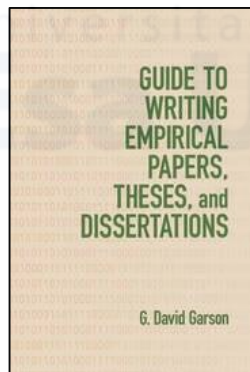


PERIODE TAHUN 2024



**Perpustakaan  
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Esa Unggul**

**Jalan Arjuna Utara  
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Jakarta, 11510  
(021) 5674223 ext 282  
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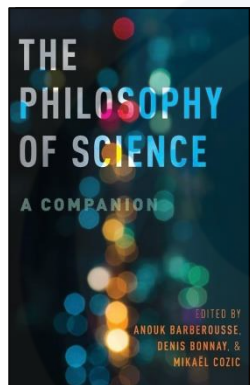


### **Guide to Writing Empirical Papers, Theses, and Dissertations**

**Author** : G. David Garson  
**No. Class** : 411 GAR g  
**Lokasi** : Jakarta, Tangerang dan Bekasi

**Description:**

Describes the quantitative research process framing analytical questions, developing a comprehensive outline, providing a roadmap for the reader, and accessing indispensable computer and program tools. Supplies end-of-chapter checklists, extensive examples, and bibliographies.

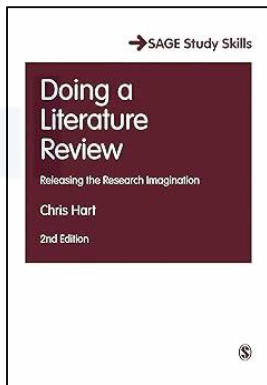


### **Philosophy of Science: A Companion (Oxford Studies in Philosophy of Science)**

**Author** : Anouk Barberousse, Denis Bonnay dan  
Mikaël Cozic  
**No. Class** : 501 BAR p  
**Location** : Jakarta

**Description:**

Philosophy of science studies the methods, theories, and concepts used by scientists. It mainly developed as a field in its own right during the twentieth century and is now a diversified and lively research area. This book surveys the current state of the discipline by focusing on central themes like confirmation of scientific hypotheses, scientific explanation, causality, the relationship between science and metaphysics, scientific change, the relationship between philosophy of science and science studies, the role of theories and models, unity of science. These themes define general philosophy of science. The book also presents sub-disciplines in the philosophy of science dealing with the main sciences: logic, mathematics, physics, biology, medicine, cognitive science, linguistics, social sciences, and economics. While it is common to address the specific philosophical problems raised by physics and biology in such a book, the place assigned to the philosophy of special sciences is much more unusual. Most authors collaborate on a regular basis in their research or teaching and share a common vision of philosophy of science and its place within philosophy and academia in general. The chapters have been written in close accordance with the three editors, thus achieving strong unity of style and tone



## [Doing a Literature Review : Releasing the Research Imagination \(Sage Study Skills Series\), 2<sup>nd</sup> ed](#)

**Author** : Chris Hart  
**No. Class** : 808.066 37 HAR d  
**Lokasi** : Jakarta

### **Description:**

The ultimate guide to the what, how, and why of literature reviewing, the Second Edition of the classic text shows how the literature review will unlock the full potential of one's research with:

- A thorough exploration of the literature review process from start to finish
- Two brand new chapters explaining the different types of review and evidence and evaluation
- Extended examples that show you how to apply key techniques and procedures
- A new core skills framework to help you turn your research experience into employability
- A critical thinking focus that will help you construct convincing arguments and improve your research decisions

In combining a critical, philosophical approach with an expertly selected body of practical examples, the Second Edition of Chris Hart's landmark text provides both the intellectual understanding and the technical skills required to produce sophisticated, robust literature reviews of the very highest standard.

