes a plethora of real-world examples from various countries in Asia, which will help to shed light on how companies, both Asian and global, compete in Asia. Useful lessons can be drawn by all businesses in the world on how to win the mind, heart and spirit of the Asian consumer – digital and non-digital.

Readership: Marketing enthusiasts, business practitioners, general public; graduates and researchers studying Marketing.

304pp Jan 2017
978-981-3201-96-5(pbk) US\$28 £23
978-981-3201-95-8 US\$55 £46



Bestseller

ASIAN COMPETITORS

Marketing for Competitiveness in the Age of Digital Consumers
by **Philip Kotler** (Northwestern University, USA), **Hermawan Kartajaya** (MarkPlus, Inc., Indonesia) & **Den Huan Hooi** (Nanyang Technological University, Singapore)

The authors of this book, Professor Philip Kotler, arguably the **Father of Modern Marketing**, Hermawan Kartajaya from Indonesia, and Hooi Den Huan from Singapore, are all experts in their field and have previously produced other bestsellers. This book, with its focus on real life examples of competitive Asian companies in the age of digitalization, complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book, *Marketing for Competitiveness*. Together, these books provide a comprehensive picture of the changing Asian marketing landscape.

Readership: Marketing practitioners, business professionals, students, academics and general public interested in marketing.

344pp May 2019
978-981-3275-99-7(pbk) US\$28 £25
978-981-3275-46-1 US\$55 £50



Negotiation

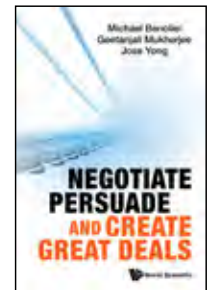
NEGOTIATE, PERSUADE AND CREATE GREAT DEALS

by **Michael Benoliel, Geetanjali Mukherjee & Jose Yong**

This book brings together cutting-edge research on negotiation from neuroscience, evolutionary theory and behavioral psychology along with interviews and insights with 25 master negotiators in business, politics, sports and diplomacy. We provide tools and techniques that can help executives and business professionals improve their ability to negotiate deals, while also laying out a framework that can support companies that wish to improve their organizational negotiation capabilities. Blending theory and practice, with plenty of examples of successful and failed negotiations in business and politics, this practical guide is an invaluable tool to prepare you for your next negotiation.

Readership: Professionals who are in the business of negotiation and influence. Students of business in general, both undergraduate and graduate, and specifically those studying negotiation.

224pp Oct 2020
978-981-122-541-3 US\$48 £40



Organizational Behavior / Industrial Organization

**MANAGEMENT AND LEADERSHIP OF
NON-PROFIT ORGANISATIONS IN SINGAPORE**A Common Language and Shared Meaning for
Transformationby **Caroline Lim, Millie Yun Su** (*Singapore University of Social Sciences*)
& **Hock Lin Sng** (*Singapore University of Social Sciences & ActiveSG, Singapore*)

This book aims to address the distinctive management challenges of non-profits in Singapore. It draws on the context of this island city-state to discuss strategies and management frameworks that will enable leaders and managers in non-profit organisations to more effectively achieve social impact amidst internal organisational issues and an evolving external landscape.

Readership: Managers and leaders in the non-profit sector or executives in corporate social responsibility functions, who desire to make their mark for a better social sector.

200pp Jun 2022
978-981-125-149-8 US\$48 £40

**INTELLIGENT AUTOMATION:
WELCOME TO THE WORLD OF
HYPERAUTOMATION**Learn How to Harness Artificial
Intelligence to Boost Business &
Make Our World More Human
by **Pascal Bornet, Ian Barkin** (*SYKES, USA*) &
Jochen Wirtz (*National University of Singapore*)

"This book is an insightful exploration of
Intelligent Automation and the future of work.

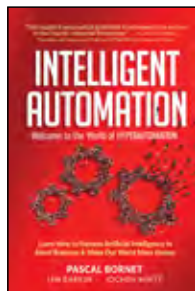
It is helping us understand the challenges and opportunities that
automation, RPA, deep learning, and artificial intelligence represent."

