

No.	Title	Author	Year	Publisher
1	A Concise Guide to Market Research	Mooi, E., Sarstedt, M.	2011	Springer
2	A Modern Guide to Macroeconomics. An Introduction to Competing Schools of Thought	Snowdon B., Vane H., Wynarczyk P.	1995	Edward Elgar Pub
3	A theory of organizing	Czarniawska B.	2008	Edward Elgar Pub
4	Academic Writing: A Handbook for International Students,	Stephen Bailey	2011	Routledge; 3 edition
5	Advances in mixed methods reseach: theories and application	Bergman M. M.	2008	Sage
6	An Introduction to Logic and Scientific Method	Cohen M.F., Nagel E.	1934	Harcourt
7	Analyzing Qualitative Data	Gibbs, G.	2008	SAGE Publications Ltd
8	Axiology: The Science of Values	Bahm A.J.	1993	Rodopi
9	Blackwell Guide to Epistemology	Greco J., Sosa E.	1999	Blackwell Publishing
10	Blackwell Guide to Philosophy of Science	Machamer P., Silberstein M.	2002	Blackwell Publishing
11	Brand Leadership: The Next Level of the Brand Revolution	D. Aaker, E. Joachimsthaler	2000	Free Press, New York
12	Brand New Justice: the upside of global branding	S. Anholt	2003	Butterworth Heinemann, Oxford
13	Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity	D. Aaker	2004	Free Press, New York
14	Brand Relevance: Making Competitors Irrelevant	D. Aaker	2011	John Wiley & Sons, New York
15	Brand Valued: How Socially Valued Brands Hold the Key to a Sustainable Future and Business Success	Guy Champniss and Fernando Rodes Vila	2011	



16	Branding Canada: Projecting Canada's Soft Power through Public Diplomacy	E. Potter	2009	McGill-Queen's University Press
17	Business Research Methods 3rd edition	Alan Bryman, Emma Bell	2011	OUP Oxford
18	Business Systems and Organizational Capabilities: the Institutional Structuring of Competitive Competences	Whitley R.	2007	Oxford University Press
19	Case Study Research: Design and Methods	R. K. Yin	2013	Sage Publications
20	Case study research: Design and methods (5th ed.).	Yin, R. K.	2014	Thousand Oaks etc.: Sage Publications.
21	Challenging the qualitative-quantitative divide: Explorations in cased-focused causal analysis	Cooper B. et al.	2012	Continuum
22	Communication Power	Castells M.	2009	Oxford University Press
23	Contemporary Management: European Edition,	Edgar Meyer, Melanie Ashleigh, Gareth R Jones, Jennifer M George	2007	McGraw-Hill Higher Education; European ed edition
24	Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause	Philip Kotler, Nancy Lee	2004	Wiley; 1 edition
25	Cultures of Inquiry. From Epistemology to Discourse in Sociohistorical Research	Hall J. R.	1999	Cambridge University Press
26	Decisions and organizations	March J. G.	1989	Oxford Blackwell
27	Designing Qualitative Research	Flick, U.	2008	Sage Publications
28	Designing Research in the Social Sciences	Magetti, M., Gilardi, F, C.M. Radelli	2013	Sage, Los Angeles
29	Determinants of Business Success of Small and Medium Enterprises: Performance of Small and Medium Enterprises	Javed Mahmood Jasra, Babar Zaheer Butt, Kashif Ur Rehman	2011	LAP LAMBERT Academic Publishing
30	Discovering Statistics Using R	Andy Field, Jeremy Miles, Zoe Field	2012	Sage Publications
31	Discovering Statistics Using SPSS, Fourth Edition	Field A.	2013	



