
Book Review

Reviewed by Muhamadul Bakir

Email: mbakir@iiium.edu.my

**Knowledge, Learning and Innovation: Research Insights on
Cross-Sector Collaborations**

by: Vanessa Ratten, Vitor Braga and Carla Marques

Published 2018

by Springer

Springer Nature

Springer International Publishing AG

Gewerbestrasse 11, 6330 Cham, Switzerland, 229pp

ISBN 978-3-319-59281-7

ISBN 978-3-319-59282-4

The book titled *Knowledge, Learning and Innovation: Research Insights on Cross-Sector Collaboration* is composed of 12 chapters with 40 contributors and edited by three editors. The first chapter is regarded as the main reflection of the rest of other chapters, in which the issue of 'knowledge, learning and innovation' is comprehensively elaborated and justified in term of its conceptual perspectives and applications. In other words, the selection of works to be included in this book was obviously concurrent and appropriate.

The main particular concern of this book is on describing the role of cross-sector collaboration (CSC) in re-activating the processes of knowledge creation, sharing, and learning to further enhance the competitiveness of the firm productivities. Therefore, CSC can be regarded as a strategic flat-form for the firm to obtain it continues innovation through knowledge sharing and learning to permit the firm to review its policies and strategies as according to the socio-cultural context and demands. This is due to its wide range nature of collaboration networking cover conflict-resolution to integrative alliances within a process of systematic learning with the goal of creating social value (Austin, 2000; Murphy and Arenas, 2011). In this regards, each sectors will be focused on specific core competences that really fulfil its marketing strategies, networking, planning and enforcement/implementation.

The term CSC has been defined in this book as a creative change that has a positive impact on society. The editors also had chosen six research works related to women entrepreneurs, gender perspective, and family entrepreneurship as an evidence for the important role of CSC operational strategy in term of enhancing firm entrepreneurial capabilities and internationalisation. From here, readers will understand the way women entrepreneur access learning in order to facilitate innovation in the form of firm performance. Furthermore, we can use our simple logic in supporting the findings and arguments highlighted throughout this book. For example, the issue of 'teamwork' can be taken as an example of this matter; where there is no doubt about the role of gender and family membership within our daily life and the same goes to our organisational

operation and performances. Consequently, their participation is very much fundamental in establishing communication quality in getting entrepreneurial opportunities, conflict resolution (whether with intra-firm or inter-firms) and equal sharing of tasks within the firm daily operational processing and productivities.

References

- Austin, J.E. (2000) 'Strategic collaboration between nonprofits and business', *Nonprofit and Voluntary Sector Quarterly*, Vol. 29, p.69 [online] <http://dx.doi.org/10.1177/089976400773746346>.
- Murphy, M. and Arenas, D. (2011) 'Through indigenous lenses: cross-sector collaborations with fringe stakeholders', *Journal of Business Ethics*, Vol. 94, No. 1, pp.103–121.

Book Review

Reviewed by İmren Gürbaşar* and
İbraheem Abbas

Email: imren.gurbasar@neu.edu.tr

Email: ibraheemabbas1991@gmail.com

*Corresponding author

Woman in Business World

by: Martha Reeves

Published 2017

by Routledge,

New York, 459pp

ISBN: 9781138949249

Martha Reeves has provided in the emended release of her eye-opening academic blueprint a required reading that centres on the gender based indifferences, inequalities and the wide spectrum of socio economic challenges. In this extensive academic primer, the author has transcribed a journey that takes the reader through a detailed realm of the female gender remonstrance and its various angles in the professional world. “If men and woman are socialised to treat housework as woman’s aptitude, when employers seek to fill jobs as cleaners and maids, the rational among them will discriminate in favour of women” (p.40). Reeves’s codex spotlights through meticulous exemplifications and illustrations a guideline to her thorough revision of gender theory in the work place and the imbalances endured, from gender/employment discrimination to occupational segregation. “Even if somewhat inaccurate, unfair, and superficial, such widespread impressions and assumptions – what we call stereotypes – fill a void in decision-making made by ignorance of the real facts about men’s and woman’s potentials as employees” (pp.38–39).

