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Sustainable Water and Sanitation Services -

Livelihoods & Natural Resource Management Institute
2014-01-03

Based on the work of the WASHCost project run by the IRC International Water and Sanitation Centre (IRC), this book provides an evaluation of the water, sanitation and hygiene (WASH) sectors in the context of developing countries and is the first systematic

study of applying the life-cycle cost approach to assessing allocations. It presents unit cost estimates of the WASH sector across geographic locations and technologies, including rural and peri-urban areas, and these are compared with service levels. It analyses detailed data from more than 5000 households across nine agro-climatic zones in Andhra Pradesh State in India. Key issues assessed include poverty

analysis of service levels, cost drivers and factors at the village and household level, and governance aspects such as transparency, accountability and value for money in relation to unit costs and service levels. This is the most comprehensive study of the WASH sector in India and elsewhere that utilises the life-cycle cost approach, along with GIS, econometric modelling and qualitative research methods. Not only does it contribute to research and methodology in this area, but the analysis also provides valuable insights for planners, policy makers and bilateral donors. The authors show how the methodology can also be applied in other developing country contexts.

CFO Insights - Michael R. Sutcliff 2006-05-12

CFO Insights: Delivering High Performance explores the implications of Accenture's high performance finance research and interprets the link between high performance business and the role of the CFO in delivering this. Written from the perspective of the

Chief Financial Officer, the book provides real-world, relevant examples, including flagship interviews with CFOs of high performing businesses. The book also includes industry analyses prepared by the Accenture Strategy and Business Architecture Practice, case studies, and chapters dedicated to the CFO and financial practices of Japan, China, Latin America, and Eastern Europe.

Journal of Human Services Abstracts - 1978

Managerial Accounting - McGraw-Hill 1996-07-01

Management, Uncertainty, and Accounting - Akira Nishimura 2018-07-23

This book is a capstone to the magisterial career of one of Japan's most senior scholars of risk, accounting, and management. How can companies and organizations navigate today's world, rife with unexpected challenges and opportunities? In this trenchant book, Nishimura offers case studies, theoretical

models, and useful strategies for the new normal. This book will be useful to scholars, businesspeople, and bankers. *Emergency Medical Services and Disaster Management* - P. K. Dave 2003

A Medical disaster Handbook. The only comprehensive and integrated book on the subject written by eminent international contributors including: Dr. Linda Allison Dr. Kathleen Clem Medical Director Division of Emergency Medicine Regions Hospital Duke University St. Paul, MN, U.S.A. North Carolina, U.S.A. Dr. Gary Green Prof C. James Holliman Department of Emergency Medicine Professor of Emergency Medicine John Hopkins University Pennsylvania State University Maryland, U.S.A. Hershey, PA, U.S.A. Presents a practical, pragmatic approach and holistic view of EMS and disaster management in a global context. Key Features: Covers all aspects of EMS including medical transportation, train accidents, ambulance services and

telemedicine Model disaster plans for hospitals

Accounting for Sustainability: Asia Pacific Perspectives - Ki-Hoon Lee

2018-01-30

This book advances the understanding of corporate sustainability and challenges and roles of sustainability accounting in the Asia-Pacific region. The Asia-Pacific region has shown fast economic growth for several decades which is expected to continue. In this context, Asia has become the “production engine” of the global economy. At the same time scientific reports reveal that some planetary boundaries are crossed, for example relating to biodiversity and climate change. Companies in the Asia-Pacific region are therefore increasingly challenged to reduce their environmental impacts, to document their social contribution and to contribute to sustainable development. Key approaches to identify sustainability problems and challenges, to support improvement

processes and to back up sustainability contributions include accounting and reporting. In contrast to the high relevance of accounting and reporting for corporate sustainability for the Asia-Pacific region, academic research has so far been dominated by Western researchers and predominantly dealt with Western and Japanese cases and approaches. It is thus time to take account of Asian perspectives on accounting and reporting for sustainability in the Asia-Pacific region.