SAGE Study Skills are essential study guides for students of all levels. From how to write great essays and succeeding at university, to writing your undergraduate dissertation and doing postgraduate research, SAGE Study Skills help you get the best from your time at university. Visit the SAGE Study Skills hub for tips, resources and videos on study success

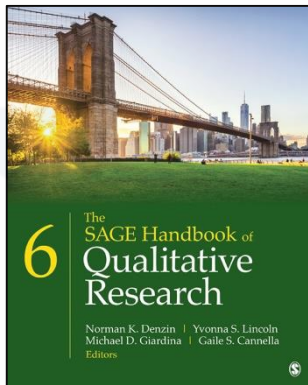
## [Business Research Methods, 14<sup>th</sup> ed](#)

**Author** : Pamela S. Schindler  
**No. Class** : 650.072 SCH b  
**Lokasi** : Jakarta

### **Description:**

Business Research Methods, 14e, contains stand-alone chapters that reflect research industry practices using real examples from all areas of business. In collaborations with over two dozen industry researchers, Schindler writes a real-world research methods book that distinguishes between big data analytics and small data with an emphasis on decision making. She eloquently covers ethical issues and their solutions, and has added more coverage of process models, sampling how-to, and data preparation. Conscious of the different learning styles of students, Schindler provides appropriate cues for both visual and verbal learners through the use of in-text exhibits, bolded key terms, conceptual photos throughout and research thought-leader quotes in PowerPoints for each chapter. She also used various interim GreenBook Research Industry Trends (GRIT) reports to guide the research for this revision. The latest GRIT Report is based on the largest study of research suppliers and users ever conducted. Automation and privacy are hot topics in GRIT, so she added material on both these topics in the 14th edition. This edition is available for purchase with the digital platform McGraw Hill Connect, which provides a highly reliable easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.





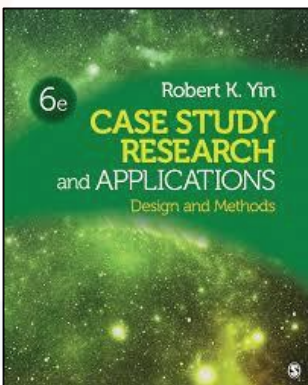
### Sage Handbook of Qualitative Research, 6<sup>th</sup> ed

**Author** : Norman K. Denzin, Yvonna S. Lincoln, Michael D. Giardina dan Gaile S. Cannella  
**No. Class** : 001.42 DEN s  
**Location** : Jakarta

**Description:**

This new edition of the SAGE Handbook of Qualitative Research represents the sixth generation of the ongoing conversation about the discipline, practice, and conduct of qualitative inquiry. As with earlier editions, the Sixth Edition is virtually a new volume, with 27 of the 34 chapters representing new topics or approaches not seen in the previous edition, including intersectionality critical disability research postcolonial and decolonized knowledge diffraction and intra-action social media methodologies thematic analysis, collaborative inquiry from the borderlands qualitative inquiry and public health science co production and the politics of impact publishing qualitative research and academic survival. Authors in the Sixth Edition engage with questions of ontology and epistemology, the politics of the research act, the changing landscape of higher education, and the role qualitative researchers play in contributing to a more just, egalitarian society.

To mark the Handbooks 30 year history, we are pleased to offer a bonus PART VI in the eBook versions of the Sixth Edition: this additional section brings together and reprints ten of the most famous or game changing contributions from the previous five editions.

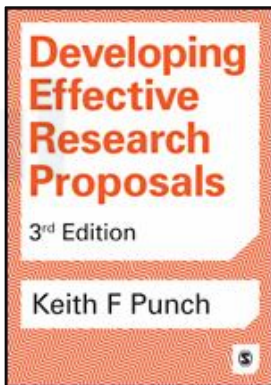


### Case Study Research and Applications: Design and Methods

**Author** : Robert K. Yin  
**No. Class** : 001.406 YIN c  
**Location** : Jakarta

**Description:**

Recognized as one of the most cited methodology books in the social sciences, the Sixth Edition of Robert K. Yin bestselling text provides a complete portal to the world of case study research. With the integration of 11 applications in this edition, the book gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. Ultimately, Case Study Research and Applications will guide students in the successful use and application of the case study research method.



