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# **River Publishers Book Catalogue**

Series in Multi Business Model  
Innovation, Technologies and  
Sustainable Business

River Publishers Series in Multi Business Model Innovation, Technologies and Sustainable Business

## The Business Plan Reference Manual for IT Businesses

**Authors:**

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**ISBN:** 9788770220392

**e-ISBN:** 9788770220385

**Available From:** December 2018

**Price:** € 95.00



**Description:**

There is a great worldwide desire to launch new technology-based business. In this sense, and increasingly, entrepreneurship courses have arisen in several universities and many of the courses in the management, administration and engineering areas already offer entrepreneurship curricular units. Throughout those programs, the teams develop key integrated competencies in innovation, entrepreneurship and technology that will ultimately enable the students to create and develop new technology-based businesses.

*The Business Plan Reference Manual for IT Businesses* provides a reference manual for undergraduate and graduate students that intend to launch their start-up business in the IT field. It helps them to create and model the business plan of their business. Therefore, this manual is mainly aimed at instructors who want to offer a practical view of the process of modeling, designing and developing an IT start-up. Additionally, it can be individually used by entrepreneurs who wish to launch their start-up businesses in IT field.

The structure of the book was defined taking into account different approaches to the construction of the business plan, which basically consider a disaggregation of some of these chapters in others smaller (e.g., marketing plan into products/services and market, financial plan into investment plan and economic-financial projections). We chose to aggregate these dimensions into a single chapter, which in our view facilitates the process of analyzing a business plan. It is also relevant to mention the inclusion of "Chapter V - Prototype description" which is innovative and intends to take into account the application of this business plan template to the information technology sector.

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## Bringing Forth Prosperity: Capacity Innovation in Africa

**Author:** Benjamin F. Bobo, Loyola Marymount University, Los Angeles, CA, USA

**ISBN:** 9788793519299

**e-ISBN:** 9788793519282

**Available From:** April 2017

**Price:** € 75.00



### Description:

*Path to Capacity Innovation: An Africa-MNC Strategic Alliance*, a policy framework is advanced proposing a strategic alliance between African countries -represented by NEPAD- and the multinational corporation with input from the NGO and couched upon an NEPAD-MNC-NGO cross-fertilizing integrative structure. Capacity innovation is the key to Africa's transformation: with the appropriate catalysts, innovation and transformation are but a matter of time in gestation. The first of two major catalysts necessary to prompting this change so long sought by Africans came at the adoption of the New Partnership for Africa's Development. It is one of the most profound collaborations of African Heads of State. The second catalyst is proposed in this work in the form of the multinational corporation as change agent for the innovation process working in alliance with NEPAD as Africa's spokesperson for innovation. The policy framework for African capacity innovation is the material product along with discourse for redress of corruption and security policy narrative for protecting the assets of multinational corporations.

*Bringing Forth Prosperity: Capacity Innovation in Africa* questions capital theory as a development construct and an appropriate platform upon which sustained capacity innovation in Africa may emerge; explores Africa's road to modernity in the context of selected development constructs and assesses capacity innovation from a top down-bottom up perspective purposely to serve as backdrop to the Africa-MNC strategic alliance framework; constructs country capacity ID to identify internal resources available to African countries to support capacity innovation; conceptualizes the Africa-MNC strategic alliance to convey a capacity innovation philosophy; articulates an African capacity innovation policy framework to guide the Alliance through a series of actions designed to prompt innovation activity and set the continent on a course to sustained transformation; and articulates a scheme to protect assets -human and physical- derived through the Africa-MNC strategic alliance.

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## **Sustainable Business** **Integrating CSR in Business and Functions**

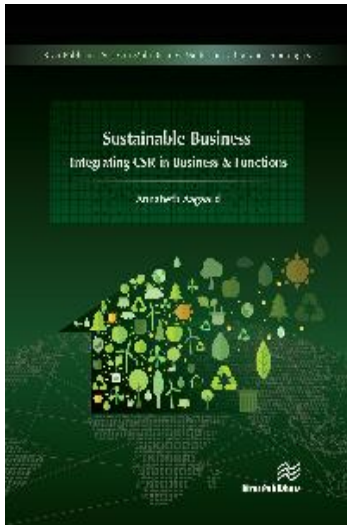
**Author:** Annabeth Aagaard, Aarhus University, Denmark

**ISBN:** 9788793379794

**e-ISBN:** 9788793379800

**Available From:** August 2016

**Price:** € 65.00



### **Description:**

The developments in our environment and society has made it clear that the way we run our businesses and govern our nations is not sustainable in the long run. This is also why more and more companies and organizations are pursuing sustainable business through various Corporate Social Responsibility (CSR) activities. However, many companies experience that although they facilitate a CSR strategy on corporate level, CSR is often not embedded in their business and/or integrated across their functions. If companies are to achieve the full business potential and performance impact of CSR, sustainability has to be operationalized, targeted and measured across the value chain through empowered employees and in alignment with the business strategy of the company.

