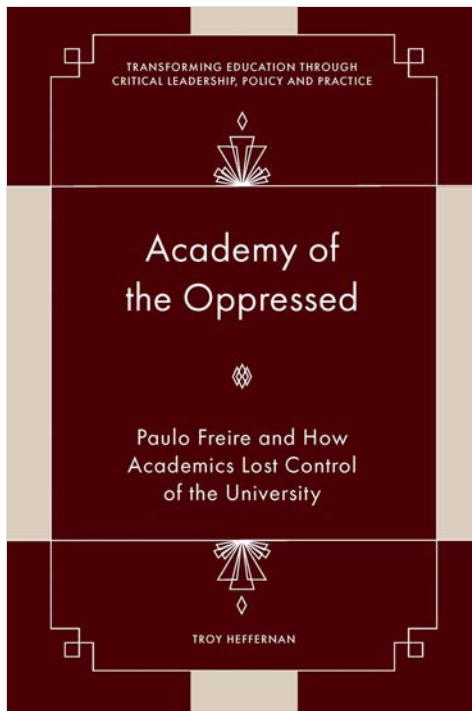




Advanced Information

Education



Academy of the Oppressed: Paulo Freire and How Academics Lost Control of the University

Transforming Education Through Critical Leadership, Policy and Practice

Author

Troy Heffernan
The University of Manchester, UK

Synopsis

There is a need for constant assessment of an ever-changing leadership landscape, especially in universities, as we move towards the mid-twenty-first century. Decades of university reform has turned higher education into a system of corporate universities led by millionaire executive teams who are accountable to each other, university boards and senates, and governments, but rarely students or academics – with academics being the most disposable component of the equation.

Academy of the Oppressed approaches potential university reform as a system that has gone far beyond institutions being for scholars, led by scholars, driven by the creation and dissemination of knowledge, and separated from the influence of government and business. Heffernan takes Freire's primary works as a theoretical guide to dissect how university leaders and leadership teams (the oppressors) have slowly eroded the power the academic body (the oppressed) once had in guiding the institution and themselves.

The important insights collated here provide guidance to progress towards institutions where academics possess more control of the policies that guide their careers, the knowledge they create, the knowledge they share, the students they inspire, and the communities they aim to serve.

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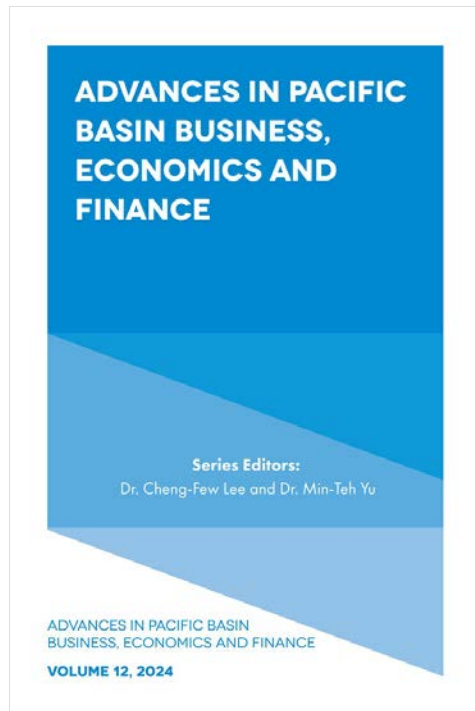
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Advanced Information

Economics



Advances in Pacific Basin Business, Economics and Finance

Advances in Pacific Basin Business, Economics and Finance, Volume 12

Editors

Cheng-Few Lee
Rutgers University, USA

Min-Teh Yu
Providence University, Taiwan

Synopsis

Advances in Pacific Basin Business, Economics and Finance (APBBEF) is a series designed to focus on interdisciplinary research in finance, economics, and management among Pacific Rim countries. All articles published are peer-reviewed and recommended by one editorial board member. Topics of interest include, but are not limited to, the following:

1. Policy and management on financial markets and financial institutions;
2. Options, futures, and other derivatives markets;
3. Corporate finance and investment decisions;
4. Insurance and risk management;
5. Accounting, auditing, and taxation;
6. Artificial intelligence and new technology in finance;
7. ESG and sustainability;
8. Income, employment, and education;
9. Monetary and foreign exchange policy;
10. Other economic policies among the Pacific Rim countries.

APBBEF is indexed in ABI/INFORM, EconLit, EBSCO, ProQuest, ResearchGate, and Google Scholar. Manuscript submission: Please use an email attachment in Microsoft Word format or PDF to Dr. Min-Teh Yu (mtyu@nycu.edu.tw) or Dr. Cheng-Few Lee (cflee@business.rutgers.edu).

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Advanced Information

Sociology



Building Strong Communities: Ethical Approaches to Inclusive Development

Diverse Perspectives on Creating a Fairer Society

Authors

Ifzal Ahmad
Umm Al Quwain University, UAE

M. Rezaul Islam
University of Dhaka, Bangladesh

Synopsis

Exploring ethical approaches to inclusive development, *Building Strong Communities* navigates challenges and strategies, empowering readers to foster resilient, equitable communities in the ever evolving 21st century.