A.I.D. Research and Development Abstracts - 1974

Managerial Strategies and Solutions for Business Success in Asia - Ordóñez de Pablos, Patricia 2016-11-22

Globalization, sustainable development, and technological applications all affect the current state of the business sector in Asia. This complex industry plays a vital part in the overall economic, social, and political aspects of this region, as well as on a larger

international scale. **Managerial Strategies and Solutions for Business Success in Asia** is an authoritative reference source for the latest collection of research perspectives on the development and optimization of various business sectors across the Asian region and examines their role in the globalized economy.

Highlighting pertinent topics across an interdisciplinary scale, such as e-commerce, small and medium enterprises, and tourism management, this book is ideally designed for academics, professionals, graduate students, policy makers, and practitioners interested in emerging business and management practices in Asia.

Economic Management and Transition Towards a Market Economy - Anthony T.H. Chin 1996

Much attention has been focused in recent years on the transformation of the economies of Eastern and Central Europe and the former Soviet Union. However, a growing demand for policy

advice, technical assistance and expertise is also coming from Asian reforming countries such as China, Mongolia, Vietnam, Laos and Cambodia. In addition, business communities abroad are increasingly interested in exploring investment and marketing opportunities in these reforming countries. Such developments are too important to overlook or ignore. The transformation of socialist economies towards market-based systems entails an unusually wide range of problems. Studies of related topics are complicated by the speed of the changes and the lack of clear historical precedents. Although the structural features of Asian reforming economies are in important ways different from those of the Eastern European economies, all socialist economies share similar fundamental conditions on the eve of economic reform which raise a similar set of reform issues. This volume brings together a rich collection of expertise and information in an

attempt to shed some light on the transitional process in Asia. The contributions are by no means exhaustive. However, they provide the reader and analyst with an excellent starting point to the problems and prospects which are specific to Asian transforming economies.

Risk Management, Strategic Thinking and Leadership in the Financial Services

Industry - Hasan Dinçer
2016-12-19

This book presents a broad overview of risk management in the banking industry, with a special focus on strategic thinking and decision-making. It reveals the broader context behind decision models and approaches to risk management in the financial industry, linking the regulatory landscape for capital management and risk to strategic thinking, together with behavioral and cultural assessments.

The Economics of Financial Services in Emerging Markets -
Bhagirath Prakash Baria
2022-12-06

Any enquiry into the nature, performance, role, demerits, growth, efficiency, or other aspects of financial services such as banking and insurance activities, requires rigorous estimates of their economic output, i.e., the economic contributions made by these firms, as well as by the industries as a whole. Accordingly, this book condenses several theoretical, methodological, empirical, and philosophical issues in conceptualizing, measuring, and empirically operationalizing the economic output of the banking and insurance industries. The analytical focus is on both Global and Emerging Markets perspectives. The book synthesizes applied and conceptual evidence to locate the chosen theme's analytical patterns, consensus, and disagreements. The selected subject matter is studied within the firm-level and aggregate settings, bringing literature of varied scopes together. Contributions from various international academics,

practitioners, and policymakers further enrich the narrative. The book concludes with data-driven case studies that analyze the extent to which the critical performance parameters of the banking and insurance industries in the BRIICS economies - including estimation of aggregate industry-level partial factor productivities, total factor productivity, technical efficiency, and returns to scale - vary concerning alternate measures of their output. The present work also provides a brief note on the inputs measurement dimension, following which there is a discussion on the limitations, future scope, and conclusions. This work will be valuable for researchers and policymakers undertaking performance analyses related to banking and insurance activities. It shall provide them with the examination of a plethora of analytical options and related issues on the theory and praxis of output measurement, all finely organized into one single volume.

Management Accounting in China and Southeast Asia - Robert C. Rickards 2021-04-29

This book is an essential guide to understanding how managers in China and Southeast Asia make effective economic decisions. In today's competitive global economy, it's vital to grasp how the most dynamic part of Asia is employing accounting tools in actual practice. The carefully crafted empirical studies presented here demonstrate the application of management accounting concepts in a variety of economic scenarios. Overall, these comparative investigations describe theory and common practices in a way that yields insights for both strategic and day-to-day problem solving. Accordingly, *Management Accounting in China and Southeast Asia* will interest graduate students, professional practitioners, and researchers in accounting, management, and finance.