Though state-of-the-art CSR research, theories and models, the theoretical platform for sustainable business and CSR is presented in this book. However, CSR is carried out in practice, and not just in theory. This is why each chapter is supplemented with practical case examples explaining the way in which different companies and their managers have integrated sustainable business in their strategy and across the organizations' different functions. As is evident both in theory and practice, the success of CSR integration is highly affected by industrial context, as the unique characteristics of the industry have an impact on the key sustainability challenges and business opportunities of the specific company and industry. In support of this evidence, the book also reveals how CSR can be implemented across private and public organizations as well as small & medium sized entities (SMEs)

Theoretical and empirical topics discussed in the book include:

- Defining sustainable business and CSR
- CSR strategy integration
- Stakeholder management
- Sustainable innovation, management and production
- Change management & change leadership
- Green business model innovation
- Responsible HRM and administration
- Cradle-to-cradle
- Green procurement
- Corporate social innovation
- Sustainable Communication and – Sales
- Business-NGO partnerships

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## Management for Sustainable Development

**Editors:**

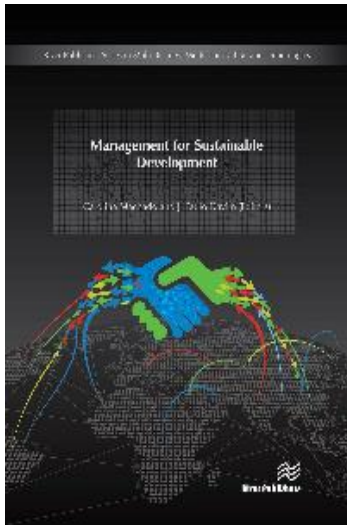
Carolina Machado, University of Minho, Portugal

J. Paulo Davim, University of Aveiro, Portugal

**ISBN:** 9788793379084

**Available From:** December 2015

**Price:** € 55.00



**Description:**

Today, increasingly more, the word sustainability is present in all kinds of discussions: at home, at work, at school, in all society. Conscious of the environment where we live everybody looks to find the best solutions to solve problems that result from Human Being evolution. Management for a sustainable development appears as a process from which organizations try to use all its resources, as well as improve its organizational and technological development, in order to answer not only to the present but also to future human and social needs. Only in this way is it possible to improve the quality of life. Seen in this way, sustainable development is understood to be **people centred**. We have a special concern with cultural, social and economic dimensions, where individuals can develop, together as a society, whilst at the same time individual and organizational activities can be implemented without destroying the present diversity and complexity of the ecological system where we live.

Taking into account these concerns, this book looks to cover issues related to the management for sustainable development in a context where organizations are continually facing high challenges for what concerns the items related to, amongst others, the re-use, recycling, waste reduction, add value, low costs and time of production, sustainable behaviour, not only in an environmental perspective but also in an organizational perspective. Today's organizations can no longer develop their practices based in the existent paradigms. On the contrary, it is necessary to completely break from these paradigms, creating a total change of mentality in the way we manage the organizational activities. Taking into account this reality, managing for a sustainable development appears as a management philosophy focused in productivity improvement considering different kinds of goals, such as biological, economic and social systems goals.

Conscious of this reality, this book contributes to the exchange of experiences and perspectives about the state of research related to the management for a sustainable development, as well as the future direction of this research field. It looks to provide a support to academics and researchers, as well as those operating in the management field and who need to deal with policies and strategies related to sustainable development issues.