Dr Kai-Fu Lee

New York Times bestselling author of *AI Superpowers*

Readership: Business owners, entrepreneurs, researchers and early adopters who are interested in the field of intelligent automation, artificial intelligence and machine learning.

432pp Jan 2021
978-981-123-559-7(pbk) US\$24.99 £19
978-981-123-548-1 US\$48 £40

**DYNAMIC DECISIONS**Energy PIVOT, Adaptive Moves, Winning
BOUnCEby **Ricardo G Barcelona**

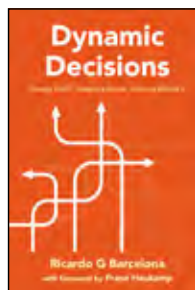
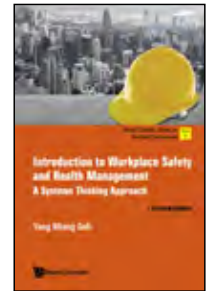
"In *Dynamic Decisions*, Ricardo shares his deep understanding of the vagaries of energy transitions. He offers guidance on how to navigate them by using strategic insights to adapt investment choices under ambiguities. A must-read for managers facing strategic energy-related or capital-intensive investment decisions."

Africa Ariño

IESE Business School, Spain

Readership: Managers and policymakers interested in business management; academics studying behavioural economics, investment, and green energy finance will also benefit from this book.

450pp Mar 2022
978-1-80061-205-1(pbk) US\$58 £45
978-1-80061-196-2 US\$98 £80

**Textbook**World Scientific Series on the Built
Environment - Vol 2**INTRODUCTION TO
WORKPLACE SAFETY AND
HEALTH MANAGEMENT**
(2nd Edition)A Systems Thinking Approach
by **Yang Miang Goh** (*National University of
Singapore, Singapore*)

The second edition presents additional systems thinking concepts and archetypes not covered previously, the safe design process in Australia, thoughts on learning disabilities and safety culture, and additional case studies. Besides the strong emphasis on conceptual framework, readers will also be exposed to the details of a Workplace safety and health (WSH) management system and practical WSH processes, hazards and controls.

Readership: Professionals and students (undergraduate and above) concerned with or studying workplace safety and the management of worker and overall workplace health.

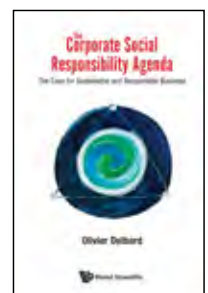
348pp Dec 2020
978-981-122-625-0(pbk) US\$68 £60
978-981-122-497-3 US\$108 £95

**THE CORPORATE SOCIAL
RESPONSIBILITY AGENDA**The Case for Sustainable and
Responsible Businessby **Olivier Delbard** (*ESCP Europe Business
School, France*)

This book offers a fresh view on today's Corporate Social Responsibility (CSR) from both historical and geographical perspectives. Exploring its roots and theoretical developments in the US, the author then focuses on how CSR has spread across the world, first in Europe and later in the developing world. An updated overview of today's CSR agenda is provided with a focus on four key issues: stakeholder inclusion, employee engagement and social dialogue, human rights and environmental sustainability.

Readership: Business students (including both undergraduate and postgraduate), academics and general public interested in corporate social responsibility (CSR).

196pp Feb 2020
978-981-120-659-7 US\$88 £75

**NOTABLE BACKLIST****Negotiation****Negotiation Excellence (2nd Edition)**
Michael Benoliel (*Singapore Management University*)**The World of Negotiation**
Amira Galin (*Tel Aviv University, Israel*)**Organizational Behavior / Industrial Organization****The Economics of Small Business**
Roger A McCain (*Drexel University, USA*)**Intrinsic Capability**
Frank Birkin (*Sheffield University, UK*), et al.**Organizational Commitment**
Aviad Bar-Haim (*Open University of Israel*)

Trends, Challenges and Solutions in Contemporary Supply Chain Management - Vol 1
CYBER SECURITY AND SUPPLY CHAIN MANAGEMENT

Risks, Challenges, and Solutions
 edited by **Steven Carnovale** (Rochester Institute of Technology, USA) & **Sengun Yenyurt** (Rutgers University, USA)

Today it is clear that supply chain is often the core area of a firm's cyber security vulnerability, and its first line of defense. This book brings together several experts from both industry and academia to shine light on this problem, and advocate solutions for firms operating in this new technological landscape.