Advances in Islamic Finance, Marketing, and Management - Dilip Mutum 2016-12-22

Of interest to both academics

and practitioners who assist in making Shariah-centric strategies, this work is particularly important as Asia holds a major percentage of Islamic assets in South Asia, Southeast Asia, and the Middle East, with new opportunities opening in Central Asia.

Industrial Engineering, Management Science and Applications 2015 - Mitsuo Gen 2015-05-18

This volume provides a complete record of presentations made at *Industrial Engineering, Management Science and Applications 2015 (ICIMSA 2015)*, and provides the reader with a snapshot of current knowledge and state-of-the-art results in industrial engineering, management science and applications. The goal of ICIMSA is to provide an excellent international forum for researchers and practitioners from both academia and industry to share cutting-edge developments in the field and to exchange and distribute the latest research and theories from the

international community. The conference is held every year, making it an ideal platform for people to share their views and experiences in industrial engineering, management science and applications related fields.

Compendium of Knowledge Solutions -

CIMA Official Learning System Test of Professional Competence in Management Accounting - Nick Best

2009-07-18

CIMA Official Learning Systems are the only textbooks recommended by CIMA as core reading. Written by the CIMA examiners, markers and lecturers, they specifically prepare students to pass the CIMA exams first time. Fully updated to reflect the 2010 syllabus, they are crammed with features to reinforce learning, including: - step by step coverage directly linked to CIMA's learning outcomes - fully revised examples and case studies - extensive question practice to test knowledge and understanding - integrated

readings to increase understanding of key theory - colour used throughout to aid navigation * The Official Learning systems are the only study materials endorsed by CIMA * Key sections written by former examiners for the most accurate, up-to-date guidance towards exam success * Complete integrated package incorporating syllabus guidance, full text, recommended articles, revision guides and extensive question practice

Offshoring of white-collar services - Artur Klimek
2020-08-24

This is one of the few books on the market dealing with offshoring of professional services, a dynamic phenomenon of high relevance in the global economy. The market for offshore services is worth more than 1 trillion dollars annually and employs millions of people. Global offshoring of services has been recently undergoing a profound transformation due to automation and robotisation of tasks. It can be associated with

the increased codification of knowledge, commoditisation of services and advancement in technology. The global perspective has been supplemented by a detailed analysis of offshoring in Central and Eastern Europe. It witnesses a dynamic growth of foreign direct investment (FDI) in professional services, resulting in capital and knowledge transfers. This book is a result of a holistic approach and an interdisciplinary research. It is enriched with conclusions from meetings with representatives of: authorities responsible for attracting FDI; associations of offshoring firms; and enterprises operating in professional services. It was also a result of numerous discussions with scholars during academic conferences and research seminars.

The Management Accountant - 2007

China & Asia (exclusive of Near East) - United States. Joint Publications Research Service 1965

Managerial Accounting: Asia-Pacific Edition - John Sands 2018-10-01

Managerial Accounting is characterised by a strong pedagogical framework and a dynamic and practical approach that directly demonstrates how students can develop their careers in real life. The text introduces students to the underlying concepts and applications of management accounting tools based on the traditional allocation approach and absorption costing method, and uses □Staircase□ exercises in each chapter to build knowledge and help learners to link the content between chapters as they progress through the book. This title uses easy-to-understand, student-friendly language, uncomplicated examples, a logical discussion of concepts that matches student learning processes, and clear visual explanations that support student understanding.