Encompassing a wealth of illustrative examples and valuable experiences from different countries around the world, including Canada, Brazil, Sweden, Kenya, China, Australia, Antarctica, India, and more, chapters tackle the mounting necessity for sustainable and equitable development practice. Featuring tools and insights that hold the potential to guide policymakers, practitioners, and scholars alike in the pursuit of nurturing resilient and thriving communities, authors Ifzal Ahmad and M. Rezaul Islam focus on the importance of ethics and inclusivity, offering an interdisciplinary approach, practical frameworks, and impact-driven recommendations for creating thriving communities on a global scale. Illuminating the dynamic interplay between theory and practice, the inclusion of global perspectives showcases the diverse contexts and unique challenges faced by communities around the world, enriching an understanding of community development's complex landscape.

Transcending disciplinary silos and fostering a more comprehensive understanding of community development, *Building Strong Communities* empowers readers to draw upon multiple perspectives and tools to create meaningful and sustainable change in diverse community contexts and develop holistic solutions that address the interrelated social, economic, environmental, and cultural aspects of community well-being.

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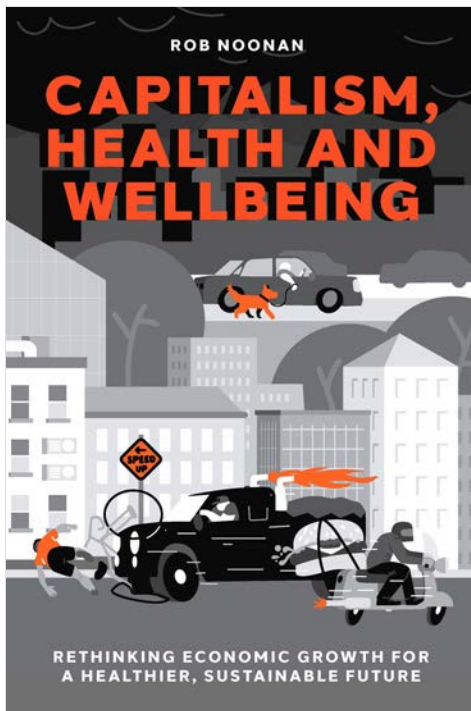
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Advanced Information

Health & social care



Capitalism, Health and Wellbeing: Rethinking Economic Growth for a Healthier, Sustainable Future

Author

Rob Noonan
University of Bolton, UK

Synopsis

Health inequalities are widening, and crises of obesity, physical inactivity and mental health are worsening around the world. Yet there remains a reluctance to discuss the threat capitalism poses to health and wellbeing. Offering a unique contribution to the field, *Capitalism, Health and Wellbeing: Rethinking Economic Growth for a Healthier, Sustainable Future* addresses the elephant in the room: economic growth.

Challenging this crucial yet overlooked issue, author Rob Noonan contends that the drive for economic growth is at odds with the United Nations' Sustainable Development Goals to achieve a better and more sustainable future. He argues that if the 'health for all' goal is to be achieved, it is imperative to redesign the economic system and social progress metrics that promote productivity and consumption at the expense of health and wellbeing. While clearly outlining the challenges governments face, Noonan offers solutions on how we can reverse the accelerating trends of obesity, physical inactivity and poor mental health, as well as how we can use scientific understanding and history to improve public health and reduce health inequalities.

Rooted in thoughtful evidence and achievable actions, this work empowers readers to contribute to positive transformation and create a healthier, more just and more sustainable world.

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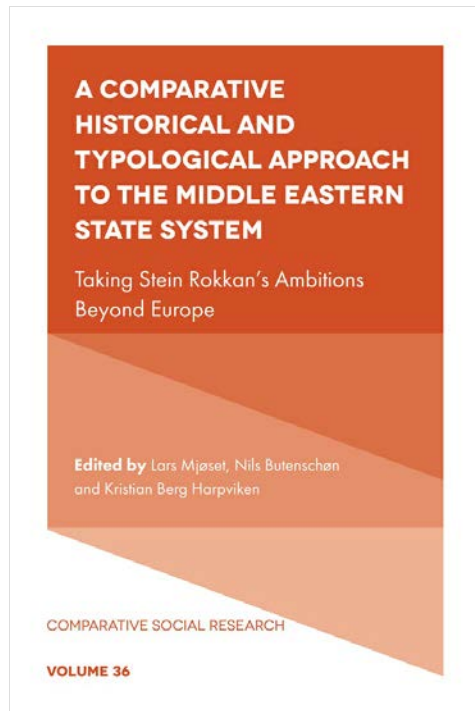
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A Comparative Historical and Typological Approach to the Middle Eastern State System: Taking Stein Rokkan's Ambitions Beyond Europe

Comparative Social Research, Volume 36

Editors

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Nils Butenschøn
University of Oslo, Norway

Kristian Berg Harpviken
The International Peace Research Institute Oslo, Norway

Synopsis

The study of state formation and nation building is a proud tradition. Currently, however, it is difficult to discern a unified research frontier in this field, due to a persistent gap between the more case-based historical focus seen in area studies, and more generalizing approaches inspired by the natural sciences.