Readership: Supply Chain Managers (including logistics, procurement, operations managers in all industries and sectors globally) and Supply Chain Management professors (for advanced undergraduate and graduate courses in Supply Chain Management, Operations Management, Logistics and Procurement).

236pp Jun 2021
 978-981-123-156-8 US\$88 £75



DUAL-CHANNEL SUPPLY CHAIN DECISIONS WITH RISK-AVERSE BEHAVIOR

edited by **Bo Li** (Tianjin University, China) & **Dong-Ping Song** (University of Liverpool, UK)

This book aims to address representative decision-making problems in dual-channel supply chains with risk-averse channel members. The most recently developed risk assessment technique, Conditional Value-at-Risk (CVaR), will be adopted as the predominant criterion to measure the risk-averse attitude. This book will help readers better understand operations management in dual-channel supply chain contexts with risk-averse behaviors, and will also provide effective techniques and tools for researchers and offer managerial insights for practitioners.

Readership: Postgraduates, researchers and practitioners interested in supply chain management, e-business, risk behaviors, marketing channel management, logistics, operations research, operations management, management science, and decision science

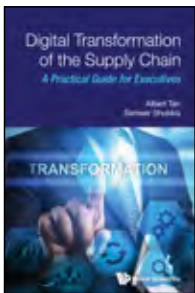
240pp Sep 2021
 978-1-80061-039-2 US\$88 £75



DIGITAL TRANSFORMATION OF THE SUPPLY CHAIN

A Practical Guide for Executives
 by **Albert Tan** (Malaysia Institute for Supply Chain Innovation, Malaysia) & **Sameer Shuklla**

"The book provides insights into how to lead the transformation project and how to manage the change internally and externally. The authors' hands-on experience in the field via applied research is clearly illustrated in the case studies which provide the reader with practical examples of the challenges and benefits of implementing a supply chain transformation project. A must-have book for all supply chain professionals."



Cedwyn Fernandes
 Middlesex University, Dubai

Readership: Supply Chain Executives, Operation Managers, Operation Executives, and Chief Operating Officers. Undergraduates, graduates, and academics specialising in supply chain management.

152pp Jun 2021
 978-981-122-959-6 US\$38 £35

Textbook

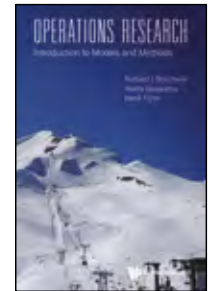
OPERATIONS RESEARCH

Introduction to Models and Methods
 by **Richard J Boucherie**, **Aleida Braaksma** (University of Twente, The Netherlands) & **Henk Tijms** (Vrije University Amsterdam, The Netherlands)

This attractive textbook with its easy-to-follow presentation provides a down-to-earth introduction to operations research for students in a wide range of fields such as engineering, business analytics, mathematics and statistics, computer science, and econometrics. It is the result of many years of teaching and collective feedback from students.

Readership: Undergraduate students in operations research, engineering, business analytics, mathematics, computer science, econometrics and quantitative economics.

512pp Nov 2021
 978-981-123-981-6 (pbk) US\$60 £55
 978-981-123-934-2 US\$158 £140



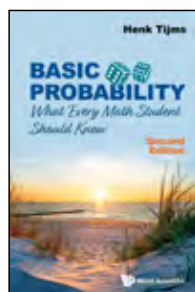
Textbook

BASIC PROBABILITY

What Every Math Student Should Know (2nd Edition)
 by **Henk Tijms** (Vrije University, The Netherlands)

Reviews of the First Edition:

"For high school AP Stat teachers who want to understand, and should want to understand, probability deeper than what the course curriculum requires, this book would be very helpful."



