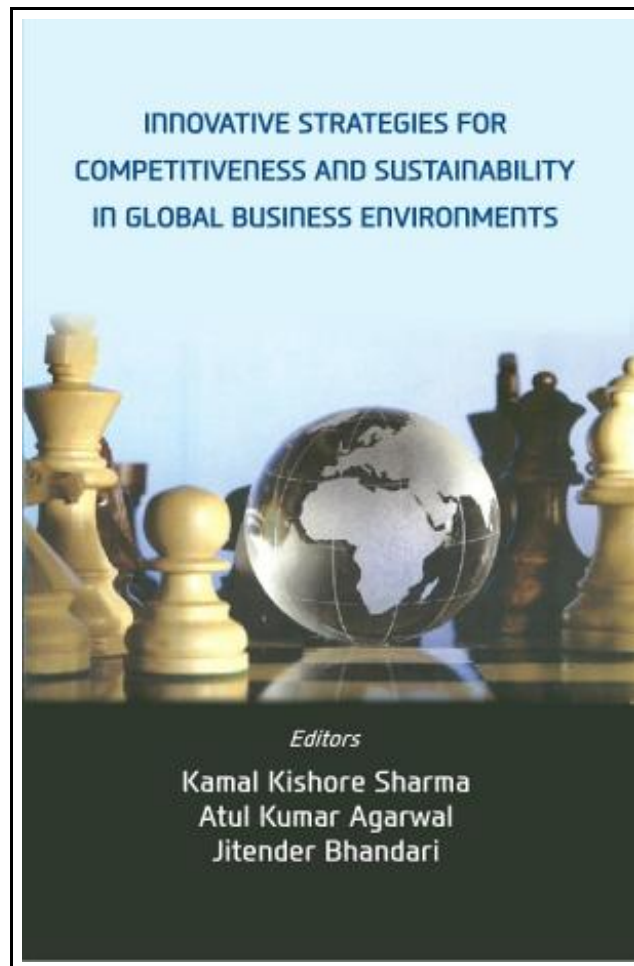


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2015. Hardcover. Book Condition: New. 535 About The Book:- This conference aims at examining innovation, competitiveness and shifts in business strategies with a regional and global perspective. The discussions focus on the impact of globalization on innovation, competition, and business environment sustainability activities. In our endeavour, we have received around 55 papers, out of which 40 papers are being published in this edited book. We have also included 11 invited papers from across the globe. The contents and coverage of the papers presented is spread across the sphere of business opportunities, emerging markets, strategy, innovation and challenges in international markets. About the Author:- Dr. Kamal Kishore Sharma- Professor and Dean. He is a Fellow (PhD) of IIM Ahmedabad and MBA (Marketing and Financial Management) from Institute of Management Studies, Ajmer University. In a rich career span of 24 years from a management trainee in 1989 to a young CEO at an MNC subsidiary abroad and later with consulting and academics, he has worked with a prestigious range of organizations viz. Public Sector (SAILBokaro Steel), Indian Civil Services (Indian Railways Traffic Service), MNC (Arcelor Mittal) and reputed Indian Universities (IIMA, CEPT, EDI). Dr. Atul Kumar Agarwal serving as Professor and Chairperson Marketing Management in Ansal University Gurgaon, India. He has done his Ph.D. (Central University) in Rural Marketing, M.Phil. (Mgt.), M.B.A., M.S.W. He is an avid researcher, prolific writer and an academician of repute. He has also completed short term course on Industrial organisation and policy contemporary theory and practices at IIT- Kanpur. Dr. Jitender Bhandari is UNCTAD trained economist presently working as Associate Professor and a Chair Economics and Inte...



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