Research in Management Accounting - Ruhanita Maelah 2010-10-12

This book focuses on research in management accounting that uses Malaysia's business environment as the scope of study. The motivation to embark on this publication was due to the recognition that although management accounting has received increasing interest from various organizations including government, businesses and educators, published documents that report findings from research in management accounting undertaken in Malaysia are still limited. The objective of this book is to address the gap by providing readers with five research oriented articles on management accounting issues, namely Performance Measurement Design in Service Organizations; Management Accounting and Control Systems in the Service Sector; Activity Based Costing; Intellectual Capital and Management Accounting Practices; and Customer Focused Manufacturing Strategy and Performance Measurement Systems. The

articles are written by a pool of active researchers in the area of management accounting, and are expected to have high academic value. Each is complete with a literature review, methodology, data analysis and references. Even though this is the case, the articles have also been carefully chosen and edited for the general reader. This book is suitable as a reference for researchers, academics, managers, accountants, and policy makers.

Crisis, Recovery, and the Role of Accounting Firms in the Pacific Basin - David L. McKee 2002

Explicates the role of major international accounting firms in the economies of the Pacific Rim nations in the aftermath of the Asian financial crisis of the late 1990s.

Contemporary Issues in Management Accounting - Alnoor Bhimani 2006

Covering established and emerging areas in the fast changing field of management accounting, this work discusses accounting practices such as

budgeting, costing, responsibility accounting and capital investment analysis.

Information Systems

Development - William Wei Song 2010-11-18

Information Systems

Development (ISD) progresses rapidly, continually creating new challenges for the professionals involved. New concepts, approaches and techniques of systems development emerge constantly in this field.

Progress in ISD comes from research as well as from practice. This conference will discuss issues pertaining to information systems development (ISD) in the inter-networked digital economy.

Participants will include researchers, both experienced and novice, from industry and academia, as well as students and practitioners. Themes will include methods and approaches for ISD; ISD education; philosophical, ethical, and sociological aspects of ISD; as well as specialized tracks such as: distributed software

development, ISD and knowledge management, ISD and electronic business / electronic government, ISD in public sector organizations, IOS.

Sustainability Management

And Business Strategy In Asia -

Kokubu Katsuhiko 2019-10-15

Sustainability is a concept that unifies the environment, economy, and society, and has spread as a key concept in enterprise management. The United Nations adopted the Sustainable Development Goals (SDGs) in 2015, which require worldwide efforts to reach a sustainable society, and also applies to private enterprises. Sustainability should be developed in connection with management strategy, and Asia's role, including that of Japan, is important to improve global sustainability. This book addresses how sustainability management in the Asian context is currently practised and proposes practices for the future. Investigation of the effect of business domain characteristics on the

integration of sustainability and management, and elucidation of the process and features of EMCS (Environmental Management Control System) inside and outside of companies have been indicated. The book points that companies need to use and design Sustainability Management Control Systems in order to implement a CSR (Corporate Social Responsibility) strategy and match employees' behavior to CSR activities. MFCA (Material Flow Cost Accounting) has started to expand rapidly into other Asian industries from Japan as a method of Environmental Management Control. The fundamental idea and procedure of MFCA and many case examples of Japanese MFCA have been reported. These findings help us to consider a policy for continuous use of MFCA. Moreover, the relationship between Toyota Production System and MFCA has been explained and 'Material Flow Time Costing' as a new management accounting

concept is proposed. Based on the literature review, the study has made recommendations for Asian companies' strategic management and governmental policy-making to improve both quality and quantity of sustainability disclosure in Asia. One of the papers has identified the development and implementation of social and environmental accounting by Indonesian state-owned enterprises and their determining factors. In a Japanese manufacture, the effect of smoothed production has been analyzed as an example of environmental management. This led to an increase in production quality without additional capital spending.

Corporations and Sustainability

- Jose P D 2017-09-08

Corporations and Sustainability: The South Asian Perspective is a collection of contributions from leading academics and practitioners which provides an overview of the key challenges and opportunities related to sustainability in South Asia.