### [Developing Effective Research Proposals, 3<sup>rd</sup> ed](#)

**Author** : Keith F. Punch  
**No. Class** : 001.4 PUN d  
**Location** : Jakarta

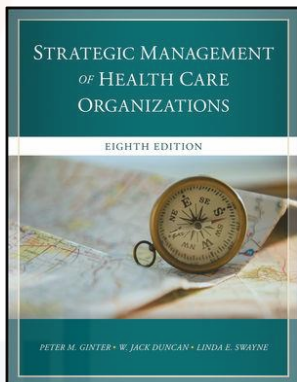
**Description:**

This is your step by step guide to success with your research proposal. This new edition covers every section of the proposal, telling you all you need to know on how to structure it, bring rigour to your methods section, impress your readers and get your proposal accepted.

With practical tips and advice throughout, new features include:

- Comprehensive explanation of method and methodology, and how to maximize this crucial section of your proposal
- A new section on mixed methods: an increasingly common approach in research
- A new chapter on how to get it right with ethics
- Fresh exercises and activities, now for each key chapter.

The Third Edition provides an authoritative and accessible guide for anyone tackling a research proposal. It is perfect for students in education, nursing, health, and across the social sciences.



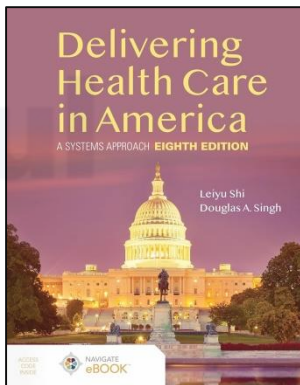
### [Strategic Management of Health Care Organizations, 8<sup>th</sup> ed](#)

**Author** : Peter M. Ginter, W. Jack Duncan, Linda E. Swayne  
**No. Class** : 658.401 GIN s  
**Location** : Jakarta

**Description:**

Strategic Management of Health Care Organizations provides essential guidance for leading health care organizations through strategic management. This structured approach to strategic management examines the processes of strategic thinking, consensus building and documentation of that thinking into a strategic plan, and creating and maintaining strategic momentum all essential for coping with the rapidly evolving health care industry. Strategic Management of Health Care Organizations fully explains how strategic managers must become strategic thinkers with the ability to evaluate a changing industry, analyze data, question assumptions, and develop new ideas. The book guides readers through the strategic planning process demonstrating how to incorporate strategic thinking and create and document a clear and coherent plan of action. In addition, the all important processes of creating and maintaining the strategic momentum of the organization are fully described. Finally, the text demonstrates how strategic managers in carrying out the strategic plan, must evaluate its success, learn more about what works, and incorporate new strategic thinking into operations and subsequent planning.

This new eight edition has been fully updated to reflect new insights into strategic thinking, new methods to conceptualize and document critical environmental issues, practical steps for carrying out each of the strategic management processes, industry and management essentials for strategic thinkers , and new case studies for applying the strategic management processes

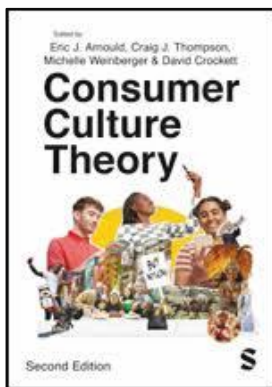


### [Delivering Health Care in America: Systems Approach, 8<sup>th</sup> ed](#)

**Author** : Leiyu Shi dan Douglas A. Singh  
**No. Class** : 362.109 73 SHI d  
**Location** : Jakarta

**Description:**

Delivering Health Care in America: A Systems Approach, Eighth Edition is the most current and comprehensive overview of the basic structures and operations of the U.S. health system—from its historical origins and resources, to its individual services, cost, and quality. Using a unique systems approach, the text brings together an extraordinary breadth of information into a highly accessible, easy-to-read resource that clarifies the complexities of health care organization and finance while presenting a solid overview of how the various components fit together.