Martin Sternstein
 author of the bestseller *Barron's AP Statistics with Online Tests*

Readership: Undergraduate students in fields such as mathematics, statistics and data science, engineering, computer science and business analytics. High school math teachers and STEM students. Students in natural and social sciences, economics and finance.

184pp Jul 2021
 978-981-123-851-2 (pbk) US\$34 £30
 978-981-123-749-2 US\$58 £50

Textbook

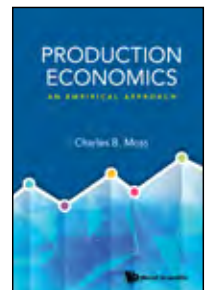
PRODUCTION ECONOMICS

An Empirical Approach
 by **Charles B Moss** (University of Florida, USA)

Production economics is that branch of microeconomics that examines producer decisions. This book focuses on the empirical estimation of these relationships using primal, dual, and differential specifications. The primal specification models production decisions based on the production function — estimation of the input/output relationship and the derivation of optimization behavior from this technical relationship. The dual approach estimates production decisions using economic information such as input and output prices. The textbook then develops the linkages between these relationships.

Readership: For graduate students in agricultural and general economics, as well as for researchers.

500pp Feb 2022
 978-981-123-886-4 US\$138 £120



LIMITLESS SUPPLY

New Economy in the Digital Era
by **Chunsheng Zhou** (*Cheung Kong Graduate School of Business, China*) & **Xiuhai Hu** (*Peking University, China*)

This book is mainly written to construct a preliminary, simple, yet relatively comprehensive economic theory framework for limitless supply, and to interpret the phenomena and corporate behaviour. It further explores how enterprises providing limitless supply products grow financially. It also proposes the fundamental difference in growth models between enterprises providing limitless supply products and those providing limited supply products. The book also looks at how growth models can achieve fission growth.

Readership: Professors, researchers and students interested in the field of economics, finance and business management, the internet and digital economy companies.

230pp Feb 2022
978-981-124-715-6 US\$88 £75

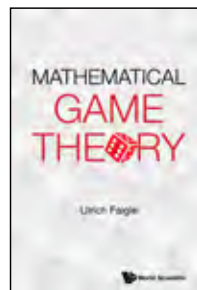
**MATHEMATICAL GAME THEORY**

by **Ulrich Faigle** (*University of Cologne, Germany*)

This textbook addresses anyone interested in a general game-theoretic view of the world. The reader should have mathematical knowledge at the level of a first course in real analysis and linear algebra. However, possibly more specialized aspects are further elaborated and pointers to relevant supplementary literature are given. Moreover, many examples invite the reader to participate "actively" when going through the material. The scope of the book can be covered in one course on *Mathematical Game Theory* at advanced undergraduate or graduate level.

Readership: Advanced undergraduate and graduate students, researchers and practitioners in the fields of game theory, operations research, mathematical optimization, economics theory, system theory and mathematical modelling.

190pp Mar 2022
978-981-124-669-2 US\$68 £60

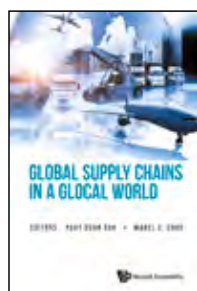
**GLOBAL SUPPLY CHAINS IN A GLOBAL WORLD**

edited by **Puay Guan Goh** & **Mabel C Chou**
(*National University of Singapore*)

The text revolves around various key themes, including how the global structures of supply chains are changing, and covers a wide array of industries such as food, healthcare, e-commerce, and transportation. In taking such a unique approach to provide a view of the future, academics and businesses alike will find this book a valuable resource as they navigate their next steps in an increasingly turbulent world.

Readership: Business School / MBA students. Entrepreneurs and senior management of MNCs, SMEs and startups across all industries. Might also be of interest to the general reader keen to understand how COVID-19 has changed industries and their global supply chains.