32	Doing Qualitative Research. A Practical Handbook (4th edition)	Silverman D.	2013	SAGE Publications Ltd
33	Doing Survey Research	P. Nardi	2013	Paradigm Publishers
34	E-commerce and v-business. Digital Enterprise in the Twenty-First Century	Barnes S. (ed.)	2007	Elsevier
35	Econometric Analysis of Cross Section and Panel Data	Wooldridge, J.M.	2010	MIT Press, London.
36	Entrepreneurship, Cooperation and the Firm	Uljin J., Drillon D., Lasch F	2007	Edward Elgar Pub
37	"Perspectives from Law, Economics, and Business" (Resources for the Future S)	Hay, B., Stavins R.N., Vietor A.H.K.	2005	Routledge
38	Epistemology. An Anthology	Sosa S., Kim J., Fantl J., McGrath M.	2010	Blackwell Publishing
39	Essential guide to qualitative methods in organizational research	Symon, G. & Cassell C.	2004	Thousand Oaks etc.: Sage Publications
40	Ethics Moral Values 2	Nicolai Hartmann	2009	Transaction Publishers
41	Explorations in Information Space: Knowledge, Actors and Firms	Boisot M., MacMillan I.C., Han K. S.	2007	Oxford University Press
42	Fixed Effects Regression Models	Allison P.D.	2009	Sage Publications
43	General Theory of Value	Perry R.B.	1926	Harvard University Press
44	Global Inequality. Patterns and Explanations	Held D., Kaya A.	2007	Polity Press
45	Global Marketing. A Decision-Oriented Approach	Hollensen S.	2004	Pearson Education, London
46	Globalization and the State: Sociological Perspectives on the State of the State	Schinkel W. (red)	2009	Palgrave
47	Handbook of fiscal federalism	Ahmad Ehtisham, Brosio Giorgio	2008	Edward Elgar Publishing Ltd



48	Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behaviour Research	Bearden W., Netemeyer R., Haws K.	2010	Sage Publications
49	Handbook of qualitative research methods for international business	Marschan-Piekkari R., Welch C.	2004	Edward Elgar Pub
50	Handbook of Qualitative Research Methods in Marketing	Belk R. W.	2006	Edward Elgar Pub
51	Handbook of Survey Research	Wright J, Marsden P.	2nd edition	Emerald Group Publishing Ltd
52	IBM SPSS for Intermediate Statistics	N. Leech, K. Barrett, G. A. Morgan	2012	Routledge
53	IBM SPSS Statistics 19 Made Simple	Gray C.	2011	Psychology Press
54	IBM SPSS Statistics 21 Step by Step: A Simple Guide And Reference	D. George	2012	Pearson, 13th edition
55	Inside the Mind of the Shopper: The Science of Retailing	Sorensen, H.	2009	FT Press; 1 edition
56	International Business Strategy in Emerging Country Markets	Jansson H.	2007	Edward Elgar Pub
57	International Management: cross-boundary challenges.	Gooderham, P.N. & Nordhaug	2003	Oxford: Blackwell
58	International retailing	Alexander, N., Doherty, A.M.	2009	Oxford University Press
59	Internationalization, entrepreneurship and the smaller firm. Evidence from around the world	Jones M.V., Dimitratos P., Fletcher M., Young S.	2009	Edward Elgar Pub
60	Internet Business Models and Strategies: Text and Cases.	Afuah A.N., Tucci C.L.	2003	McGraw-Hill, New York
61	Interpreting Qualitative Data (4th edition)	Silverman D.	2011	SAGE Publications Ltd
62	Introduction to Value Theory	Nicholas Rescher	1982	University Press of America
63	Intrudactory Econometrics	Wooldridge, J.M.	2009	South-Western CENGAGE Learning, Mason



