



## **Modern Concepts of the Theory of the Firm: Managing Enterprises of the New Economy**


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# Modern Concepts of the Theory of the Firm: Managing Enterprises of the New Economy

## Modern Concepts of the Theory of the Firm: Managing Enterprises of the New Economy

The authors analyse the New Economy from a scientific point of view. The success and the failure of enterprises of the new economy form a challenge to the modern business management and to the theory of the firm. This conference transcript answers the question in which way well-established concepts of the theory of the firm should be modified or new approaches should be created, in order to run enterprises of the new economy successfully. The discussion includes various fields of the theory of the firm and is therefore divided into the six essential disciplines of economic research, which are Production and Procurement, Finance, Marketing, Accounting, Human Resource Management and Economic Organization and Corporate Governance. The international orientation of the book addresses the world-wide scientific community.

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