

BMBA5001 Leadership and Business Sustainability (Block 1)

View Online



Adair, J. E. (2002). Inspiring leadership: [learning from great leaders]. Thorogood. <https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=308976>

Blowfield, M. (2013). Business and sustainability. Oxford University Press.

Blowfield, M., & Murray, A. (2019). Corporate social responsibility (Fourth edition). Oxford University Press.

Bolden, R. (2011). Exploring leadership: individual, organizational, and societal perspectives. Oxford University Press. <https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=800815>

Marturano, A., & Gosling, J. (2008). Leadership: the key concepts: Vol. Routledge key guides. Routledge. <https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=325283>

BMBA5002 Advanced Strategic Management (Block 2)

View Online



Brewerton, P., & Millward, L. (2001). *Organizational research methods: a guide for students and researchers*. SAGE.

<https://proxy.library.dmu.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=e000xww&AN=251199&site=ehost-live>

Clegg, S., Pitelis, C., Schweitzer, J., & Whittle, A. (2020). *Strategy: theory & practice* (3rd edition). SAGE.

Cleland, D. I., & Ireland, L. R. (2007). *Project management: strategic design and implementation* (5th ed). McGraw-Hill.

<https://www.vlebooks.com/product/openreader?id=DeMontfort&acclId=8781356&isbn=9780071777087>

Fox-Wolfgramm, S. J., Boal, K. B., & Hunt, J. G. (n.d.). Organizational adaptation to institutional change: A comparative study of first-order change in prospector and defender banks. *Administrative Science Quarterly*, 43(1), 87–126.

<https://www-proquest-com.proxy.library.dmu.ac.uk/docview/203947086/>

Harvard business review. (n.d.).

<https://publications.ebsco.com/?alphamenufacet=&count=20&custId=s6043660&groupId=main&includeFacets=true&offset=1&orderBy=relevance&profileId=pfui&resourceTypeOptionSelected=1&search=%090017-8012&searchField=isxn&searchtype=contains&subjectFacetSchemaFilter=tl>

Haslam, S., & Shenoy, B. (2018). *Strategic decision making: a discovery-led approach to critical choices in turbulent times*. KoganPage.

<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=5202674>

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2020). *Strategic management: competitiveness & globalization, Concepts & cases* (13e ed.). Cengage.

<https://proxy.library.dmu.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=2638347>

Hughes, P., Hughes, M., & Morgan, R. E. (2010). Why Do Product-Market Strategies Fail? A Sociostructural Examination Under Conditions of Adherence. *Group & Organization Management*, 35(5), 606–635. <https://doi.org/10.1177/1059601110383408>

Khalifa, A. S. (2021). Strategy and what it means to be strategic: redefining strategic, operational, and tactical decisions. *Journal of Strategy and Management*, 14(4), 381–396. <https://doi.org/10.1108/JSMA-12-2020-0357>

Lee, E., & Puranam, P. (2016). The implementation imperative: Why one should implement even imperfect strategies perfectly. *Strategic Management Journal*, 37(8), 1529–1546.
<https://onlinelibrary-wiley-com.proxy.library.dmu.ac.uk/doi/full/10.1002/smj.2414>

Levin, Ginger. (2012). *Program management: a life cycle approach*. CRC Press.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=988746>

Meredith, J. R., & Shafer, S. M. (2022). *Project management: a strategic managerial approach* (11th edition). John Wiley & Sons, Inc.

Nag, R., Hambrick, D. C., & Chen, M.-J. (2007). What is strategic management, really? Inductive derivation of a consensus definition of the field. *Strategic Management Journal*, 28(9), 935–955.
<https://onlinelibrary-wiley-com.proxy.library.dmu.ac.uk/doi/abs/10.1002/smj.615>

Nemkova, E., & Does Improvisation Help or Hinder Planning in Determining Export Success? *Decision Theory Applied to Exporting* Nemkova, E. (2015). Does Improvisation Help or Hinder Planning in Determining Export Success? *Decision Theory Applied to Exporting*. *Journal of International Marketing* (East Lansing, Mich.), 23(3), 41–65.
<https://search-ebshost-com.proxy.library.dmu.ac.uk/login.aspx?direct=true&AuthType=i p,shib&db=bth&AN=109261651&site=ehost-live>

Nemkova, E., Souchon, A. L., & Hughes, P. (2012). Export decision-making orientation: an exploratory study. *International Marketing Review*, 29(4), 349–378.
<https://www-emerald-com.proxy.library.dmu.ac.uk/insight/content/doi/10.1108/02651331211242610/full/html>

Porter, M. E. (1991). Towards a dynamic theory of strategy. *Strategic Management Journal*, 12(S2), 95–117.
<https://onlinelibrary-wiley-com.proxy.library.dmu.ac.uk/doi/abs/10.1002/smj.4250121008>
Shimizu, K. (2012). *The cores of strategic management*. Routledge.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=743919>

BMBA5003 Cross-Cultural Management and Marketing (Block 3)

View Online



Baack, D. W., Czarnecka, B., & Baack, D. (2019). *International marketing* (Second edition). SAGE.

Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2019). *International marketing* (Eighteenth edition). McGraw-Hill.

Charles, G., & Anderson, W. (2016). *International Marketing: Theory and Practice from Developing Countries* (1st ed.). Cambridge Scholars Publishing.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=4820087>

Competing Across Borders: How cultural and communication barriers affect business. The Economist Intelligence Unit. (n.d.).
<https://impact.econ-asia.com/perspectives/sites/default/files/Competing%20across%20borders.pdf>

Gillespie, K., & Hennessey, H. D. (2016). *Global marketing* (Fourth edition). Routledge.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=2082903>

Gillespie, K., & Swan, K. S. (2022). *Global marketing* (Fifth edition). Routledge.

Gilligan, C., & Hird, M. (2013). *International Marketing: Strategy and Management*. Taylor & Francis Group. <https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=1108538>

Gould, M. (20210401). *International Marketing*. Salem Press Encyclopedia.
<https://proxy.library.dmu.ac.uk/login?url=https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=6680283>

Grinstein, A., Riefler, P., & Hewett, K. (2022). Well-Being in a Global World—Future Directions for Research in International Marketing: An Editorial. *Journal of International Marketing*, 30(3), 1–4. <https://doi.org/10.1177/1069031X221116580>

Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(1). <https://scholarworks.gvsu.edu/orpc/vol2/iss1/8/>
Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival* (3rd ed). McGraw-Hill.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=6262353>

Hollensen, S. (2020). *Global marketing* (8th edition). Pearson Education.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=5994693>

Lost in Translation. (2011). Harvard Business Review.
<https://hbr.org/2011/04/lost-in-translation>

McAuley, A. (2001). International marketing: consuming globally, thinking locally. Wiley.

McSweeney, B. (2002). Hofstede's model of national cultural differences and their consequences: A triumph of faith - a failure of analysis. *Human Relations*, 55(1), 89-118.
<https://doi.org/10.1177/0018726702055001602>

Meyer, E. (2015). When Culture Doesn't Translate. *Harvard Business Review*, 93(10), 66-73.
<https://proxy.library.dmu.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=109338458&site=ehost-live>

Meyer, E. (2016). The Culture Map. PublicAffairs.

Meyer, E. (2017). BEING THE BOSS IN BRUSSELS, BOSTON, AND BEIJING: IF YOU WANT TO SUCCEED, YOU'LL NEED TO ADAPT. *Harvard Business Review*, 95(4), 70-77.
<https://proxy.library.dmu.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=123738571&site=ehost-live>

Safargholi, A. (2023). Firm International Experience in Global Markets: A Systematic Literature Review and Reconceptualization. *Journal of International Marketing*, 31(3), 80-96. <https://doi.org/10.1177/1069031X221150007>

Spencer-Oatey, H., & Franklin, P. (2009). Intercultural interaction: a multidisciplinary approach to intercultural communication. Palgrave Macmillan.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=533550>

Spencer-Oatey, H., Franklin, P., & Lazidou, D. (2022). Global fitness for global people: how to manage and leverage cultural diversity at work. Castledown.
<https://proxy.library.dmu.ac.uk/login?url=https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=3578040>

Steinhoff, L., Liu, J. (Sunny), Li, X., & Palmatier, R. W. (2023). Customer Engagement in International Markets. *Journal of International Marketing*, 31(1), 1-31.
<https://doi.org/10.1177/1069031X221099211>

The Future of Business Education & the Needs of Employers (HULT International Business School). (n.d.).
<https://a.storyblok.com/f/45434/x/f71b94ae3f/future-of-business-education-hult-labs-report.pdf>

Trompenaars, A., & Hampden-Turner, C. (2020). Riding the waves of culture: understanding diversity in global business (Fourth edition). Nicholas Brealey Publishing.

Trompenaars, A., & Woolliams, P. (2003). Business across cultures. Capstone.
<https://ebookcentral.proquest.com/lib/dmu/detail.action?docID=176381>

Zahoor, N., & Lew, Y. K. (2023). Enhancing international marketing capability and export performance of emerging market SMEs in crises: strategic flexibility and digital

technologies. *International Marketing Review*, 40(5), 1158–1187.
<https://doi.org/10.1108/IMR-12-2021-0350>