64	Is Science Value Free? Values and Scientific understanding	Lacey H.	2005	Routledge
65	Key Concepts in Corporate Social Responsibility (SAGE Key Concepts series)	Suzanne Benn, Dianne Bolton	2011	SAGE Publications Ltd; 1 edition
66	Language and Reality	Devitt M, Sterelny K.	1999	Blackwell Publishing
67	Luxury strategy in action	Jonas Hoffmann and Ivan Coste-Mani	2011	Palgrave Macmillan, Basingstoke
68	Macroeconomics	Dornbusch R., Fischer S. and R. Startz	2008	Mc Graw Hill
69	Macroeconomics	Blanchard O.	2000	Pearson
70	Making sense of the organization	Weick K.E.	2009	Blackwell Publishing
71	Managing Global Innovation	Boultellier R., Grassman O., von Zedtwitz M.	2000	Springer, Berlin
72	Marketing research: An applied approach (3 European ed.)	Malhotra, N. K., & Birks, D. F.	2007	Harlow etc.: Prentice Hall/Financial Times
73	Marketing Research: An Applied Approach, Fourth Edition	Naresh Malhotra, David Birks, Peter Wills	2012	FT Press
74	Marketing Scales Handbook: The Top 20 Multi-Item Measures Used in Consumer Research	Bruner G.	2013	CreateSpace Independent Publishing Platform
75	Meta-luxury: Brands and the culture of excellence	Manfredi Ricca and Rebecca Robins	2012	Palgrave Macmillan, Basingstoke
76	Methodological Individualism	Udehn L.	2001	Routledge
77	Missing Data	Allison P.D.	2002	Sage Publications
78	Multivariate Data Analysis, A global perspective	Black, Barry J. Babin, Rolph E. Anderson	2008	Pearson Education; 7 edition
79	On Being a Scientist. A Guide to Responsible Conduct in Research	National Academy of Sciences	2009	The National Academic Press



80	Oxford Handbook of International Business	Rugman Alan M.	2009	Oxford University Press
81	Philosophy of Science A-Z	Psillos S.	2007	Edinburgh University Press
82	Philosophy of Science. A Very Short Introduction	Okasha S.	2002	Oxford University Press
83	Principles of marketing, 15th ed.	Kotler, P., Armstrong, G.	2013	Prentice Hall
84	Qualitative organizational research: Core methods and current challenges.	Symon, G. & Cassell C.	2012	Thousand Oaks etc.: Sage Publications
85	Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research	I. Brace	2013	Kogan Page
86	Readings in the Philosophy of Science	Feigl H., Brodbeck M. (red)	1953	Appleton
87	Rediscovering institutions	March J. G., Olsen J. P	1989	The Free Press
88	Research Design: Qualitative, Quantitative and Mixed Methods Approaches	Creswell J.	2013	Sage Publications
89	(Routledge Studies in International Business and the World Economy)	Malobi Mukherjee, Richard Cuthbertson, Elizabeth Howard	2014	Routledge; 1 edition
90	Retailing in the 21 <sup>st</sup> Century, Current and Future Trends	Krafft M., Mantrala M.K.	2010	Springer Verlag, Heidelberg, Berlin
91	Retailing Management	Michael Levy, Barton Weitz	2013	McGraw-Hill/Irwin; 9 edition
92	Rethinking the Case Study in International Business and Management Research	R. Piekkari, C. Welch	2011	Edward Elgar Pub
93	Sales Management	Hair, Anderson, Mehta, Babin	2009	South Western College
94	Scale Development: Theory and Applications	R.F. DeVellis	2011	Sage Publications
95	Science in the Private Interest	Krimsky S.	2004	Rowman&Littlefield



