

Preface

Thought to be one of the most prestigious and sought-after degrees all over the world, the Master of Business Administration, shortly known as MBA, is designed to develop the skills required in business and management careers. However, although directed to the business world, its value is not limited to it. Indeed, an MBA can also be very useful for all those that pursue a managerial career in the private industry, public sector, government, and technological and engineering area, among others. Being so transversal to these different areas, this is why in our days many academics and professionals desire to course and obtain an MBA. Conscious of this reality, this present book, entitled *MBA—Theory and Application of Business and Management Principles*, looks to contribute to some of the “core” curriculum of subjects usually present in an MBA program such as marketing, human resource, accounting, and finance. Based on the “core” subjects presented in this book, everyone interested will be able to obtain a relevant knowledge that can be applied as a whole to a variety of real-world business situations, or from a particular viewpoint that will allow them to follow their own personal or professional interests. Covering many different fields within business, the lecturers of this book, according to their interests and availability, will be able to obtain some of the most critical skills and knowledge subjacent to an MBA that will help them pursue a career in a variety of working fields.

Also providing a support to academics and researchers, the book focusing on the latest developments and thinking in what concerns the most recent research activity provides discussion and the exchange of information on principles, strategies, models, techniques, methodologies, and applications in the business area.

Following these concerns, this book, divided into three parts, covers the theory and application of business and management principles in six chapters. In *Part I—Speaking About Marketing*, the first chapter discusses “[Marketing in Crises—Its Nature and Perspectives for Managers](#)” and the second chapter contains information about “[Understanding Digital Marketing—Basics and Actions.](#)” In *Part II—Speaking About Human Resource Management*, the third chapter covers “[Human Resource Management: An Operational Perspective,](#)” and at the same time, the

fourth chapter describes “[Training and Development in Organizations: Start at the Beginning](#).” Finally, in *Part III—Speaking About Accounting and Finance*, the fifth chapter focuses on “[Accounting as an Information System](#),” while in the sixth chapter, an “[Introduction to Corporate Finance](#)” is presented.

These theoretical and practical contributions will lead to an upper level of knowledge of these functional managerial and business subjects, and at the same time, it will contribute to the acquisition of new conceptual skills able to answer the challenges and changes set by the competitive business environment in which organizations are involved.

This book is designed to increase the knowledge and effectiveness of all those interested in the continual success of their careers in the different fields of the economy such as university research and activity (at the postgraduate level), business, manufacturing, education, health care, and other service and industrial sectors.

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MBA

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