

Recent contemporary issues 2024

1- Strategic Management:

This branch focuses on the formulation and implementation of strategies to achieve organizational goals.

Recent trends in strategic management research include the exploration of disruptive innovation, digital transformation, and sustainability strategies.

2- Organizational Behavior:

Organizational behavior examines human behavior within organizations and how it influences individual and group performance.

Current research trends in this area include the study of remote work, virtual teams, employee well-being, diversity and inclusion, and ethical behavior in the workplace.

3- Human Resource Management:

Human resource management involves the management of people within organizations.

Recent research trends in HRM include talent management, employee engagement, work-life balance, flexible work arrangements, and the impact of technology on HR practices.

4- Marketing Management: Marketing management focuses on the process of creating, communicating, and delivering value to customers.

Recent trends in marketing research include digital marketing, social media marketing, customer experience management, personalized marketing, and the use of big data and analytics in marketing decision-making.

5- Operations Management:

Operations management deals with the design, planning, and control of organizational processes that transform inputs into goods and services.

Recent trends in operations management research include supply chain management, lean management, sustainable operations, and the application of artificial intelligence and machine learning in improving operations.

6- Entrepreneurship:

Entrepreneurship involves the identification and exploitation of business opportunities.

Recent trends in entrepreneurship research include social entrepreneurship, sustainable entrepreneurship, entrepreneurial decision-making, innovation, and the role of technology in fostering entrepreneurship.

7- International Business:

International business focuses on the management of businesses that operate globally.

Recent trends in international business research include cross-cultural management, global strategy, international market entry modes, global supply chain management, and the impact of globalization on business practices.