University Of Melbourne Master Of Management Marketing

Minjie Lin

Revolutionizing Sustainability Education Ekaterina Ivanova, Isabel Rimanoczy, 2021-12-30 There is growing awareness among leading responsible management scholars and practitioners that understanding global wicked problems is insufficient in effecting lasting engagement and changed behaviors. Research indicates that to impact behavior, the mindset has to shift, which leaves the question: How do you shift a mindset? This book guides educators and practitioners, their students and colleagues to take action on finding urgent solutions to the grand challenges stated in the 17 UN Sustainable Development Goals. A Sustainability Mindset is a way of thinking and being that results from a broad understanding of the ecosystem, from social sensitivity and an introspective focus on our personal values and higher self, which finds its expression in actions for the greater good. By promoting a mindset shift, educators in very diverse contexts are laying the foundation for a resilient future. The book presents a collection of over 150 student voices depicting a transformative experience and a shift in their mindset. Seventeen educator/student teams of contributing authors from across five continents describe the activity that prompted those students' reflections, and the conceptual frameworks that played a role in the selection of the learning goals and activities. The book is written with academic and corporate educators, reflective practitioners, consultants, coaches, trainers and students in mind, and is invaluable in guiding the process of developing a sustainability mindset among participants in the training process.

Which MBA? George Bickerstaffe,1997 The ninth edition of this guide continues the tradition of giving its readers independent assessments of MBA programmes and business schools worldwide. The text offers advice and guidance to individuals and organizations, helping them to assess the MBA opportunities available to them. Featuring comments on the individual schools and their programmes, information on fees, costs, entry requirements, application details and student profiles. Includes part time, full time and distance learning courses. The book is divided into separate sections for the UK, Europe, USA and the rest of the world.

Overcoming Crisis: Case Studies Of Asian Multinational Corporations Parissa Haghirian, 2022-12-21 Crisis management is not a new topic in management research and teaching. Every company meets challenges and crisis at some

point and being able to deal with them decides whether a business survives. Despite this, crisis management has not yet been a prominent part of the modern business school curriculum. The pandemic has changed that, and how to deal with crisis has become the major question, not only for entrepreneurs and managers, but also for business educators. This book presents 22 case studies of Asian multinational corporations overcoming crisis. The topics do not only deal with the pandemic, but all kind of challenges of modern business and show how companies did overcome or which strategies they have developed to do so. The companies are divided into different industries such as the automotive industry, entertainment or aviation industries. The cases can be used in business and international management classes, but can also be read to learn about modern crisis management strategies.

Destination Marketing Metin Kozak, Nazmi Kozak, 2015-10-23 This book advances the current literature on destination marketing by using innovative up-to-date case studies from a wide geographical representation. The contributors examine new methods and marketing approaches used within the field through a combination of theoretical and practical approaches. With discussions of topics including image, branding, attractions and competitiveness, the chapters in this volume offer new insight into contemporary developments such as medical tourism, Islamic tourism and film-induced tourism. Presenting detailed findings and a range of methodologies, ranging from surveys to travel writings and ethnography, this book will be of interest to students, scholars and practitioners in the fields of tourism and marketing.

Nonprofit Marketing Walter Wymer, Patricia Knowles, Roger Gomes, 2006-03-06 Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organizations is a conceptually strong text that gives students marketing strategies for nonprofit, charitable, and nongovernmental organizations, while providing them with a broad treatment of marketing basics. Written in an easy-to-follow style, marketing concepts are clearly presented and supported with real-world examples.

Advances and Lessons in Sports Raúl Fernández-Calienes, Hagai Gringarten, 2023-04-17 This volume brings together valuable and innovative research in several areas of sports, including coaching, collegiate sports, sports careers, sport psychology, and sports media and professionalism. Written by a variety of distinguished researchers and scholars, as well as accomplished coaches and athletes from around the world, this book informs sports theory and sports practice. It provides readers with historical perspectives and contemporary analyses of sports management and participation, as well as unique insights into several sports through national and international case studies. The volume offers concepts and data that have applications in such disciplines as business and management, career development, communications, cultural studies, exercise science, kinesiology, law and governance, marketing and branding, media, medicine and physiology, mental health and psychology, sociology, and technology. It will inform readers as they draw insights to develop best practices in a variety of sports.

Developing Digital Marketing Park Thaichon, Vanessa Ratten, 2021-06-11 Developing Digital Marketing: Relationship Perspectives provides a holistic perspective about the role of digital marketing in the global economy, helping readers to understand the shift from traditional marketing to more novel and innovative forms.

Regional Businesses in a Changing Global Economy Quamrul Alam, Robert Grose, 2022-03-23 In a highly globalised trade and investment environment, businesses in regional areas must learn to take advantage of the benefits that stem from their geographical location. This book explains the immense value regional businesses bring to local communities and to Australia as a whole through case studies. The case studies are diverse in nature and highlight how regional businesses utilise their competitive advantage to introduce innovative practices and use local expertise, knowledge, skills, and networks to benefit from local social capital in a synergetic manner. The case studies in the book will help readers better understand the processes of industrial localisation. The examples of how innovative regional businesses have used innovative practices, local resource leverage, social and entrepreneurial skills and knowledge of international markets to develop and expand their businesses will provide insights into how regional businesses can achieve growth and secure jobs in an innovative and sustained manner.

The MBA Career Guide ,1995

The Palgrave Handbook of Leadership in Transforming Asia Nuttawuth Muenjohn, Adela McMurray, 2017-07-25 This handbook provides a comprehensive overview and evaluation of the variety of organizational leadership issues within the Asian region. It highlights the relationship between leaders and their followers, and the complexity of leadership research and practices in Asian transformational economies. Covering a wide range of contexts and perspectives, the chapters are based on empirical studies with evidence-based findings that can be used as case studies for academics and practitioners. The handbook makes significant contributions to leadership theory including practice and assists international researchers, practitioners and students in understanding the influence of the Asian culture and its impact on leadership.