Through mainstream social categorisations contrasted with entrepreneurial and managerial preferences, a wider spectrum of the female stereotype and dogma in the workplace is elucidated. Distinct of conventional feminist literature, limited castigation is implicated; giving space for an even-handed analytical synopsis. “Interviewers who consciously or unconsciously view woman as eligible for certain jobs and men as eligible for other jobs discriminate against individuals who attempt to violate sex-role stereotype” (p.70). Sustained by a basis of domestic/international legislative frameworks to solidify entailed speculative/theoretical contexts and diving through numerous fragments of the modern markets to draw focal point on the inequitable settings the author upholds the grievances and appraisals. “The trial court concluded that the woman seeking to establish sex discrimination under Title VII had to show equal work, and since the jobs were not shown to be equivalent, the woman did not have a case against the state” (p.129). Laws and regulations governing and limiting gender based earning, promotions, recruitment etc. are interpreted in correlation with statistical breakdowns to draw the boundaries of

the legal challenge for gender right antagonists and clinicians (Table 3.1 total charges for sex discrimination and unequal pay). Mainly focusing on the governance of Western nations and their approach to gender equality and its fallacies, the objective status of woman in the workplace on the global level is indeed therefore not fully addressed. Notwithstanding the profound subjectivity of intensive US fixation that misses to complete the portrayal of the addressed cosmos. Though, the assertions and cases maintained establish a solid foundation for a critical analysis centralised and focused on a comprehensive intellectual itinerary, diving through disparate dimensions of miscellaneous historical, social and feminist repercussion and assorted statistical disciplines to draw a sophisticated outline of the female professional plight (Table 5.1 median weekly earnings by occupation). Emphasising on illuminating the facets of workplace climate for females, a thorough deliberation is accentuated in an exploration of the distinct aspects of present day business establishments. Contrasting claims with institutionalised data, the narrative fuses into an overcoming portrayal of the workplace materiality imperceptible and often secluded by the agents of the business environment. "The differences in the gender composition of men's and women's networks at the early stages of business development could be due to women's comfort level in seeking out males, or in males' reluctance to join women's networks until they have proven that their business are successful" (p.161). Maintained with a subtle psychological and anthropological infusion, Reeves analyses cyclic elements of the business sphere, leaping through the framework of human resources and interactions, labour regulations and deep-rooted transgressions. "In work environments where managers are primarily men, it is easy to see why more men are hired and how woman lose out. The process of men seeking others like themselves is largely unconscious rather than a deliberate effort to discriminate against woman" (p.67).

Reeves leaves behind a legacy for all woman in the world to uphold and embolden their stances and face the manly prevailed business universe, to be equipped with crucial psychological, social and legal grasps and expertise to reach their outright potential and circumvent the sheer obstacles that shape their professional venture. "When girls begin to believe this stereotype, they will shy away from these fields, assuming that their performance will be inadequate" (p.369). A quest from the organisational structures, to leading and low positions in the business field, to the exhausting mental dilemmas and social pressure; this textbook is a weighty foundation for an intensive outlook on female gender theory and its implications in the modern business world. "In spite of the fact that the popular press and some institutions have focused on the differences between male and female entrepreneurs, there is much evidence that woman and male entrepreneurs are more similar in personality and temperament than they are different" (p.334). My assessment require to invoke a crucial fallacy in the work of Martha Reeves. Failing to address the distinctive and complex socio-cultural dimensions of the different angles of the globe weigh on her theoretical outcome in various case studies and leaves an inconsistency that might break down the navigational framework for woman in peculiar locations. Her subtle inclination to classical feminism infused with revolutionary liberal spices, fits into the Western division of the globe but could misfit and be demoted in more conservative and pragmatic regions of the world.