

Recent Business - August 2022

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Small Firm : Performance and Islamic Practices / Ahamd Rafiki
USIM Press, Nilai, Negeri Sembilan 2020

240p.
Includes Index
9789674407063
\$ 19.00 / null
360 gm.

<https://www.marymartin.com/web?pid=806873>

The Acceptance of Social Media for Online Business Among Student and
Entrepreneurs / Noorlisa Maria Abdul Hamid Shokery, Norshella Che Nawi &
Noorul Azwin Md Nasir

UMK Press, Kota Bahru, Kelantan, Malaysia 2020

xiv, 130p.
Includes Index ; Bibliography
9789672229810
\$ 21.00 / null
226 gm.

The research of social media as a business platform among student entrepreneurs in Malaysia is still at the early stage and the factors influencing the adoption of social media in online business remains unclear. Social media has become a fundamental issue in business because the main role of social media is to with the consumers. Earlier studies on social media have mostly focused on how students use for academic purposes. However, limited research has been done on how n online business. Therefore, there is a need to examine the factors contributing to the adoption of social media for online business among student entrepreneurs in Malaysia. 300 student entrepreneurs from public universities in Malaysia participated in this study and participants' selection was attained through an online survey. The data was generated using SPSS v22 Program and SmartPLS 3.0. The findings found that there is significant effect on the relationship between facilitating conditions, perceived enjoyment, perceived trust and perceived risk with adoption of social media in online business. However, there is no significant effect of the relationship between performance expectancy, effort expectancy and social influence with adoption of social media in online business. Overall, the results indicate that the model suggests a clear understanding of the factors influencing the adoption of social media in online business Based on the findings, this study proved the theoretical implication. The recommendation, limitation and direction for further research are also discussed.

<https://www.marymartin.com/web?pid=803541>

A Synthesis of Classical and Modern Principles of Leadership / Sumeyye Kusakci,
Senad Busatlic & Muhidin Mulalic (Ed), Savas C. Tali

Ibn Haldun University (IHU) Press, Turkey 2021

200p.
Includes Index ; Bibliography
9786257249157

\$ 35.00 / null

300 gm.

This book is a handy guide to the study of classical and modern theories, models, and principles of leadership. The title of the book clearly reflects its synthesizing nature. Looking across centuries, this handy publication attempted to show how the classical leadership studies, which were necessarily value-driven and social ethics-centered differed from modern theories and approaches. For a more comprehensive understanding of today's managerial problems and more effective solutions, the value and relevance of classical sources to the fields of leadership and management should be taken into consideration.

Authors argue that classical values and virtues must be (re)considered as inevitable attributes of contemporary leadership and management. Therefore, we strongly believe that this book is useful for anyone interested to explore classical and modern principles of leadership and management within the value-driven context.

<https://www.marymartin.com/web?pid=826142>

Navigating Turmoil / Tya Adhitama

Afterhours Books, Jakarta, Indonesia 2021

145p.

9786026990242

\$ 45.00 / HB

400 gm.

Navigating Turmoil answers questions you have about leading in companies, using real examples and cases. Writer Tya Adhitama winds personal stories of her 35 years of business experience following a framework she developed, based on her leadership roles.

<https://www.marymartin.com/web?pid=825873>

Decision-Making: Concepts, Methods and Techniques / Shyama Prasad,
Mukherjee

Sage Publications India Pvt. Ltd., New Delhi 2022

xviii, 402p.; 23 cm.

Includes Index.

9789354791079

\$ 40.00 / HB

650 gm.

This book presents a comprehensive and updated account of concepts, methods and techniques of decision-making. It has derived strength from advances in several branches of knowledge including mathematics, computer science, behavioural economics, logic and related areas, besides statistical decision theory. The reader will find here an integrated picture of concepts, methods and analytics to aid decision-making in a wide array of situations, ranging from classical optimization to computational social choice and organizational responses to emergency and stress.

<https://www.marymartin.com/web?pid=822478>

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