



Handbook of Research on Strategic Business Infrastructure Development and Contemporary Issues in Finance (Advances in Finance, Accounting, and Economics)

By Nilanjan Ray

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The dynamic economic climate invites participants who are grounded in strategic financial management and infrastructure development. Thus, a lack of sufficient infrastructure, in both quality and quantity, often disqualifies developing countries from being key players in the global economy and influences other socioeconomic problems like unemployment, quality of work life, and quality of life.

Handbook of Research on Strategic Business Infrastructure Development and Contemporary Issues in Finance discusses the efficiency of good infrastructure and its impact on socioeconomic growth and socioeconomic development in general and addresses contemporary aspects of the strategic financial management essential for accomplishing the objective of wealth maximization in today's challenging and competitive economy. This book is an essential research work for policy makers, government workers and NGO employees, as well as academicians and researchers in the fields of business, finance, marketing, management, accounting, MIS, public administration, economics, and law.

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Handbook of Research on Strategic Business Infrastructure Development and Contemporary Issues in Finance (Advances in Finance, Accounting, and Economics) By Nilanjan Ray Bibliography

- Sales Rank: #7136983 in Books
- Published on: 2014-02-28
- Original language: English
- Number of items: 1
- Dimensions: 11.02" h x 1.13" w x 8.50" l, 3.21 pounds
- Binding: Hardcover
- 477 pages

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Editorial Review

Review

Scholars of management and related fields, most from India and elsewhere in Asia, Turkey, and Thailand, explore infrastructural development in different areas and contemporary aspects of strategic financial management. Among the topics are a resource-based approach to mergers and concentration of the banking system in Mexico after the 1994 crisis, the socio-economic impact of rural tourism on Padmanavpur Village of Odisha in India, linkage between efficiency of assets management and profitability in selected pharmaceutical companies, export marketing communications of the public sector in promoting tourism destination of a Greek island, and an overview of venture capital avenues for business process outsourcing companies in India. --*ProtoView Book Abstracts (formerly Book News, Inc.)*

About the Author

Mr. Nilanjan Ray is from Kolkata, India. He has obtained his M.Com (Mktg), MBA (Mktg), STC FMRM (IIT-Kgp), PhD Fellow The University of Burdwan Department of Business Administration, in Management. He has 7 years of teaching experience in BBA, MBA, BCom and 5 years research experience and guided around 40 Post Graduate students project. Prior to joining Royal Thimphu College, he was a of Lecturer and Asst. Professor at different reputed Management Colleges at West Bengal, N. Delhi and Uttar Pradesh. Mr. Ray has contributed to 20 research papers in reputed National and International Referred, Peer Reviewed Journals and Proceedings. He has contributed 6 book Chapters and is also Editor of 2 Edited Book Volumes of IGI Global USA. Mr. Ray has presented over 25 National and International Conferences at different reputed Institutes and University like IIT-Kharagpur, IIM-Shillong, Pondicherry University, Burdwan University, IMT Gaziabad, IJAS Multidisciplinary Conference at Harvard University, USA, The IBFR Conference Lasvegas, USA etc. He has also associated himself as a reviewer of *Journal of Business and Economics*, *Research Journal of Business and Management Accounting* and *Journal of Service Marketing* and as an Editorial Board Member of several referred Journals. He has received the Outstanding Research Award at The IBFR Conference at Las Vegas, USA as well as Outstanding Research Presentation Award of Certificate at IJAS Multidisciplinary Conference at Harvard Campus in collaboration with Central Connecticut State University, USA. He has also chaired in a technical session at the said IJAS Conference 2012, Boston, USA. Mr. Ray is a life-member of the International Business Studies Academia. His areas of research interest are Service Marketing, Tourism Marketing, and Socio Economic Impact study.

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