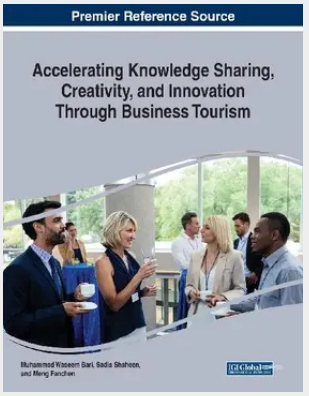
Business Science Reference

Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism



Business tourism is a newly coined terminology in social sciences and management literature. It is defined as individuals traveling and staying outside of their hometowns for not more than one successive year for the purpose of enjoyment and other drives (e.g., learning and business activities). Key business tourism activities include attending a variety of meetings, conferences, and workshops as well as exhibitions. Understanding the negative and positive aspects of business tourism is essential to promoting employee learning and knowledge transfer skills. Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism is an essential reference source that discusses how differences in cultures, communities, rituals, norms, and scope of business tourism could influence knowledge sharing practices. Moreover, this book promotes an understanding on how to learn from different cultures and enhance absorptive capacity by interacting with different personalities and cultures. Featuring research on topics such as knowledge management, social capital, and consumer behavior, this book is ideally designed for business professionals, managers, administrators, hotel executives, IT specialists, executives, entrepreneurs, managing directors, and students looking to boost their existing skills and expertise with innovation and creativity by interacting with others and in a new context.

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