Showcasing the legacy of Norwegian political scientist and sociologist Stein Rokkan, this volume explores the potential of his work to address this gap. Featuring Rokkan's lecture skeleton methodology, given in Paris 1976, but included here as the first ever English language translation, this collection brings into sharp focus how Rokkan developed a set of methodological tools that allowed the construction of regional models and typological maps for guiding paired or clustered comparisons of state formation and nation building in any world region. Acknowledging Rokkan's key argument that relevant models and maps need to be developed through knowledge about a region's history rather than through formal concepts alone, contributors draw on the full potential of Rokkan's innovations by calibrating them with empirical material from a world region not analysed by Rokkan himself: the Middle East.

Thoughtfully reconstructing and upgrading Rokkan's methodology, *A Comparative Historical and Typological Approach to the Middle Eastern State System* ushers in a new vision in the field of state formation and nation building.

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THEMA code: JHBA, JHB, J

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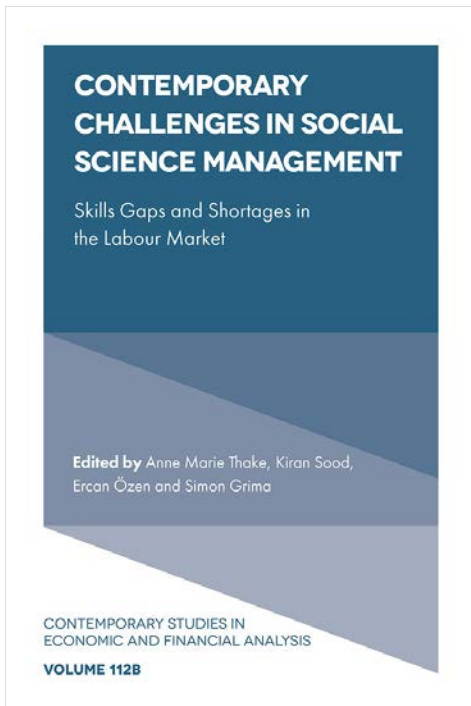
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Contemporary Challenges in Social Science Management: Skills Gaps and Shortages in the Labour Market

Contemporary Studies in Economic and Financial Analysis, Volume V112, Part B

Editors

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Kiran Sood
Chitkara University, India

Ercan Özen
University of Uşak, Turkey

Simon Grima
University of Malta, Malta

Synopsis

The digital revolution and automation are accelerating changes in the labour market and in workplace skills. Affected by changes in international economics and opportunities for employment, in the workplace individuals seek to acquire relevant skills and retain transferable skills to be employable and to remain in employment.

Contemporary Challenges in Social Science and Management Part A and B explore in detail the theoretical competency framework to address these gaps and shortages in different disciplines and sectors. The global drivers of change are analysed and the opportunities and challenges for skills development are investigated, include the transition from education to employment in knowledge-based sectors in different countries.

Enriched and strengthened with European case studies of real-life situations providing a practical and industry insights, the volumes collate experts in Economics, Finance, Public Policy, Human Resources, and Risk management, contributing on employability, labour markets, sustainability, and skills of the future from across the globe.

Contemporary Studies in Economic and Financial Analysis publishes a series of current and relevant themed volumes within the fields of economics and finance. Both disciplinary and interdisciplinary studies are welcome.

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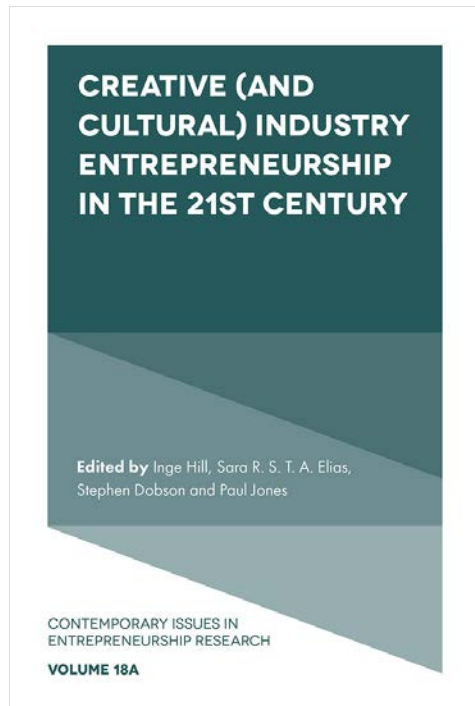
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Strategy



Creative (and Cultural) Industry Entrepreneurship in the 21st Century

Contemporary Issues in Entrepreneurship Research, Volume 18, Part A

Editors

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The Open University, UK

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University of Victoria, Canada

Stephen Dobson
University of Leeds, UK

Paul Jones
Swansea University, UK

Synopsis

Creative and cultural industries are growing in almost every nation around the world and over the last two decades have contributed to global, national, and local economies significantly. More recently, policy makers and those who start these creative businesses have demonstrated a greater interest in how creative entrepreneurs create, sustain and market their services and products. And how contexts influence their 'doing business' is of increasing importance.

Both volumes of *Creative (and Cultural) Industry Entrepreneurship in the 21st Century* map and elucidate the adaptations and challenges faced by the creative professionals and the entrepreneurial solutions they have co-developed. Illuminating how contexts and recent socio-economic disruptive challenges influence how value is created and maintained from start-up to growth and exit, the chapter authors take a fresh look at creative micro-businesses and SMEs, the processes leading to their formation, developments and their founders.