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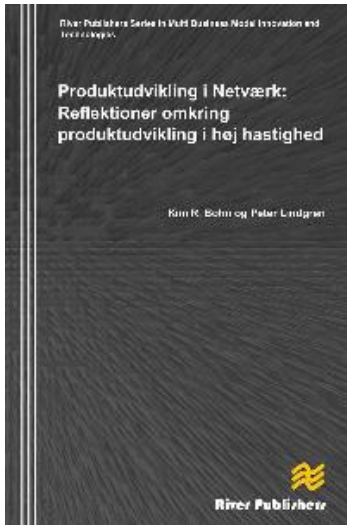
## Produktudvikling i Netværk

**Author:** Kim R. Bohn og Peter Lindgren

**ISBN:** 9788792982315

**Available From:** October 2013

**Price:** € 0.00



### Description:

Et af de tilbagevendende spørgsmål i international business har i de seneste årtier været, hvilken rolle produktudvikling skulle tillægges, som kriterium for virksomhedens overlevelse og udvikling, i det 21. århundrede. Dette indledende kapitel i en bog omkring produktudvikling, med udgangspunkt i PUIN-gruppens møderække, har til formål at reflektere over spørgsmålet "Hvorfor produktudvikling, hvorfor høj hastighed og hvorfor i netværk?". Kapitlet afsluttes med en oversigt over bogens struktur.

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## Brugerdreven Innovation: Boble Eller Business

**Editor:** Peter Lindgren & Poul Erik Pedersen

**ISBN:** 9788792329394

**Available From:** June 2012

**Price:** € 85.00



### Description:

Igennem 10 år har ordene »brugerdreven innovation« været et mantra, der næsten automatisk kunne åbne kasserne med offentlige støttekroner. Desværre har de kommercielle resultater ikke stået mål med hverken investeringerne eller det store potentiale, der er i brugerdreven innovation. Med udgangspunkt i historierne om 10 virksomheder – otte i Nordjylland og to i Silicon Valley – stiller Peter Lindgren og Poul Erik Pedersen skarpt på, hvordan den strategiske og metodiske tilgang til brugerdreven innovation kan styrkes. Bogen er målrettet virksomhedsledere, ledere i den offentlige sektor samt forskere og studerende.

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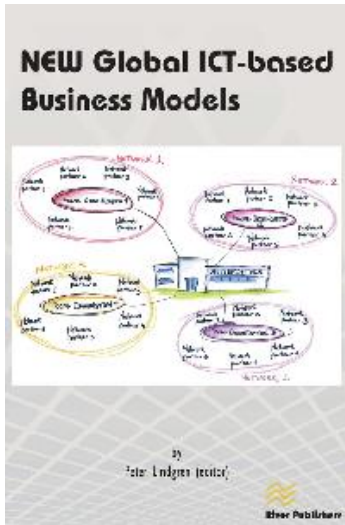
## NEW Global ICT-based Business Models

**Editor:** Peter Lindgren, Aalborg University, Denmark

**ISBN:** 9788792329769

**Available From:** August 2011

**Price:** € 80.00



### Description:

The New Global Business model (NEWGIBM) book describes the background, theory references, case studies, results and learning imparted by the NEWGIBM project, which is supported by ICT, to a research group during the period from 2005-2011. The book is a result of the efforts and the collaborative work between SMEs, consultancies and researchers across various lines of business, competences and research domains. The book commences with a theoretical discussion of the business model and its innovation

literature and explains how this was a collaborative study by researchers from three Danish Universities. The book continues by describing, analyzing and showing how NEWGIBM was implemented in SMEs in different industrial companies/networks. Based on this effort, the researchers try to describe and analyze the current context, experience of NEWGIBM and finally the emerging scenarios of NEWGIBM.

The NEWGIBM book serves as a part of the final evaluation and documentation of the NEWGIBM project and is supported by results from the following projects: M-commerce, Global Innovation, Global Ebusiness & M-commerce, The Blue Ocean project, International Center for Innovation and Women in Business, NEFFICS, which provided information about the innovating business models funded by Ministry of Science and Innovation Denmark, Ministry of Economics Denmark, EU Social Fund, EU KASK program and EU 7 Framework program Internet of Things. This book adds new knowledge to the global business models based on ICT.

### Contents:

- The Theoretical History and Background of Business Models
- The Theoretical Background of Business Model Innovation
- ICT - a Key Enabler in Innovating New Global Business Models
- The NEWGIBM Research Methodology
- The Analytical Model for NEWGIBM
- Industry Service - Technology Centre
- The KMD Case
- Smart House Case
- The Nano Solar Case
- The Master Cat Case
- The Pitfalls Of The Blue Ocean Strategy ? Implications Of ?The Six Paths Framework?
- Network-Based Innovation - Combining Exploration and Exploitation?
- Innovating New Business Models in Inter-firm Collaboration
- NEW Global Business Models - What Did The NEWGIBM Cases Show?
- The Strategy Concept in Light of the Increased Importance of Innovative Business Models
- Successful Implementation of Global BM Innovation

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