

VERSLO VADYBOS FAKULTETO BIBLIOTEKOJE GAUTOS NAUJOS KNYGOS

2022 m. lapkritis

Psichologija. Tarpkultūrinė komunikacija.

1. Holtbrügge, D. (2022). *Intercultural management: Concepts, practice, critical reflection*. London: SAGE. (VVF 3 vnt.)
2. Rothmann, S. & Cooper, C. L. (2022). *Work and organizational psychology* (3rd ed.). Abingdon: Routledge. (VVF 2 vnt.)
3. Saulius, T. (2021). *Kritinio mąstymo metodai: vadovėlis aukštųjų mokyklų studentams* (2-asis patais. ir pap. leid.). Kaunas: Lietuvos sporto universitetas. (VVF 3 vnt., ATF 2 vnt., EIF 2 vnt., MTF 1 vnt., PDF 3 vnt., SPF 2 vnt.)
4. Spector, P. E. (2021). *Industrial and organizational psychology: Research and practice* (8th ed.). Hoboken: Wiley. (VVF 2 vnt.)
5. Truxillo, D. M., Bauer, T. N. & Erdogan, B. (2021). *Psychology and work: An introduction to industrial and organizational psychology* (2nd ed.). New York: Routledge. (VVF 1 vnt.)

Rinkodara.

1. Baines, P., Rosengren, S. & Antonetti, P. (2022). *Marketing* (6th ed.). Oxford: Oxford University Press. (VVF 2 vnt.)
2. Brown, D. M. & Thompson, A. (2023). *Essentials of marketing: Theory and practice for a marketing career*. Abingdon: Routledge. (VVF 2 vnt.)
3. Chaffey, D. & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (8th ed.). Harlow: Pearson Education Limited. (VVF 2 vnt.)
4. Hall, S. (2022). *Innovative B2B marketing: New models, processes and theory* (2nd ed.). London: Kogan Page. (VVF 2 vnt.)
5. Hanlon, A. (2022). *Digital marketing: Strategic planning & integration* (2nd. ed.). London: SAGE. (VVF 2 vnt.)
6. Leahy, R., Fenton, P. & Barry, H. (2022). *Experiential marketing: Integrated theory & strategic application*. London: SAGE. (VVF 1 vnt.)
7. Marshall, G. W. & Johnston, M. W. (2023). *Marketing management* (4th ed.). New York: McGraw Hill. (VVF 2 vnt.)
8. Perkin, N. (2022). *Agile marketing: Unlock adaptive and data-driven marketing for long-term success*. London: KoganPage. (VVF 2 vnt.)
9. Roetzer, P. & Kaput, M. (2022). *Marketing artificial intelligence: AI, marketing, and the future of business*. Dallas: Matt Holt Books. (VVF 1 vnt.)
10. Solomon, M. R., Marshall, G. W. & Stuart, E. W. (2023). *Marketing: Real people, real choices* (11th ed.). Harlow: Pearson. (VVF 1 vnt.)
11. Szmigin, I. & Piacentini, M. (2022). *Consumer behaviour* (3rd ed.). Oxford: Oxford University Press. (VVF 2 vnt.)
12. West, D., Ford, J., Ibrahim, E., Montecchi, M. (2022). *Strategic marketing: Creating competitive advantage* (4th ed.). Oxford: Oxford University Press. (VVF 2 vnt.)

Reklama. Ryšiai su visuomene

1. Belch, G. E. & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective*. New York: McGraw-Hill. (VVF 1 vnt.)
2. Coombs, W. T. (2023). *Ongoing crisis communication: Planning, managing, and responding* (6th ed.). Thousand Oaks: SAGE. (VVF 1 vnt.)
3. Hanson, R. E. (2022). *Mass communication: Living in a media world* (8th ed.). Thousand Oaks: SAGE. (VVF 2 vnt.)
4. Sipos, D. (2021). *Digital personal branding: The essential guide to online personal branding in the digital age*. [Publikavimo vieta nenustatyta]: Amazon Digital Services. (VVF 1 vnt., MTF 1 vnt.)
5. Tumosaitė, V. ir Diržys, R. (2022). *Melagienos: konspiracijų žaidimas*. Kaunas: Terra Publica. (VVF 3 vnt.)