Contemporary Issues in Entrepreneurship Research is an official book series of the Institute for Small Business and Entrepreneurship (ISBE). Each volume is designed around a specific theme of importance to the entrepreneurship and small business community with articles collectively exploring and developing theory and practice in the field.

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Strategy



Current Trends in Female Entrepreneurship: Innovation and Immigration

Entrepreneurial Behaviour

Authors

Michela Mari
Tor Vergata University of Rome, Italy

Sara Poggese
Tor Vergata University of Rome, Italy

Synopsis

The area of female entrepreneurship has been the topic of academic debate and support from the United Nations, European Union and other international bodies, for benefits such as economic growth, creation of new jobs, increasing gender equality and decreasing levels of poverty.

While acknowledgement of the contributions of female entrepreneurship is present in academic research, Michela Mari and Sara Poggese uncover two under-researched aspects: innovation in female entrepreneurship and immigrant female entrepreneurship.

Regarding innovative women entrepreneurs, policy makers agree on the socio-economic relevance of such entrepreneurs as they contribute to the economic and social growth of a country and act as mentor for younger girls. However, there are few studies to date on the intertwinement among innovation, gender, and entrepreneurship in management studies. Regarding immigrant women entrepreneurs, policy makers agree on the socio-economic relevance of entrepreneurship for these women as a pathway towards employment, empowerment, and gender equality. However, also in this case, there is still much to learn about how to mobilize such forces.

The *Entrepreneurial Behaviour* series is focused on expanding the scope of Entrepreneurial Behaviour theory and analysis and enriching practice by encouraging multi-cultural and multi-disciplinary approaches.

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Digital Influence on Consumer Habits: Marketing Challenges and Opportunities

Editors

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Pennsylvania Western University, USA

Pooja Kansra
Lovely Professional University, India

S. L. Gupta
BIT Noida Campus, India

Synopsis

Customers are now highly influenced by digital marketing and ease of purchase, level of service, technological security, and returns processes. Electronic word of mouth (eWOM) has become the biggest persuader of consumer retention and attracting new customers, with websites frequently judged by their simplicity.

For any business it has become imperative to understand the various factors which influence the customers to purchase through digital modes, and the authors undertake a thorough analysis of these factors in *Digital Influence on Consumer Habits*. The chapters look at Artificial Intelligence, trend setting and the impact of social media, the effect of the COVID-19 pandemic on various sectors, and much more.

Readers will learn service quality, peer pressure, online reviewers' effect in the digital environment to aid in understanding the various risks and challenges involved in the digital environment, with examples of changing business and consumer scenario case studies as a result of Digital Transformation.

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Advanced Information

Economics

Essays in Honor of Subal Kumbhakar

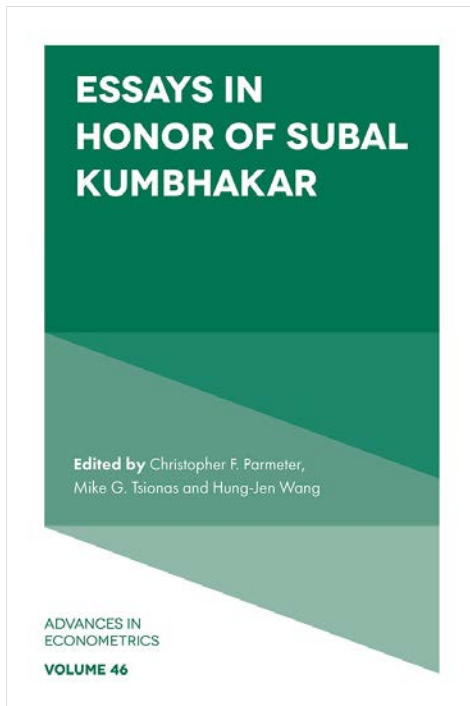
Advances in Econometrics, Volume 46

Editors

Christopher F. Parmeter
University of Miami, USA

Mike G. Tsionas
Lancaster University, UK

Hung-Jen Wang
National Taiwan University, Taiwan



Synopsis

Volume 46 of *Advances in Econometrics* presents essays in honor of Subhal Kumbhakar. His influence on the applied productivity and efficiency profession is legion, as evidenced by his voluminous body of research, must read textbook and attendance at sessions where he is presenting or his work is featured.

Subal's oeuvre continues to grow, his ability to move the applied econometric and productivity literature forward never stalling and his charismatic smile always there to cheer up colleagues and friends on a gloomy day. It is the editor's distinct privilege to gather this collection of papers that honors Subal's many accomplishments, drawing further attention to the various areas of scholarship that he has touched.

Advances in Econometrics publishes original scholarly econometrics papers with the intention of expanding the use of developed and emerging econometric techniques by disseminating ideas on the theory and practice of econometrics throughout the empirical economic, business, and social science literature. Annual volume themes, selected by the Series Editors, are their interpretation of important new methods and techniques emerging in economics, statistics, and the social sciences.