200pp Oct 2022
978-981-123-752-2 US\$68 £60



Domain-Specific Bodies of Knowledge in Project Management
BUILDING A BODY OF KNOWLEDGE IN PROJECT MANAGEMENT IN DEVELOPING COUNTRIES
edited by **George Ofori** (*London South Bank University, UK*)

This book aims to present a state-of-the-art account of the field of project management (PM) and present a body of knowledge (BoK) of the field for developing countries. It will discuss the current state of knowledge on project management by considering current trends and how they widen the content and scope of the field and explore the need for a special body of knowledge of project management for developing countries. It will also determine the nature of project management in developing countries, consider the contents of the field, and discuss the relationships between the new field and established bodies of knowledge.

Readership: Students and practitioners of general project management, undergraduate and postgraduate students in the fields of architecture, construction and engineering, practising architects, civil and building engineers, construction managers, quantity surveyors, and students, researchers and practitioners from both developing and industrialised countries.

500pp Oct 2022
978-981-122-471-3 US\$178 £155

Domain-Specific Bodies of Knowledge in Project Management
BUILDING A BODY OF KNOWLEDGE IN CONSTRUCTION PROJECT DELIVERY, PROCUREMENT AND CONTRACTING
edited by **Giovanni C Migliaccio** (*University of Washington, USA*) & **Pramen P Shrestha** (*University of Nevada Las Vegas, USA*)

This book aims to consolidate, structure and articulate collective knowledge on construction project delivery, procurement and contracting, so that it can serve as a gateway to the contiguous topics of construction project delivery. In addition to supporting the education of our own student researchers, as well as broadening and deepening the knowledge of practitioners, the book is also intended to serve as a foundation for future education and as a reference book for professionals. Academicians can use it as a textbook for an undergraduate or graduate course on the topics of project delivery, procurement and contracting.

Readership: Civil engineers, architects, Built Environment professionals, and Construction professionals. Upper division undergraduate and graduate students studying construction project delivery, contracting and/or procurement.

450pp Sep 2022
978-981-122-477-5 US\$158 £140

INNOVATION ANALYTICS

Tools for Competitive Advantage
edited by **Nachiappan Subramanian** (*University of Sussex, UK*),
S G Ponnambalam (*Vellore Institute of Technology, India*) &
Mukund Janardhanan (*University of Leicester, UK*)

This book provides a comprehensive overview of the challenges and opportunities behind: 1) The latest research behind technological advances driving innovation analytics; 2) The transition of analytical ideas to interdisciplinary teams; 3) The development of deep synchronicity of skills and production innovation; 4) The use of innovation analytics in multiple stages of product and process evolution beneficial to students, scientists, engineers, academics, and management professionals.

Readership: Undergraduates and postgraduates interested in new product development, business analytics, supply chain management, project management, innovation and technology management.

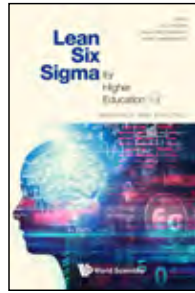
200pp Oct 2022
978-1-80061-000-2 US\$88 £75

LEAN SIX SIGMA FOR HIGHER EDUCATION

Research and Practice

edited by **Jiju Antony** (Heriot-Watt University, UK), **Raja Sreedharan V** (Université Internationale de Rabat, Morocco) & **Ayon Chakraborty** (Indian Institute of Management Tiruchirappalli, India)

"I am delighted to recommend this book to managers involved in Higher Education. Lean Six Sigma is often associated with industrial and manufacturing applications but it has much broader potential... Lean Six Sigma is an approach that more and more people are discovering can deliver measurable, positive results in many aspects of managing Higher Educational establishments."



Martin Brenig-Jones
Chief Executive, Catalyst Consulting Ltd

Readership: Advanced undergraduate and graduate students, researchers and practitioners interested in the aspects of managing Higher Educational establishments.