### [Consumer Culture Theory, 2<sup>nd</sup> ed](#)

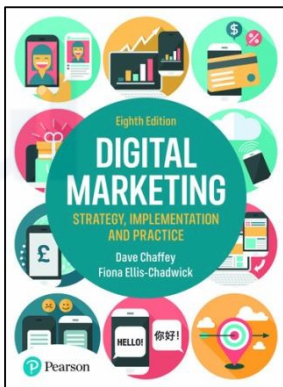
**Author** : Eric J. Arnould, Craig J. Thompson, David C. Crockett dan Michelle F. Weinberger  
**No. Class** : 658.834 2 ARN c  
**Location** : Jakarta

**Description:**

Over the past forty years, Consumer Culture Theory (CCT) has emerged as a distinctive field of study that synthesizes diverse subjects such as anthropology, cultural studies, marketing, political theory and sociology to provide new insights into consumers relationships to the marketplace and the influence of commercial action on culture.

This book, edited by leading scholars in CCT, contains contributions by many of its leading researchers, and distills this interdisciplinary field into a concise accessible overview for students and early career researchers. It describes the key themes, concepts and theoretical areas of CCT explains why they are useful in understanding consumption and marketplace phenomena and shows how they can be applied to a wide range of research contexts.

Drawing on real-world scenarios, reflective tasks and international case studies to help aid theoretical understanding and critical thinking, the text is designed to support a course in CCT, supplement related study, and guide undergraduate and postgraduate students in writing a CCT-related dissertation/thesis. It is the go-to text for anyone who is curious about, new to CCT, or looking for an integrative compendium of CCT research and its implications.



### [Digital Marketing : Strategy, Implementation and Practice, 8<sup>th</sup>](#)

**Author** : Dave Chaffey, Fiona Ellis-chadwick  
**No. Class** : 658.872 CHA d  
**Location** : Jakarta, Tangerang dan Bekasi

**Description:**

Digital Marketing provides the most comprehensive guide to all aspects of using the Internet, digital media and marketing technology to achieve the goals of integrated multichannel marketing.

This streamlined seventh edition provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. Digital Marketing links marketing theory with practical business experience through case studies from cutting edge companies such as ASOS, Spotify,

Zalando and Zappos, to help students understand digital marketing in the real world. To support this, new Essential Digital Skills boxes give students guidance on how to develop key skills they will need in the workplace.

Readers will learn best practice frameworks for developing a digital marketing strategy, plus success factors for key digital marketing techniques including search marketing, conversion optimization and digital communications using social media including Twitter and Facebook.

### [Financial Decisions and Markets : a Course in Asset Pricing](#)

**Author** : John Y. Campbell  
**No. Class** : 332.632 CAM f  
**Location** : Jakarta

**Description:**

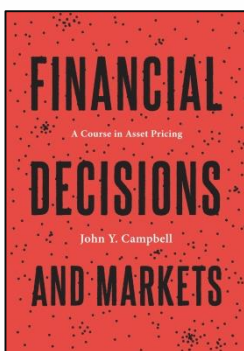
In Financial Decisions and Markets, John Campbell, one of the fields most respected authorities, provides a broad graduate-level overview of asset pricing. He introduces students to leading theories of portfolio choice, their implications for asset prices, and empirical patterns of risk and return in financial markets. Campbell emphasizes the interplay of theory and evidence, as theorists respond to empirical puzzles by developing models with new testable implications. The book shows how models make predictions not only about asset prices but also about investors financial positions, and how they often draw on insights from behavioral economics.