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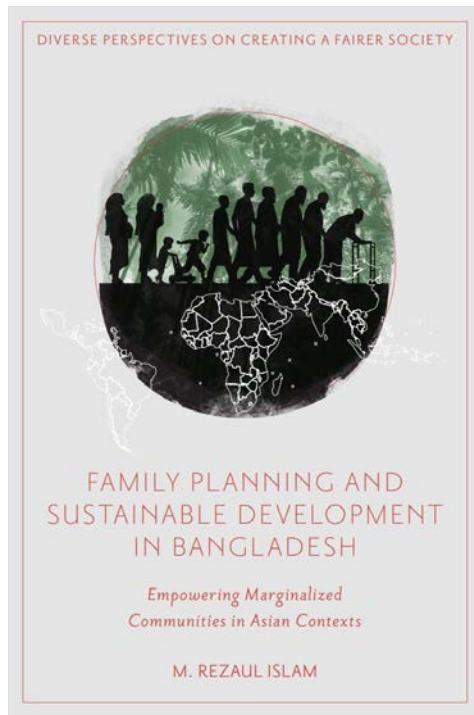
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Family Planning and Sustainable Development in Bangladesh: Empowering Marginalized Communities in Asian Contexts

Diverse Perspectives on Creating a Fairer Society

Author

M. Rezaul Islam
University of Dhaka, Bangladesh

Synopsis

Exploring tailored family planning strategies for marginalized groups, *Family Planning and Sustainable Development in Bangladesh* delves into comparative insights from Asian contexts, providing actionable approaches to empower and transform communities, foster sustainable development and improve reproductive health outcomes.

Featuring comprehensive case studies and analysis from diverse Asian regions and religious communities, M. Rezaul Islam provides readers with a nuanced understanding of family planning strategies tailored to unique cultural contexts. Seamlessly connecting family planning with the Sustainable Development Goals (SDGs), Islam demonstrates its potential for uplifting the most vulnerable communities in Bangladesh and beyond. Dissecting global population trends and cultural influences on family planning, chapters navigate knowledge, attitudes, practices, and communication strategies, unveiling avenues for transformation and sustainable change within Asian communities.

Concluding by presenting actionable policy implications that stakeholders can adopt to drive positive change at both community and systemic levels, *Family Planning and Sustainable Development in Bangladesh* is a powerful addition to the contemporary landscape of global health, development, and social progress.

Hardback ISBN: 9781835491652

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Advanced Information

Information & knowledge
management



Geo Spaces of Communication Research

Studies in Media and Communications, Volume 26

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Santa Clara University, USA

Sonia Virginia Moreira
State University of Rio de Janeiro, Brazil

Jeremy Schulz
University of California, USA

Synopsis

Sponsored by the Brazil-U.S. Colloquium on Communication Studies of the Brazilian Society for Interdisciplinary Studies in Communication and the Communication, Information Technologies, and Media Sociology Section of the American Sociological Association (CITAMS), this volume of *Studies in Media and Communications* is entitled *Geo Spaces of Communication Research*.

The volume brings together scholars from across the Americas to address the complex evolution of political and policy media spaces as they are studied from a range of perspectives. The volume probes how media and digital tech are transforming how individuals, groups, and societies communicate within and across social worlds, as well as how emergent methodologies are evolving to keep pace with these phenomena.

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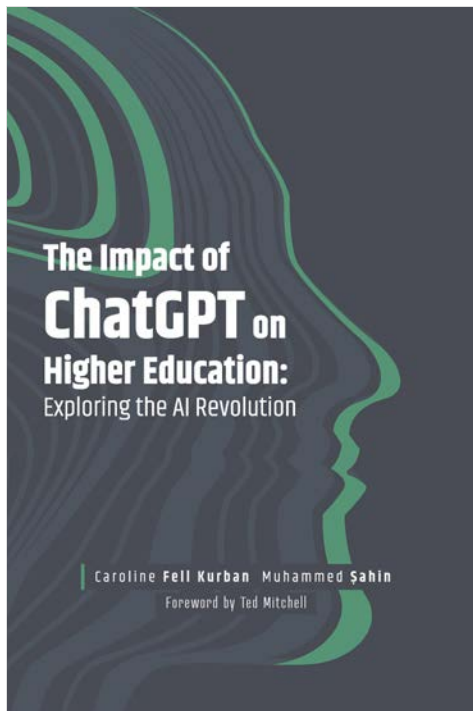
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Advanced Information

Education



The Impact of ChatGPT on Higher Education: Exploring the AI Revolution

Authors

Caroline Fell Kurban
MEF University, Turkey

Muhammed Şahin
MEF University, Turkey

Synopsis

In an ever-evolving educational landscape, traditional methods face unprecedented challenges. *The Impact of ChatGPT on Higher Education* takes you on a trailblazing journey into ChatGPT's transformative potential and the ethical considerations in higher education.

Authored by experts at the forefront of educational transformation and technology's impact on learning, this book offers invaluable insights for educators, leaders, policymakers, and AI enthusiasts. Dive deep with the authors as they navigate from theory to practice, unravelling power dynamics, social structures, and ChatGPT's profound influence. Real-world examples and a captivating case study from MEF University provide tangible evidence of ChatGPT's impact on education. Explore how ChatGPT raises critical questions about course planning, assessments, teaching, and AI's role in education. The authors illuminate issues related to academic honesty, ethics, bias, misinformation, cost, equity, and data privacy.

As AI technologies continue to evolve and impact education, *The Impact of ChatGPT on Higher Education* provides valuable guidance and insights for educators and researchers seeking to harness the power of ChatGPT in their work.