288pp Aug 2020
978-1-78634-849-4 US\$108 £95

STUDIES ON HOSPITAL MANAGEMENT TRANSFORMATION

by **Di Jian** (Beijing Jingyi Wanjia Technology Co., Ltd, China)

Due to the absence of a clear evaluation standard and system, the majority of hospital management personnel in China are uncertain of how to evaluate and construct hospital culture. This book presents a theoretical model, evaluation indicators and improvement objectives of hospital culture. Beyond theories, it also includes substantial systematic approaches and practical construction cases which make this book highly applicable. The theoretical system of the patient-centric hospital culture has been applied in over 100 medical institutions. This book should be taken as an essential guidebook for hospital management.



Readership: Medical and health practitioners, medical and health government staff, management consulting practitioners.

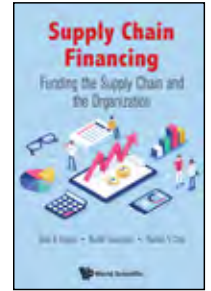
292pp Mar 2020
978-981-121-163-8 US\$98 £85

SUPPLY CHAIN FINANCING

Funding the Supply Chain and the Organization

by **Dale S Rogers** (Arizona State University, USA), **Rudolf Leuschner** (Rutgers University, USA) & **Thomas Y Choi** (Arizona State University, USA)

This book is a comprehensive introduction to supply chain financing as a business model that enables companies to reduce costs, improve their working capital and manage risks more tightly. Supply chain financing is using the supply chain to fund the organization and using the organization to fund the supply chain. Supply chain financing is of growing importance, the book explains what supply chain funding is and its different components as well as its impact and potential not only on companies using it, but more globally.



Readership: Supply management or finance professionals, decision makers in corporate disciplines, undergraduate and graduate students in supply management classes.

172pp Apr 2020
978-1-78634-826-5 US\$78 £70

NOTABLE BACKLIST

Supply Chain Management / Operations Management / Operations Research
Building a Responsive and Flexible Supply Chain Yoshiteru Minagawa (Nagoya Gakuin University, Japan)
Concepts of Transportation Economics Barry E Prentice (University of Manitoba, Canada), et al.
Hands-on Project Management Avraham Shtub (Technion Israel Institute of Technology, Israel), et al.
Manufacturing Operations Management Min-Jung Yoo (EPFL, Switzerland), et al.
Service and Operations Management Cengiz Haksever (Rider University, USA), et al.
Supply Ecosystems Douglas Kinnis Macbeth (University of Southampton, UK)
Topics in Lean Supply Chain Management (2nd Edition) Marc Schniederjans (University of Nebraska-Lincoln, USA), et al.
Tourism Management
Creating and Managing Experiences in Cultural Tourism Daniela Angelina Jelincić (Institute for Development and International Relations, Croatia), et al.

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THE INTERNATIONAL JOURNAL OF ACCOUNTING (TIJA)

www.worldscientific.com/tija

Editor-in-Chief: A. Rashad Abdel-khalik
(University of Illinois, Urbana-Champaign, USA)

Aims and Scope

The aim of *TIJA* is to advance the academic and professional understanding of accounting theory, policies and practice from the international perspective and viewpoint. The Journal editorial recognizes that international accounting is influenced by a variety of forces. Thus, the primary criterion for manuscript evaluation is the incremental contribution to international accounting literature and the forces that impact the field.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • International Bibliography of the Social Sciences (IBSS) • Scopus • RePEC and more.



ASIA-PACIFIC JOURNAL OF OPERATIONAL RESEARCH (APJOR)

www.worldscientific.com/apjor

ISI-Indexed!

Editor-in-Chief: Ek Peng Chew
(National University of Singapore)

Aims and Scope

APJOR provides a forum for practitioners, academics and researchers in Operational Research and related fields, within and beyond the Asia-Pacific region.

Abstracting/Indexing

Science Citation Index Expanded • Journal Citation Reports/Science Edition • Mathematical Reviews® • Scopus • Zentralblatt MATH • Compendex • CompuMath Citation Index and more.

