



Women in Business: Theory, Practice and Flexible Approaches (PB)

Mirjana Radovi Markovi, Imani Silver Kyaruzi

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The recognition of the capacity of women entrepreneurs in our global community is no longer a matter of debate, but a realisation that female entrepreneurship is now forming one of the major factors contributing to the development of many countries, and not just countries in transition. Most women entrepreneurs are seen to be more realistic about their commercial prodigies and often make attempts to develop them within a family environment, while men gravitate more towards developing business hierarchies with defined rules and working business procedures. *Women in Business: Theory, Practice and Flexible Approaches* is a practical book that provides support and practical planning tools to guide both established and aspiring female entrepreneurs. Because self-employment and entrepreneurial activities are decisions that cannot be taken lightly, a number of checklists and tests which could be used to make entrepreneurial decision-making processes easier and more effective are discussed within the framework of feminist theories. Professor Mirjana Radoviæ Markoviæ - is professor and researcher in the field of Entrepreneurship. She is an author of ten books devoted to business management and entrepreneurship. Professor Radovic holds a Degree in Economics, a Masters Degree in Theoretical Economy and a Ph.D. in Economics from Belgrade University. She has served as guest lecturer at a number of universities, foundations and institutes in Moscow, The Hague, New York, Washington DC, San Francisco, St. Paul, Atlanta, Portland, and New Orleans. She has twice won scholarships from the United Nations for her studies in Russia and India. Dr Imani Silver Kyaruzi, an Entrepreneurship and Economic Development analyst, holds a Ph.D. in Economic Geography and Entrepreneurship from The University of Birmingham, an MBA in Entrepreneurship from Birmingham City University and BA (Hons) degree from The University of Wolverhampton. He teaches both graduate and undergraduate courses in Entrepreneurship and Management at London Graduate School of Management. He is also Visiting Professor of Entrepreneurship at the University of Kragujevac, Serbia. He is the editor of *African Businesses and Economic Growth: Institutions, Firms, Practices and Policy*. His works on entrepreneurship and local economic growth have been published in English and Swahili. His main research interests include entrepreneurship and SME development.

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