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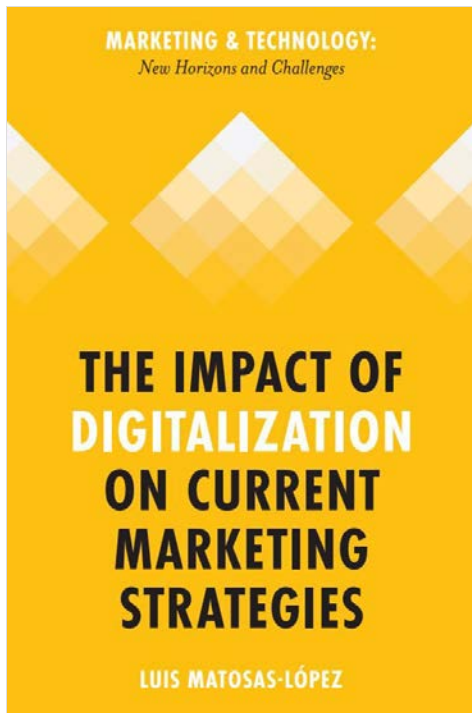
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Advanced Information

Marketing



The Impact of Digitalization on Current Marketing Strategies

Marketing & Technology: New Horizons and Challenges

Editor

Luis Matosas-López
Rey Juan Carlos University, Spain

Synopsis

Digitalization has completely transformed marketing. It has changed consumption habits, consumer behaviour, and purchasing processes. In addition, it has modified marketing strategies, tactics, and processes, offering a wide range of mechanisms that allow companies, of all types and sizes, to enhance their commercial actions.

The Impact of Digitalization on Current Marketing Strategies is the first volume in the *Marketing and Technology: New Horizons and Challenges* series. This publishes cutting-edge, high-quality, and original contributions that present results, theories, concepts, models, and applications of the latest technologies throughout the marketing domain.

Subjects covered in this volume include the rise of social media as a marketing tool, customization of the online user experience, pricing strategies in the digitalization era, privacy and ethical considerations in the digital setting, the use of CRM solutions for customer-centric strategies, the importance of corporate digital responsibility, the role of social media influencers, or the use of AI and chatbots to interact with customers.

Series editor Luis Matosas-López provides multidisciplinary references for researchers, instructors, and professionals interested in the most up-to-date research on the challenges connected with the expanding ground of digitalization and marketing.

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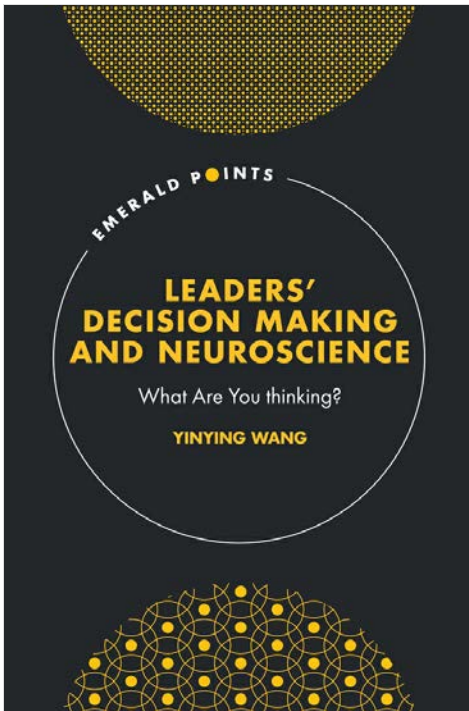
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Advanced Information

HR & organizational behaviour



Leaders' Decision Making and Neuroscience: What Are You Thinking?

Emerald Points

Author

Yinying Wang
Georgia State University, USA

Synopsis

What, exactly, is leadership? Leadership is about motivating a group of people to achieve a common goal. Ever since the dawn of the field of leadership, people have craved an understanding of invisible mental processes that underlie visible behavior. Why do people behave the way they do? Where does behavior come from?

Consider your brain is a decision-making organ. Without the brain, you are unable to make decisions. You will learn how power, emotions, attention, memory, personality, and gut feeling influence your decisions. You will learn neural constraints imposed on your decision making and how to address them. In addition to learning how to make high-quality individual decisions, you will learn how to ensure a group makes high-quality decisions collectively. How does a collective mind emerge from multiple minds when making collective decisions? What should leaders do to facilitate a group decision-making process that generates collective wisdom, instead of the madness of crowds?

If you are a leader, or aspire to be a leader, who strives to make high-quality decisions, this is the book for you. *Leaders' Decision Making and Neuroscience* will take you on a journey of how a decision is made in your brain from a perspective of neuroscience and provides incredible insight into the nature of how the brain and nervous systems work in relation to decision making.