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INTERNATIONAL JOURNAL OF INNOVATION MANAGEMENT (IJIM)

www.worldscientific.com/ijim

Managing Editor: Joe Tidd (*SPRU, The University of Sussex, UK*)

Academic Advisory Board
Ikujiro Nonaka (*University of California at Berkeley, USA*)

Business Advisory Board
John Brady (*McKinsey & Company, Inc.*)
Richard Granger (*Arthur D Little*)

Aims and Scope

IJIM is the official journal of the International Society of Professional Innovation Management (ISPIIM). Both the *IJIM* and *ISPIIM* adopt a multi-disciplinary approach to addressing the many challenges of managing innovation, rather than a narrow focus on a single aspect such as technology, R&D or new product development.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • International Bibliography of the Social Sciences (IBSS) • INSPEC and more.

CITE SCORE
3.3

INTERNATIONAL JOURNAL OF INNOVATION AND TECHNOLOGY MANAGEMENT (IJITM)

www.worldscientific.com/ijitm

Editor-in-Chief:

Jin Chen (*Tsinghua University, China*)

Aims and Scope

IJITM is the official journal of PICMET. It encompasses all facets of the process of technological innovation from idea generation, conceptualization of new products and processes, R&D activities, and commercial application.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • International Bibliography of the Social Sciences (IBSS) • INSPEC and more.

CITE SCORE
1.9

JOURNAL OF INFORMATION AND KNOWLEDGE MANAGEMENT (JIKM)

www.worldscientific.com/jikm

Editor-in-Chief: Suliman Hawamdeh (*University of North Texas, USA*)

Aims and Scope

JIKM dedicated to the exchange of the latest research and practical information in the field of information processing and knowledge management. It publishes original research and case studies by academic, business and government contributors.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Journal Citation Reports/Science Edition • Scopus • INSPEC and more.

CITE SCORE
1.5

ISI-Indexed!

INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY AND DECISION MAKING (IJITDM)

www.worldscientific.com/ijitdm

Editor-in-Chief: Yong Shi (*University of Nebraska at Omaha, USA & Chinese Academy of Sciences, China*)

Aims and Scope

IJITDM provides a global forum for exchanging research findings and case studies which bridge the latest information technology and various decision-making techniques. It promotes how information technology improves decision techniques as well as how the development of decision-making tools affects the information technology era.

Abstracting/Indexing

Science Citation Index Expanded • Journal Citation Reports/Science Edition • ISI Alerting Services • Scopus • INSPEC and more.

IMPACT FACTOR
2.22

JOURNAL OF INDUSTRIAL INTEGRATION AND MANAGEMENT: INNOVATION & ENTREPRENEURSHIP (JIIM)

www.worldscientific.com/jiim

Editors-in-Chief: Li Cai (*Jilin University, China*), Shukuan Zhao (*Jilin University, China*), Baoshan Ge (*Jilin University, China*) & Li Da Xu (*Advisory*) (*Old Dominion University, USA*)

Aims and Scope

Jiim focuses on the technological innovation and entrepreneurship of the current transition towards industrial integration and informatization. This journal aims to provide insights into challenges, issues, and solutions related to industrial integration and industrial informatization through an interdisciplinary forum for researchers, practitioners, and policy makers.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • INSPEC • Google Scholar and more.

IMPACT FACTOR
3.3

Jiim achieved JCI of 0.85 in 2020 with Q2 ranking in Management

ASIAN CASE RESEARCH JOURNAL (ACRJ)

www.worldscientific.com/acrj

Editor-in-Chief: Li-Qun Wei (*Hong Kong Baptist University*)

"The Asian Case Research Journal provides a great communication tool to share relevant and geographically focused case material among interested academics and researchers. Publication in the Journal establishes a benchmark and quality assurance vital to academic recognition."

Michiel R Leenders
The University of Western Ontario

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • CSA Risk Abstracts • Google Scholar and more.