The last two decades have seen rapid and often dramatic changes in the institutional, economic and ecological contexts in which firms operating in South Asian economies find themselves. South Asia is increasingly seen both as a driver of global economic growth as well as a barrier to sustainable development. The most significant driver of change in the region has been the economic liberalization attempts of national governments, resulting in easier and faster flows of information, labour and capital between these economies and the rest of the world. Consequently, global environmental and social concerns are increasingly driving governmental and corporate decision-making processes for firms operating in South Asia. In responding to these emerging challenges, firms have begun to re-evaluate and redesign their strategies, structures and processes as well as incorporate sustainability principles into

their strategies. Corporations and Sustainability: The South Asian Perspective thus delivers an important perspective for researchers as well as students of master's-level courses on business and environment. It is particularly useful for those trying to understand the key sustainability challenges in the South Asian context as well as some of the solutions emerging in the critical areas of heavy industry and also service sectors.

International Marketing: An Asia-Pacific Perspective -

Richard Fletcher 2013-08-28
International Marketing, 6e is written from a wholly Australasian perspective and covers issues unique to local marketers and managers looking towards the Asia-Pacific region, the European Union, and beyond. It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises (MNEs) as well as small and medium scale enterprises (SMEs), mainly exporters, which make up the vast bulk of firms involved in

international business in the Australasian region.

International Marketing, 6e clearly demonstrates the links between the different stages of international marketing, connecting analysis with planning, planning with strategy and strategy with implementation. Key concepts are brought to life with comprehensively updated statistics, recent illustrations, and a variety of real-world examples and case studies.

Asian Perspectives on Business and Management, Economic Success, and Governance - Washington SyCip 1996

Management Accounting and Asian Perspectives - Carsten Berkau 2021-10-18

The book starts with a comparison of financial accounting and management accounting - both discussed based on the production firm PENOR Ltd. It further demonstrates accounting work in support of general management (CVP-analysis, DOL, performance measurement, risk

management and M&A) as well as cost accounting (structures for absorption and marginal cost accounting systems, internal cost allocations, reporting, monitoring, manufacturing accounting/calculation, contribution margin accounting and activity based costing). The content is explained by detailed case studies. This Asia edition also includes real case studies about companies in Malaysia. All chapters outline the learning objectives, provide an overview, include case studies and how-it-is-done-paragraphs. They end with a summary, the explanation of new technical terms and a question bank with solutions for checking your learning progress. On the internet, you can find more than 300 exam tasks with solutions as well as youtube-videos from the authors.

Recent Developments in Asian Economics - William A. Barnett 2021-03-01

Recent Developments in Asian Economics is a crucial resource of current, cutting-edge research for any scholar of

international finance and economics. Chapters cover a wide range of topics, such as social welfare systems, organizational culture, sustainability, the impact of economic policy uncertainty, and more.

Environmental Management Accounting - Christian Herzig
2012-03-15

Sustainable development will not happen without substantial contributions from and leading roles of companies and business organizations. This requires the provision of adequate information on corporate social and ecological impacts and performance. For the last decade, progress has been made in developing and adapting accounting mechanisms to these needs but significant work is still needed to tackle the problems associated with conventional accounting. Until recently, research on environmental management accounting (EMA) has concentrated on developed countries and on cost-benefit analysis of implementing individual EMA tools. Using a

comparative case study design, this book seeks to redress the balance and improve the understanding of EMA in management decision-making in emerging countries, focussing specifically on South-East Asian companies. Drawing on 12 case studies, taken from a variety of industries, *Environmental Management Accounting: Case Studies of South-East Asian Companies* explores the relationship between decision situations and the motivation for, and barriers to, the application of clusters of EMA tools as well as the implementation process itself. This book will be useful to scholars interested in the environmental and sustainability management accounting research field and those considering specific approaches to EMA within emerging economies.