Web Portals Arthur Tatnall,2005-01-01 A Web Portal is a special web site designed to act as a gateway giving convenient access to other related sites. This book investigates the various types of portals and describes how they can be used in business applications. After considering the nature of portals, the book describes the first general portals like Yahoo, and how they came into being. Portals are used in businesses of all types and sizes and this book discusses how portals can be used in large business corporations as well as small to medium enterprises. Web portals have increasing importance to marketers as, by their nature, they retain their users who must return to them frequently. They also provide a useful means of making information and knowledge readily available in a convenient form to authorised users. This book covers a wide range of issues relating to the use of portals in business.

The Routledge Handbook of Hotel Chain Management Maya Ivanova, Stanislav Ivanov, Vincent P.

Magnini, 2016-05-05 Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high economic importance of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

Designing and Managing a Research Project Michael Jay Polonsky, David S. Waller, 2018-10-03 Designing and Managing a Research Project: A Business Student's Guide is a practical, step-by-step guide that shows business students how to successfully conduct a research project, from choosing the topic to presenting the results. The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions. The inclusion of topics such as supervision, group work and ethics, and both qualitative and quantitative data analysis, along with examples from real student research provide a unique perspective. The new Fourth Edition includes broader types of student project examples, such as an Economics thesis, additional international business cases, increased coverage of Questionnaire Design and Institutional Review Boards, and an integrated case throughout the book on High Performance Shoes with supporting materials and data. Additional resources including case studies, PowerPoint slides, and test bank are available on the authors' website.

Innovating From Within Alexandrina Pauceanu, Małgorzata Porada-Rochoń, 2024-06-03 In the post-pandemic era, innovation from within the organization is essential for business competitiveness and survival. As organizations consider growth and sustainable development, the choice is no longer between entrepreneurship on the one hand and intrapreneurship on the other. The question now is: why not both? As job creators and not job seekers anymore, students and

young entrepreneurs need guidance and frameworks to develop their entrepreneurial spirit and skills. Innovating From Within presents the tools, challenges and practices aligned with EU regulations to guide and accommodate students' entrepreneurial ideas and skills into sustainable businesses for the future. By clarifying concepts like intrapreneurship, corporate entrepreneurship and their contribution to sustainable businesses, the book provides readers with up-to-date knowledge about these concepts and how to implement them in practice. With a range of real-life insights from intrapreneurs, and illustrated with international examples drawn from policy and practice, Innovating From Within is a comprehensive introduction to an increasingly important area of business. Students and lecturers will particularly value its practical approach and readable style.

<u>Events MISmanagement</u> Tim Brown, Phil Higson, Lindsey Gaston, 2022-05-11 A unique text that looks at events from a very different perspective – that of how and why events fail and what can be learnt from this in both a practical and academic perspective. It provides a case study approach to the event planning process with the cases illustrating how core planning theory and concepts fails to emerge in practice and why.

Event Design Greg Richards, Lénia Marques, Karen Mein, 2014-10-10 Events are becoming more complex as their range of functions grows, as meeting places, creative spaces, economic catalysts, social drivers, community builders, image makers, business forums and network nodes. Effective design can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times. This process requires creative imagination, and a design methodology or in other words 'imagineering'. This book brings together a wide range of international experts in the fields of events, design and imagineering to examine the event design process. It explores the entire event experience from conception and production to consumption and co-creation. By doing so it offers insight into effective strategies for coping with the shift in value creation away from transactional economic value towards social and relational value which benefit a range of stakeholders from the community to policy makers. Mega-events, small community events, business events and festivals in eight different countries are examined providing an international view of social issues in event design. A wide selection of current research perspectives is employed, integrating both theoretical and applied contributions. The multidisciplinary nature of the material means that it will appeal to a broad academic audience, such as art and design, cultural studies, tourism, events studies, sociology and hospitality.

21st Century Management: A Reference Handbook Charles Wankel, 2008 Ordered as part of a set on ID 7574134.

The Emerald Handbook of Destination Recovery in Tourism and Hospitality Priyakrushna Mohanty, Anukrati Sharma, James Kennell, Azizul Hassan, 2022-11-07 Featuring a broad geographical range of examples and pan-disciplinary perspectives, The Emerald Handbook of Destination Recovery in Tourism and Hospitality is an essential reference and illuminating guide on developments in the theory and practice of tourism development post-pandemic.

Stagnancy Issues and Change Initiatives for Global Education in the Digital Age Neimann, Theresa, Felix, Jonathan J., Reeves, Stacy, Shliakhovchuk, Elena, 2020-09-04 At this juncture in the history and development of education in the digital age, constituents of education systems across the globe are challenged with revising or rediscovering the purpose of educational institutions within societies. Institutions need to retool to include digital games-based and problem-based learning, and education itself must adapt to serve the needs of a diverse student population. Stagnancy Issues and Change Initiatives for Global Education in the Digital Age is a cutting-edge research publication that explores the complex discourse of trends, shifts, and changes happening in the field of education and to understand the implications for teaching, learning, and professional development. The book helps educators understand how to make their pedagogy and andragogy relevant in the framework of constant technological shifts and changes in order to help students thrive in a global economy. Featuring a wide range of topics such as gamification, pedagogy, and intercultural learning, this book is ideal for curriculum designers, academicians, education professionals, researchers, policymakers, and students.

ECKM2007-Proceedings of the 8th European Conference on Knowledge Management Dan Remenyi, 2007

Decoding **University Of Melbourne Master Of Management Marketing**: Revealing the Captivating Potential of Verbal Expression

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