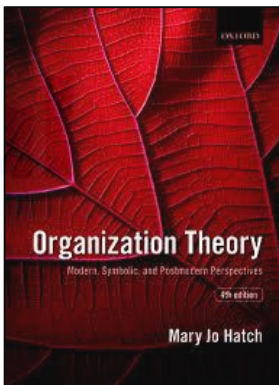
After a careful introduction to single-period models, Campbell develops multiperiod models with time-varying discount rates, reviews the leading approaches to consumption-based asset pricing, and integrates the study of equities and fixed-income securities. He discusses models with heterogeneous agents who use financial markets to share their risks, but also may speculate against one another on the basis of

different beliefs or private information. Campbell takes a broad view of the field, linking asset pricing to related areas, including financial econometrics, household finance, and macroeconomics. The textbook works in discrete time throughout, and does not require stochastic calculus. Problems are provided at the end of each chapter to challenge students to develop their understanding of the main issues in financial economics.

The most comprehensive and balanced textbook on asset pricing available, Financial Decisions and Markets is an essential resource for all graduate students and practitioners in finance and related fields.

- Integrated treatment of asset pricing theory and empirical evidence
- Emphasis on investors decisions
- Broad view linking the field to financial econometrics, household finance, and macroeconomics
- Topics treated in discrete time, with no requirement for stochastic calculus
- Solutions manual for problems available to professors





**Organization Theory : Modern, Symbolic, And Postmodern Perspectives, 4<sup>th</sup> ed**

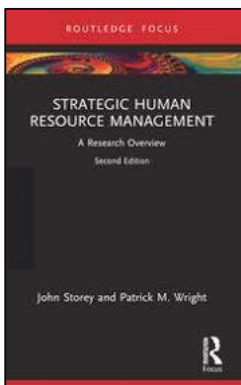
**Author** : Mary Jo Hatch  
**No. Class** : 302.35 HAT o  
**Location** : Jakarta

**Description:**

Organization Theory offers a clear and comprehensive introduction to the study of organizations and organizing processes. Through the unique three-perspective approach, students are challenged to explain, explore, and evaluate organizational theory, drawing on their own experiences as well as the books diverse practical examples.

The fourth edition includes a host of new learning features, which examine the practicality of theorizing and encourage students to broaden their intellectual reach. Theory to Practice boxes and case studies highlight organizing processes in a range of settings, either through real-life business examples or through exercises that encourage students to apply the theory within their own environment. Think like a Theorist and Exercise Those Perspectives boxes then encourage students to actively theorize and evaluate, developing essential critical thinking skills and a greater understanding of the complex knowledge produced by organization theorists. By taking theory off the page, students can learn through doing and adopt a reflective stance to the world around them.

Mary Jo Hatch draws on her extensive experience in the field to produce a trusted and accessible introduction to the subject that provides academic depth, engaging pedagogy, and a practical focus.



**Strategic Human Resource Management: a Research Overview, 2<sup>nd</sup> ed**

**Author** : John Storey dan Patrick M. Wright  
**No. Class** : 658.301 STO s  
**Location** : Jakarta

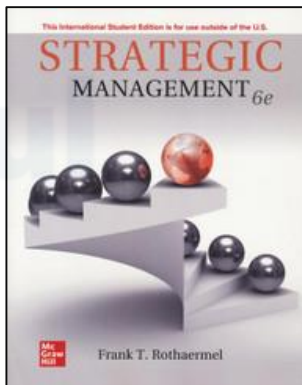
**Description:**

The second edition of this popular shortform book provides a concise expert summary of key issues in the theory and practice of the management of human resources (HR)-one of the most crucial drivers of organizational performance.

As human resource management strategies evolve over time, this new edition pays special regard to the HR challenges arising from radically altering contexts-economic, social, and technological. For example, the book examines research reports on the impact of the COVID pandemic and other disruptions to the global world of work. It assesses recent HR initiatives and priorities such as Equality, Diversity and Inclusion (EDI) and the HR implications of remote and hybrid working. The book evaluates contemporary critiques that HR practice and research can be part of the problem. In sum, the book offers a route map through the extensive terrain of contemporary research project findings.

