

Ethical and Social Perspectives on Global Business Interaction in Emerging Markets (Advances in Business Strategy and Competitive Advantage)



Societal demands, needs, and perspectives of ethical and socially responsible behavior within business environments are a driving force for corporate self-regulation. As such, executives must consistently work to understand the current definition of ethical business behavior and strive to meet the expectations of the cultures and communities they serve. Ethical and Social Perspectives on Global Business Interaction in Emerging Markets compiles current research relating to business ethics within developing markets around the world. This timely publication features research on topics essential to remaining competitive in the modern global marketplace, such as corporate social responsibility, corporate governance, consumer behavior understanding, and ethical leadership, and how all of these components attribute to the decision making process in business environments. Business executives and managers, graduate-level students, and academics will find this publication to be essential to their research, professional, and educational needs.

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