

Contributions to Management Science

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# Competitiveness in Emerging Markets

Market Dynamics in the Age of  
Disruptive Technologies

 Springer

# Competitiveness in Emerging Markets: Market Dynamics in the Age of Disruptive Technologies

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by Dinara Tokbaeva

In 2018, Springer published one more hardback in its Contributions to Management Science series: **Competitiveness in Emerging Markets – Market Dynamics in the Age of Disruptive Technologies**. Editors of this volume are Datis Khajehian, associate professor of media management at the University of Tehran; Mike Friedrichsen, professor of media economics and media innovation and founding president at Berlin University of Digital Sciences; and Wilfried Mödinger, professor of marketing and management at Stuttgart Media University.

This book understands emerging markets in both conceptual and geographic terms. In general, it analyses the opportunity identification and exploitation in emerging markets with some unmet needs. In addition, some of the chapters focus on cases of how entrepreneurship was disrupted by digitisation in Latin America, Central and Eastern Europe, Iran and other emerging markets. While the book centres on competitiveness on an organisational level, each chapter takes a closer look at a specific industry case. In terms of industry range, it offers the most up-to-date account on the competitiveness of such firms as TV companies, digital music and film distributors, print media holdings, content producers, tech startups, multinational beverage companies, football businesses, auto insurance companies, commercial banks, and health organisations. Conceptually, the book looks at different stages of firms' growth and chal-

lenges associated with each stage, it delves into how personalities of entrepreneurs affect business effectiveness, what business strategies female entrepreneurs employ, and what challenges big data brings for SMEs and large organisations.

By all these means, this collection of 29 chapters offers a multi-dimensional insight into competitiveness in different markets. It's a huge advancement to the field of knowledge on the competitiveness of enterprises as it explores three interrelated theories: theory of the firm, theory of strategic acquisition, and theory of niche markets. Thus, the selection of inter-connected chapters can satisfy the most rigorous mind looking for answers to navigate one's way in a fast-paced digital environment. Recommended for executives, senior and junior managers wishing to expand their knowledge on boosting competitiveness in highly-volatile industries such as telecommunications, healthcare and others, the book is a rich source of information for academics and policy-makers whose field of expertise is entrepreneurship in different markets. The target audience also includes university students at undergraduate and graduate levels, including those in departments and schools of business and management, entrepreneurship, innovation/technology, communication, media studies, gender studies and sociology. Furthermore, the reading will be relevant to courses in globalisation, industrial organisation, organisational behaviour, marketing, and advertising.