Hardback ISBN: 9781837973873

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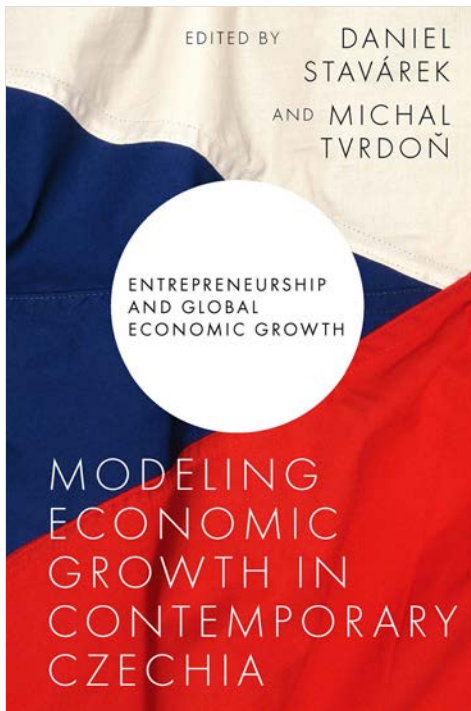
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Advanced Information

Economics



Modeling Economic Growth in Contemporary Czechia

Entrepreneurship and Global Economic Growth

Editors

Daniel Stavárek
Silesian University in Opava, Czechia

Michal Tvrdoň
Silesian University in Opava, Czechia

Synopsis

Czechia has been a member state of the European Union for more than eighteen years. During this time, the Czech economy has undertaken a significant transformation. In the past decade alone, the Czech economy has had to cope with several external and internal shocks – the effects of the financial crisis and the subsequent crisis of the real economy, internal recession, and significant economic growth interrupted by the COVID-19 pandemic.

Separated into four distinct parts, *Modeling Economic Growth in Contemporary Czechia* explores economic growth in Czechia from the perspectives of the dynamics of the economy, setting up of the economic policies, functioning of the markets and institutions, and the contribution of specific industry sectors to economic growth.

Entrepreneurship and Global Economic Growth is Emerald's cutting edge Global Economic Growth book series, presenting modern examinations of economic growth at national, regional, and global levels. Each book in this series discusses different dimensions of the changing economic and industrial contexts and examines in detail their impact on the nature of growth and development.

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THEMA code: KCG, KCS, KCL

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Health & social care



The Online Healthcare Community: Pioneering Inclusive Healthcare Support in Developing Countries

Authors

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Reveal Health Tech, India

Sanjay Mohapatra
Batoi Systems Pvt Ltd, India

Synopsis

The shift from in-person to online health services has now become a driving force in delivering efficient healthcare, especially in developing countries where this need is imperative. The Online Health Community (OHC) serves as a virtual platform where individuals, including patients, medical professionals, caregivers, and families, can learn about illnesses, offer support, and connect with others in similar situations.

In *The Online Healthcare Community: Pioneering Inclusive Healthcare Support in Developing Countries*, authors Amaresh Panda and Sanjay Mohapatra lay the foundation for exploring virtual healthcare practices in India by presenting an overview of the online healthcare concept within the Online Healthcare Community (OHC). They begin by developing a comprehensive literature review, evaluating existing studies, identifying key variables, and tracing the systematic evolution spread over years for OHC. Chapters go on to employ an empirical-deductive approach with a quantitative orientation to evaluate relationships among variables, focusing on stakeholder activities within the online healthcare domain. Their findings offer industry insights and highlight the integral role OHC will play in the future of healthcare.

Essential for students, researchers, and healthcare professionals keen on understanding the changing healthcare landscape, this work explores the shift to virtual healthcare emphasizing OHC's engagement, expertise sharing, and capacity for industry transformation, especially across tech-driven nations such as India.

Hardback ISBN: 9781835491416
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THEMA code: MBPK, UBH, KCVJ

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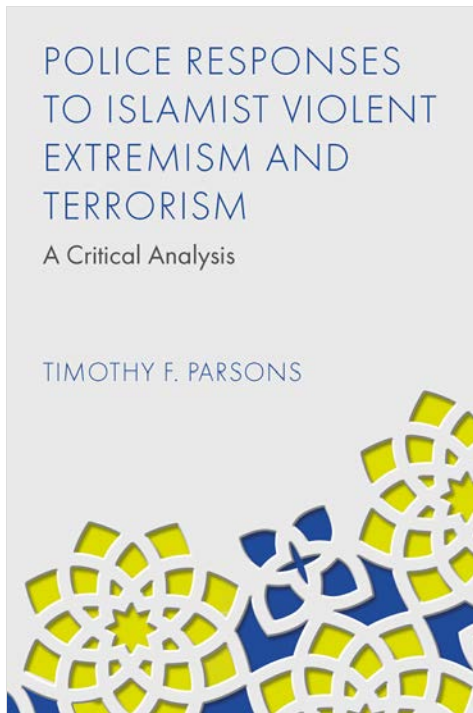
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Sociology



Police Responses to Islamist Violent Extremism and Terrorism: A Critical Analysis

Author

Timothy F. Parsons
Liverpool John Moores University, UK

Synopsis

Written by a police professional with 40 years' experience, *Police Responses to Islamist Violent Extremism and Terrorism* examines the evolution of counter-terrorism policy and state narratives on the causes and drivers of Islamist violence and terrorism and issues a direct challenge to the reality they impose on British Muslim communities, as well as the wider British public.

