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hospitality companies try to grow outside their traditional territories and domestic markets while the expansion patterns and M A activities of international hotel and restaurant chains reflect this phenomenon Yet interestingly the strategies concepts and methods of internationalization as well as the managerial and organizational challenges and impacts of globalizing the hospitality business are under researched in this industry While the mainstream research on international management offers an abundance of information and knowledge on topics players trends concepts frameworks or methodologies its ability to produce viable insights for the hospitality industry is limited as the mainstream research is taking place outside of the service sector Specific research directions and related cases like the international dimensions of strategy organization marketing sales staffing control culture and others to the hospitality industry are rarely identifiable so far The core rationale of this book is therefore to present newest insights from research and industry in the field of international hospitality drawing together recent scientific knowledge and state of the art expertise to suggest directions for future work It is designed to raise awareness on the international factors influencing the strategy and performance of hospitality organizations while analyzing and discussing the present and future challenges for hospitality firms going or being international This book will provide a comprehensive overview and deeper understanding of trends and issues to researchers practitioners and students by showing how to master current and future challenges when entering and competing in the Current Issues and Emerging Trends in Medical Tourism Cooper, Malcolm, 2015-07-16 global hospitality industry The era of globalization allows for more connectivity between nations and cultures This increase in international association gives citizens more availability to take advantage of opportunities in other nations such as medical assistance and accompanying services Current Issues and Emerging Trends in Medical Tourism focuses on the emerging phenomena of international travel by patients in search of improved healthcare services and treatment wellness programs and complementary recreational activities Including extensive coverage and case studies focusing on patient mobility and new opportunities for health services across borders this authoritative reference source is essential to the needs of healthcare providers nonprofit organizations students and medical professionals seeking relevant research on the relationship between global travel and access to healthcare This publication features innovative research based chapters spanning the spectrum of medical travel issues including but not limited to customer perceptions ethical considerations reproductive medicine social media use family caregivers organ transplants human trafficking and surrogacy concerns SU-AFBE 2018 Andriati Fitriningrum, Busro, Dwi Fajar Saputra, Robbi Rahim, This is the 22nd AFBE Conference a proud record for an academic conference and we hope it is also an indication of the value of AFBE to business and management scholars within the region Sampoerna University organizes the 2018 AFBE Conference with the theme of Business Innovation Sustainability and Disruption Technology Challenges and Opportunities This topic has taken growing attention among not only practitioners but also academics Nowadays there are numerous new ventures that offer novel products or services that may disrupt

established industry More and more people should be aware of the challenges and opportunities and thus forced to become more agile and competitive in the today s business environment There is four invited speakers Ir Airlangga Hartanto MBA Minister of Industry of the Republic of Indonesia Dr Chris Perryer University of Western Australia Dr Marthin Nanere La Trobe University Australia and Reza Ashari Nasution Ph D Institut Teknologi Bandung

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