MANAGEMENT ACCOUNTING, THIRD EDITION - SINGHVI, N. M.
2018-08-01

The third edition of the book, on the lines of the previous editions, provides a thorough

and updated study of the text and cases extracted from the real-life shop floors. This comprehensive text gives an in-depth analysis of the fundamental concepts, principles and conventions of accounting. It further dwells onto the topics like reading of annual report, notes to the accounts, shareholding patterns and analysis using ratios, common size statements, trend analysis, in detail. The theory is flawlessly combined with the practical elements taken from the top-notch multinational companies of the country to provide the students an analytical insight into the current market scenario. NEW TO THE THIRD EDITION □ Incorporates a new chapter on 'Introduction to IFRS and Ind AS'. □ Presents two caselets at the end of chapter on 'Depreciation, Reserves and Provisions'. □ Completely revamped chapter on 'Tools of Balance Sheet Analysis'. □ Comprises updated sections, and recent cash flow statements, balance sheets as well as fund flow statements,

wherever required. □ Contains updated Appendix 1 on 'Balance Sheet Abstract of Ingersoll Rand India Ltd. for the Year Ending 2017'. TARGET AUDIENCE • B.Com • BBA • M.Com • MBA/PGDM *Child and Adolescent Psychiatry* - Savita Malhotra 2016-11-25

This is a comprehensive volume on issues and concerns relating to child and adolescent mental health in Asia, which includes contributions from experts in child psychiatry from Asia and other parts of the world. The chapters provide accurate and detailed accounts of the current state of knowledge integrating research approaches and findings from clinical studies. Each chapter discusses existing information, emphasizes areas of growth and provides fresh insights on a particular topic especially as these might relate to Asian populations. The book integrates various clinical and scientific perspectives on psychiatric disorders in children and adolescents with a

focus on Asia. The various sections deal with important topics in child and adolescent psychiatry: the current understanding of mental disorders and the ways in which possible influences might work in the development of psychopathology; substance use disorders, their neurobiological correlates and implications for the developing brain; early environmental influences in the psychopathology of psychiatric disorders in children; issues of parenting, child rearing and cultural practices in Asia, which influence personality development and adaptation; life-long impact of early parental loss; early diagnosis and intervention in recognizing and treating psychopathology; psychopharmacology of neurodevelopmental disorders in children; non-pharmacological treatments for children; mental health gap, and telepsychiatry as an innovative model to provide services for children; and a pressing need for a comprehensive child mental

health policy across nations. **Accounting for Biodiversity** - Michael Jones 2014-06-27 'Biodiversity' at its simplest, refers to the variety of species inhabiting Planet Earth. It is essential to the well-being of the planet. There is now a scientific consensus around the current ongoing crisis in biodiversity arising from both climate change and human activities. Experts believe we are in the middle of a mass extinction of biodiversity with devastating consequences for our planet. Accounting for Biodiversity explores the need for companies to actively protect, conserve and improve biodiversity within their sphere of operation. The 14 chapters written by a selected team of experts investigate the ways in which companies are embracing their responsibility through a variety of biodiversity initiatives and innovative models designed to improve the recording, reporting and valuing of biodiversity. Global case studies look at biodiversity accounting in Africa, Asia,

Australasia, Europe and South America. Overall, this book provides a comprehensive set of reflections on accounting for biodiversity and recommendations for the future. This book is essential reading for all those interested in the contribution that accounting can make to the preservation of biodiversity. As we see increasing awareness of the importance of sustainability and ecological responsibility in business activity it is relevant and should prove informative to students, managers, accountants and those in business more generally. It is also important for all those interested in conserving biodiversity.

Management Accounting - A. Nishimura 2003-01-10

This book examines present management accounting issues in the light of Japanese experiences. This is particularly important in the study of management accounting since Japanese management not only learnt from the West but also grew out of it. The book describes

the importance and meaning of feed forward management accounting, compares Asian and Japanese management accounting with the Western approach and examines the philosophy behind them. It ends by looking into the future of management accounting science.

Stumbling Toward Sustainability - John C. Dernbach 2002

In 1992, at the United Nations Conference on Environment and Development in Rio de Janeiro, the nations of the world agreed to implement an ambitious plan for ecologically sustainable human development. This book is a comprehensive review of U.S. efforts to achieve such development since Rio. The U.S. has unquestionably begun to take steps toward sustainable development. Yet the nation is now far from being a sustainable society, and in many respects is farther away than it was in 1992. Nevertheless, legal and policy tools are available to put the U.S. on a direct path to

sustainability. This book brings together 42 distinguished experts from a variety of backgrounds and academic disciplines. It is among the most thorough assessments ever conducted of U.S. law and policy concerning the environment.