Serving as a unique researchers guide, this concise book enables readers to develop their own ideas for future research and such is essential reading for management scholars and reflective practitioners.





### Strategic Management, 6<sup>th</sup> ed

**Author** : Frank T. Rothaermel  
**No. Class** : 658.401 2 ROT s  
**Location** : Jakarta

**Description:**

I am pleased to introduce the new 6th edition of Strategic Management. Since January 2020 when the 5th edition published, the world has changed dramatically:

- The Covid-19 pandemic led to millions of deaths across the world. Governments shut down entire economies for periods of time. Working from home became the new mal. Governments spent trillions of dollars in fiscal stimuli and relief while central norbanks added substantial monetary expansions. Combined with disrupted supply chains double-digit inflation not seen in decades ensued.
- The George Floyd killing (in 2020) sparked mass protests, leading to societies worldwide confronting a history of racial injustices.
- Russia invaded Ukraine, resulting in a significant supply-side shock to post-Covid economies still recovering, contributing to inflation, food shortages, and surges in oil, gas, and other commodity prices.
- Disenchantment with the economic system led to a shift from shareholder capitalism to stakeholder capitalism, with an emphasis on creating shared value.

Not only are we all affected by these significant events, but they also profoundly impact how strategic leaders run companies. As such, these dramatic events have a direct bearing on Strategic Management. I discuss these black swan events in detail and derive implications for strategy and competitive advantage. For instance, Chapter 5 has an entirely new focus by framing the discussion of competitive advantage in light of the shift toward creating shared value for all stakeholders.

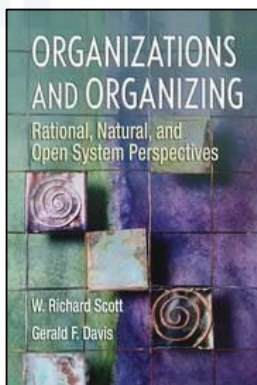
What is New in the Sixth Edition? I have revised and updated the new edition in the following ways, many of which were inspired by current events, recent developments in strategic management, and cOnversations and feedback from the many users, reviewers, and students of the prior editions.

### Organizations and Organizing : Rational, Natural, And Open System Perspectives

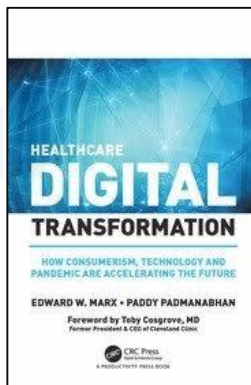
**Author** : W. Richard Scott dan Gerald F. Davis  
**No. Class** : 658.1 SCO o  
**Location** : Jakarta

**Description:**

This broad, balanced introduction to organizational studies enables the reader to compare and contrast different approaches to the study of organizations. This book is a valuable tool for the reader, as we are all intertwined with organizations in one form or another. Numerous other disciplines besides sociology are addressed in this book, including economics, political science, strategy and management theory. Topic areas discussed in this book are the importance of organizations defining organizations organizations as rational, natural, and open systems environments, strategies, and structures of organizations and organizations and society. For those employed in fields where knowledge of organizational theory is necessary, including sociology, anthropology, cognitive psychology, industrial engineering, managers in corporations and international business, and business strategists.