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JOURNAL OF INTERNATIONAL COMMERCE, ECONOMICS AND POLICY (JICEP)

www.worldscientific.com/jicep

Managing Editors: Jie Li (*Central University of Finance and Economics, China*) & Albert Guangzhou HU (*National University of Singapore*)

CITE SCORE 1.2

Aims and Scope

JICEP is a peer-reviewed journal that seeks to publish high-quality research papers that explore important dimensions of the global economic system (including trade, finance, investment and labor flows). JICEP is particularly interested in potentially influential research that is analytical or empirical but with heavy emphasis on international dimensions of economics, business and related public policy.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • International Bibliography of the Social Sciences (IBSS) • Scopus • EconLit and more.

THE JOURNAL OF FINTECH (JFT)

www.worldscientific.com/jft

Co-Editor: Zvi Wiener (*Hebrew University of Jerusalem*) & David Lee (*Singapore University of Social Sciences*)

Aims and Scope

The main emphasis of *The Journal of FinTech* is to provide a broad platform for research and discussion of issues related to this new era. The three basic components of FinTech are Financial Systems, Technologies and Applications. We will provide a platform for new ideas and developments in which technology based on computers and communication channels is changing the traditional approach.

Abstracting/Indexing

Google Scholar • J-Gate • NSTL - National Science and Technology Libraries and more.

WORLD SCIENTIFIC ANNUAL REVIEW OF FINTECH

www.worldscientific.com/wsarf

Editor-in-Chief: David Lee Kuo Chuen (*Global Fintech Institute, Singapore & Singapore University of Social Sciences*)

FORTHCOMING

Aims and Scope

The *World Scientific Annual Review of Fintech* aims to publish theoretical and empirical research of the highest quality across all major fields in fintech and sustainable development including but not limited to:

1. entrepreneurship in finance
2. use of emerging technologies such as AI, IoT and quantum computing in finance and markets
3. technology powered financial inclusion
4. economic models in blockchain-based (decentralized) finance
5. green and sustainable finance
6. ethics, governance, and regulatory matters related to fintech
7. other related topics

JOURNAL OF DEVELOPMENTAL ENTREPRENEURSHIP (JDE)

www.worldscientific.com/jde

Editor: Michael Morris (*University of Notre Dame, USA*)

CITE SCORE 1.9

Aims and Scope

JDE provides a forum for the dissemination of descriptive, empirical, and theoretical research that focuses on issues concerning microenterprise and small business development, especially under conditions of adversity. The intended audiences for JDE are scholars who study issues of developmental entrepreneurship and professionals involved in governmental and non-governmental efforts to facilitate entrepreneurship in economic and community development programs around the world.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • EconLit • RePEC and more.

JOURNAL OF ENTERPRISING CULTURE (JEC)

www.worldscientific.com/jec

Editor-in-Chief: Wee-Liang Tan (*Singapore Management University*)

Aims and Scope

The purpose of the *Journal of Enterprising Culture* is to publish conceptual, research, and/or case based works that can be of practical value to business persons, educators, students and advocates. In addition, the Journal will also be dedicated to developing young researchers and teachers in the entrepreneurship discipline and to provide them with an opportunity to pursue more practical-oriented works.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • International Bibliography of the Social Sciences (IBSS) • RePEC • EconLit and more.

JOURNAL OF BUSINESS AND ECONOMIC ANALYSIS (JBEA)

www.worldscientific.com/jbea

Open Access

Editor-in-Chief: Ahmed M Khalid (*Universiti Brunei Darussalam*)

Aims and Scope

The Journal of Business and Economic Analysis (JBEA) is an international and interdisciplinary journal dedicated to improve existing knowledge and understanding in the fields of business, management, economics, accounting and finance.

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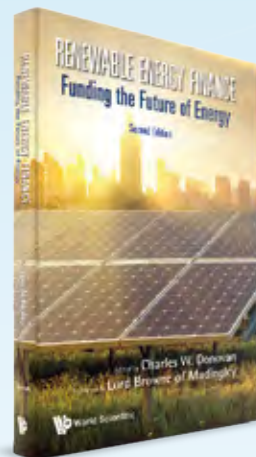
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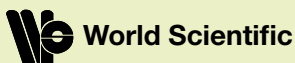
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