Systems, Software and Services Process

Improvement - Rory V. Connor 2011-06-24

This volume constitutes the refereed proceedings of the 18th EuroSPI conference, held in Roskilde, Denmark, in June 2011. The 18 revised full papers presented together with 9 key notes were carefully reviewed and selected. They are organized in topical sections on SPI and assessments; SPI and implementation; SPI and improvement methods; SPI organization; SPI people/teams; SPI and reuse; selected key notes for SPI implementation.

SERVICES MARKETING - PRABHU TL

Service marketing is a strategy for promoting and showcasing

a company's intangible benefits and offerings in order to increase end-customer value.

This can be for stand-alone service offerings or for services that are offered in conjunction with tangible products. Service marketing is a term that refers to the sale of non-physical, intangible goods. It's done for company-provided benefits that can't be seen, touched, or felt, for example. These are benefits that are primarily driven by people, processes, and that a customer cannot keep. Service marketing is used to drive business in industries such as hospitality, tourism, financial services, and professional services. Importance of Service Marketing Marketers promote a variety of entities, including goods, services, events, and people. Service marketing refers to the marketing of services. Services are intangible in nature and do not imply ownership of anything. Its creation could be linked to a physical product or not. External, internal, and interactive marketing excellence are all required for

service marketing excellence. Pricing, distribution, and promotion of services to consumers are all covered by external marketing. Internal marketing entails educating and motivating employees to provide excellent customer service. The ability of the employees to serve the client is described by interactive marketing. Factors in Service Marketing The key factors which define marketing for services are: 1. Intangible Unlike physical products, which can be touched, felt, and seen, services are not tangible. This distinguishes services from products, necessitating a different marketing strategy. 2. No ownership Services can't be bought or sold; they can only be experienced. This is a broad term that refers to the customer experience. You can own a service in the form of evidence such as plans, bills, and invoices, but you can't own it like a product. 3. Inseparability The concept of moment of truth guides service marketing, which means that services are created and used

at the same time. They can't be stored like products in an inventory because they're made and consumed simultaneously. 4. Variability Unlike standardised products, services vary in nature despite the same people, process, type of work, and so on. For the same service, different customers may have different experiences. e.g. a telecom customer might get different experience for the same plan. 5. Perishability Services, unlike products, cannot be stored and must be consumed immediately. But there's another way of looking at it. Many services or plans these days have an expiration date. They are not the same as best before dates on products, but they are more in terms of service validity. e.g. free warranty service after 2 years of purchase. 6. People involvement People who provide benefits and solutions to the needs of customers drive service marketing. Although many automated service solutions are being developed these days, people still play the

most important role in service marketing. Taking care of the 7Ps is part of service marketing planning. Price, location, promotion, product, people, process, and physical evidence are all factors to consider.

Environmental Accounting, Sustainability and Accountability - Somnath Debnath 2019-06-03

The study of the interactions between business organizations and their natural environments has gained momentum recently under the aegis of social and environmental accounting and reporting (SEAR), and as a diluted form of response in corporate social responsibility (CSR). *Environmental Accounting, Sustainability and Accountability* envisages accounting as an effective instrument in improving this interrelationship. It comprehensively describes how organizations can capture their

environmental performance and thereby address societal concerns. The book closely explores how organizations can embed care for the environment as fundamental to their functioning. It broadly covers traditional accounting as a measuring instrument, contemporary advances and unresolved problems, alternative perspectives and recent developments. The central idea proposed here is to evolve the environmental accounting framework and bring calculative aspects into sustainability thinking that businesses are responsible for. Among the other important innovative ideas discussed are new costing techniques for waste management, accounting schematics of carbon trade, green information needs of management and the extension of the environmental viewpoint to information systems and technology.