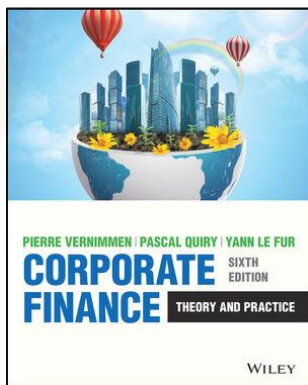


## [Healthcare Digital Transformation: How Consumerism, Technology and Pandemic are Accelerating the Future A](#)

**Author** : Edward W. Marx, Paddy Padmanabhan  
**No. Class** : 353.008 41 MAR h  
**Location** : Jakarta

### **Description:**

This book is a reference guide for healthcare executives and technology providers involved in the ongoing digital transformation of the healthcare sector. The book focuses specifically on the challenges and opportunities for health systems in their journey towards a digital future. It draws from proprietary research and public information, along with interviews with over one hundred executives in leading health systems such as Cleveland Clinic, Partners, Mayo, Kaiser, and Intermountain as well as numerous technology providers. The authors explore the important role of technology and role of EHR systems, digital health innovators, and big tech firms in the ongoing digital transformation of healthcare. Based on best practices from real-life examples, the book is a guidebook that provides a set of templates and frameworks for digital transformation practitioners in healthcare.



## [Corporate Finance: Theory and Practice A Research Overview, 6<sup>th</sup> ed](#)

**Author** : Pierre Vernimmen  
**No. Class** : 658.15 VER c  
**Location** : Jakarta

### **Description:**

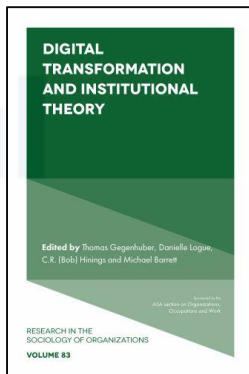
The newly revised Sixth Edition of Corporate Finance: Theory and Practice delivers a uniquely European perspective on the foundations and latest trends in corporate finance, including the marked shifts brought about by sustainability, environmental, and social concerns.

Containing updated statistics and graphs, the book covers the latest innovations in financial practice, like the rise of private equity investment, the continuous decline in listed companies, and the dramatic surge of sustainability-linked financing products. Readers get access to an accompanying website that offers regularly updated statistics, graphs, and charts, direct email access to the authors, quizzes, case studies, articles, and more.

The book also includes:

- A balanced blend of theory and practice from an author team with a presence in academia and business
- Access to The Vernimmen.com Newsletter, which provides monthly updates on corporate finance to over 60,000 subscribers

Ideal for students studying corporate finance as part of an MBA or a masters level programme in Finance, Corporate Finance: Theory and Practice is also required reading for practicing professionals in the UK and continental Europe seeking a distinctly European treatment of a critically important subject.

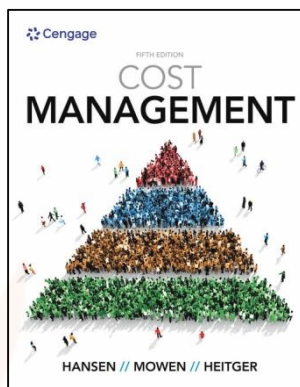


**Digital Transformation and Institutional, vol. 83**

**Author** : Hermansyah  
**No. Class** : 330 GEG d  
**Location** : Jakarta

**Description:**

This volume contains two Open Access chapters. Digital Transformation and Institutional Theory explores how manifestations of digital transformation requires rethinking of our understanding and theorization of institutional processes.



**Cost Management, 5<sup>th</sup> ed**

**Author** : Don R. Hansen, L. Heitger, Maryanne M. Mowen  
**No. Class** : 658.155 HAN c  
**Location** : Jakarta

**Description:**

Gain an understanding of the principles behind cost accounting and its importance in organizational decision making and business today with the unique, reader-friendly approach in Hansen/Mowen/Heitgers COST MANAGEMENT, 5E. This edition addresses functional-based cost and control and, then, activity-based cost systems-giving you the skills to navigate any cost management system. Updates address emerging developments, including the role of data analytics in cost management today. An entire new chapter also examines global issues, such as virtual currency and blockchain. This editions approach is tailored to the way you learn. Structured examples from familiar companies emphasize the real-world applications and relevance of what you are learning. Clear explanations review the concepts behind each equation or topic, detailing the hows, whys and what-ifs. Integrated CNOWv2 resources provide additional computerized exercises and problems for practice and review.