Vadyba

1. Ackroyd, S. & Thompson, P. (2022). *Organisational misbehaviour* (2nd ed.). London: SAGE. (VVF 2 vnt.)
2. Clegg, S. R., Pitsis, T. S. & Mount, M. (2022). *Managing and organizations: An introduction to theory and practice* (6th ed.). London: SAGE. (VVF 3 vnt.)
3. Guillén, M. (2021). *Motivation in organisations: Searching for a meaningful work-life balance*. Abingdon: Routledge. (VVF 3 vnt.)
4. Harrin, E. (2022). *Managing multiple projects: How project managers can balance priorities, manage expectations and increase productivity*. New York: Kogan Page. (VVF 2 vnt.)
5. King, D. & Lawley, S. (2022). *Organizational behaviour* (4th ed.). Oxford: Oxford University Press. (VVF 1 vnt.)
6. Mahajan, A. P. (2022). *Comparative public administration*. New Delhi: Sage Publications. (VVF 2 vnt.)
7. Petrylaitė, D. ir Petrylaitė, V. (2022). *Darbo teisė visiems*. Vilnius: Vilniaus universiteto leidykla. (VVF 2 vnt., EIF 1 vnt., EKF 2 vnt., PDF 2 vnt.)
8. Pullan, P. (2022). *Virtual leadership: Practical strategies for success with remote or hybrid work and teams* (2nd ed.). London: Kogan Page. (VVF 2 vnt.)
9. Stanier, J. (2022). *Effective remote work: For yourself, your team and your company*. Raleigh: Pragmatic Bookshelf. (VVF 1 vnt.)
10. Taylor, S. & Woodhams, C. (2022). *Human resource management: People and organisations* (3rd ed.). New York: Kogan Page. (VVF 1 vnt.)
11. Tavis, A. & Lupushor, S. (2022). *Humans at work: The art and practice of creating the hybrid workplace*. London: KoganPage. (VVF 2 vnt.)
12. Wilkinson, A. (2022). *Human resource management: A very short introduction*. Oxford: Oxford University Press. (VVF 4 vnt.)
13. Wilton, N. (2022). *An introduction to human resource management* (5th ed.). London: SAGE. (VVF 2 vnt.)

Verslas. Logistika. Pardavimai

1. Combe, C. (2022). *Introduction to global sustainable management*. London: SAGE. (VVF 1 vnt.)
2. Levy, M. & Grewal, D. (2023). *Retailing management* (11th ed.). New York: McGraw-Hill. (1 vnt.)

3. Lucas, R. W. (2023). *Customer service: Skills for success* (8th ed.). New York: McGraw Hill. (VVF 2 vnt.)
4. Pingali, S. R., Prakash, S. & Korem, J. R. (2021). *Digital transformation strategies: Theory and practice*. New Delhi: SAGE. (VVF 2 vnt.)
5. Seyoum, B. (2022). *Export-import theory, practices, and procedures* (4th ed.). New York: Routledge. (VVF 2 vnt.)
6. Wang, Y. & Pettit, S. (ed.). (2021). *E-logistics: Managing digital supply chains for competitive advantage* (2nd ed.). London: Kogan Page. (VVF 2 vnt.)

Turizmas. Svetingumas.

1. Bowen, D. (2022). *Contemporary tourist behaviour: Yourself and others as tourists* (2nd ed.) Wallingford: CABI. (VVF 2 vnt.)
2. Gursoy, D., Buttle, F. & Bowie, D. (2023). *Hospitality marketing: Principles and practice* (4th ed.). Abingdon: Routledge. (VVF 2 vnt.)
3. Hudson, S. & Hudson, L. (2022). *Customer service in tourism and hospitality* (3rd ed.). Oxford: Goodfellow Publishers. (VVF 2 vnt.)
4. Kandrotas, V. (sud.). *Keliauk su šeima: 100 maršrutų po Lietuvą*. Kaunas: Terra Publica. (VVF 1 vnt.)
5. Kolb, B. M. (2022). *Event management for the tourism and hospitality industries*. Abingdon: Routledge. (VVF 2 vnt.)
6. Seabra, C., Paiva, O., Silva, C. & Abrantes, J. L. (ed.). (2021). *Pandemics and travel: COVID-19 impacts in the tourism industry*. Bingley: Emerald Publishing. (VVF 1 vnt.)
7. „Shawn“ Lee, S. & Goldblatt, J. (2020). *Special events: The brave new world for bolder and better live events* (8th ed.). Hoboken: Wiley. (VVF 1 vnt.)
8. Szende, P., Bagnera, S. M. & Cole, D. C. (2020). *Human resource management in hospitality cases*. Abingdon: Routledge. (VVF 2 vnt.)
9. Tsukamoto, E. (2022). *Running brilliant corporate events: Event strategy and budgeting*. London: [leidėjas nenustatytas]. (VVF 2 vnt.)
10. Walker, J. R. (2022). *The restaurant: From concept to operation* (9th ed.). Hoboken: Wiley. (VVF 2 vnt.)