Offering an alternative critique, Parsons highlights the benefits of accepting Islamism and Islamists as contributors to British society, whilst advocating for a renewed policy focus on common contributing factors to Islamist violence and terrorism. Examining evolving themes in the ongoing fight against so-called Islamist extremism which have to date often been ignored or minimised by policymakers and academics, the author recognises the vulnerabilities and concerns of Britain's diverse Muslim communities and illuminates areas where a change in policy and approach may deliver better outcomes. Making a clear distinction between what may be characterised by policymakers as extremism, either religious or political, and violent extremism and terrorism, Parsons argues that the former should not be conflated with the latter, a position which is diametrically opposed to much official thought on the subject.

Acknowledging successes while also critiquing policy stances and approaches taken by senior police leaders and government policymakers, this richly informed work links professional practice with scholarly research to stimulate debate, discussion and disagreement.

Hardback ISBN: 9781837978465

Hardback price: £75.00, €90.00, \$105.00

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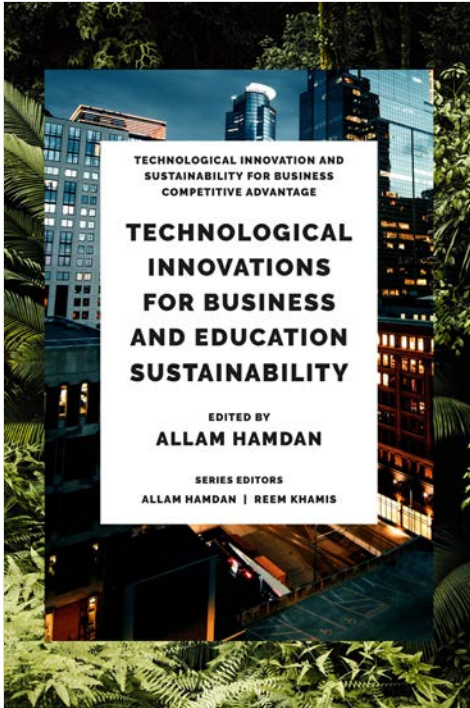
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Technological Innovations for Business, Education and Sustainability

Technological Innovation and Sustainability for Business Competitive Advantage

Series Editors

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Ahlia University, Bahrain

Reem Khamis
University College of Bahrain, Bahrain

Editor

Allam Hamdan
Ahlia University, Bahrain

Synopsis

Awareness of the essential skills required for thriving in the job market is necessary for educators and employers. Shedding light on the role of industry in promoting work-based learning, *Technological Innovations for Business and Education Sustainability* considers how technology has both transformed the business landscape, and how it might continue to do so in future.

Harnessing the potential of innovative Industry 4.0 technologies such as the Internet of Things (IoT) and Artificial Intelligence (AI) for sustainable business models, contributors rethink core skills required to meet the changing needs of the work environments in terms of modes of education and workplace ethics, as well as the implications of these constantly evolving technologies for employers and workplaces. Chapters analyse in detail how rapidly advancing technologies have already affected recruitment, retail, banking, the oil and gas industry, insurance, financial services, advertising, childhood obesity, human resources and organizational management, small- and medium-sized enterprises (SMEs), cloud computing and more.

Fulfilling a growing need for aligning business strategy and educational curriculums with the evolving skills required for business workplaces, *Technological Innovations for Business and Education Sustainability* presents a thorough understanding of how business, education and technology can enable current and future leaders to contribute positively to the digital transformation currently in play across the globe.

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Advanced Information

Sociology

Time of Death: A Sociological Exploration

Author

Glenys Caswell
Independent Social Researcher, UK



Synopsis

Addressing a gap in social science research to explore the meanings, understandings, and experiences of time at life's most critical point, *Time of Death* takes a thoughtful sociological approach to questions about how humans use and experience time in relation to when someone dies.

Considering temporal theories and drawing on a range of disciplines, Glenys Caswell discusses efforts to measure and record times of death, as well as the ways in which people who undergo bereavement experience time during that process. Looking at the impact of digital technologies, the differences in interpretation of what counts as death in varied social contexts, assisted dying and temporal dissonance, and global cases of people dying alone, the author poses critical questions. To what extent is this measurement the province of the medical and legal professions, and official state statistics? How accurate is this data and is there need for its collection? How does time in relation to death become fluid in a previously non-experienced way?

Investigating this conceptual focus and questioning what it can add to our knowledge of the human relationship with time, Caswell brings together studies on death and temporality to create a valuable resource for scholars across disciplines.

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Advanced Information

Marketing

Women's Work in Public Relations

Editors

Elizabeth Bridgen
Sheffield Hallam University, UK

Sarah Williams
Buckinghamshire New University, UK



Synopsis

The experience of women's everyday lives in public relations roles across the world is under-recorded and under-explored. While the body of knowledge which explores public relations and corporate communications is growing, research that seeks to understand the working lives of women in promotional cultures is still limited. This collection prioritises women's experiences and histories to understand more about public relations practices and the daily lives of women who carry out this work.

Demonstrating the breadth and range of feminist writing on women's work, chapters step away from management-based accounts of public relations towards a space where marginalised voices and the lived experiences of women at all stages in their career are foregrounded. Discussing working lives in Brazil, Spain, Bosnia, Turkey, the UK and beyond, authors consider in rich detail female roles, experiences and paradoxes.

Reconceptualising human experience through a holistic feminist approach, *Women's Work in Public Relations* takes us behind the scenes to connect with women navigating the problems and contradictions of everyday working life.

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