96	Scientific Realism and the Rationality of Science	Sankey H.	2008	Ashgate
97	Small and Medium\ Sized Enterprises and the Global Economy	Susman G. I. (red.)	2007	Edward Elgar Pub
98	Small Business Management	James W. Carland Jr, J. W., Joann C. Carland J. C.	2011	Createspace
99	Small Business Management and Entrepreneurship	Stokes, D., Wilson, N.	2010	CENGAGE Learning Business Press
100	SMEs in Globalised World. Survival and Growth Strategies on Europe's Geographical Periphery	Lenihan H., Andreosso-O'Callaghan B., Hart M. (red.)	2010	Edward Elgar Pub
101	Social Media, Sociality and Survey Research	C.H. Hill, E. Dean, J. Murphy	2013	Wiley
102	Strategic Alliances Mergers and Acquisitions	Ulijn J., Dusters G., Meijer E.	2010	Edward Elgar Pub
103	Strategic Corporate Social Responsibility: Stakeholders, Globalization, and Sustainable Value Creation	David B. Chandler, William B. Werther	2013	AGE Publications, Inc; Third Edition edition
104	Strategies for e-Business	Jelassi T, Enders A.	2008	Prentice-Hall
105	Success Factors of Small Businesses: in Gauteng - South Africa	Davidsson Per, Delmar Frederic, Wiklund Johan	2009	VDM Verlag
106	Supply Chain Management for Retailing	Rajesh Ray	2009	Tata McGraw Hill Education Private Limited
107	Survey Methodology (Wiley Series in Survey Methodology)	Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau	2009	Wiley-Blackwell
108	Survey Research Methods (Applied Social Research Methods)	Fowler, F. J.	2008	Sage Publications
109	Surveys in Social Research	D. de Vaus	2007	Routledge
110	The Age of Responsibility: CSR 2.0 and the New DNA of Business	Wayne Visser	2011	Wiley; 1 edition
111	The Bourgeois Virtues: Ethics for an Age of Commerce	Deirdre N. McCloskey	2006	The University of Chicago Press



112	The Collapse of the Fact/Value Dichotomy	Putnam H.	2002	Harvard University Press
113	The Debate over Corporate Social Responsibility	Steven K. May, George Cheney, Juliet Roper	2007	Oxford University Press
114	The Economics of European Integration	Baldwin Richard, Wyplosz Charles	2012	McGraw-Hill Higher Education; European ed edition
115	The End of Corporate Social Responsibility, Crisis and Critique	Fleming, P., Jones, M.T.	2013	Sage
116	The Macroeconomic Debate. Models of the Closed and Open Economy	Hillier B.	1991	Blackwell Publishing
117	The Market for Virtue: The Potential and Limits of Corporate Social Responsibility	Vogel, D.	2006	Brookings Institution Press
118	The Methodology of Economics	Blaug M.	1997	Cambridge University Press
119	The Mystery of Capital	Hernando de Soto	2000	Basic Books
120	The Network Economy, Strategy, Structure and Management	de Man A.-P.	2004	Edward Elgar
121	The New Age of Innovation	Prahalad C.K., Krishnan M.S.	2008	Mc Graw Hill
122	The new institutionalism in organizational analysis	Powell W.W., DiMaggio P.J.	1991	The University of Chicago Press Chicago and London
123	The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding	Jacquelyn A. Ottman	2011	Berrett-Koehler Publishers
124	The New Rules of Retail: Competing in the World's Toughest Marketplace	Robin Lewis, Michael Dart	2010	Palgrave Macmillan Trade; 11.7.2010 edition
125	The New Strategic Brand Management: Creating and Sustaining Brand Equity	Jean-Noël Kapferer	2008	Long Term Kogan Page Publishers
126	The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line	Willard, B.		Conscientious Commerce
127	The Politics of Method in the Human Sciences. Positivism and its Epistemological Others	Steinmetz G.	2005	Duke University Press, Durham & London





128	The practice of social research	Babbie E.	2007	Wadsworth
129	The Sage Handbook of Qualitative Research	Denzin N.K., Lincoln Y.S.	2005	Sage Publications
130	The Sustainable Network. The Accidental Answer for a Troubled Planet	Sorensen S.	2010	O'Reilly
131	The Theory of the Firm: an Introduction to Themes and Contributions	Foss N.J.	2000	Routledge
132	The Theory of the Firm: an Introduction to Themes and Contributions	Foss N.J.	2000	Routledge
133	The Theory of the Firm: an Introduction to Themes and Contributions	Foss N.J.	2000	Routledge
134	The Theory of the Firm: an Introduction to Themes and Contributions, V I	Foss N.J.	2000	Routledge
135	Understanding Philosophy of Science	Ladyman J.	2002	Routledge
136	Using Multivariate Statistics, Sixth Edition	B. Tabachnik, L S. Fidell	2012	Pearson Education; 6 edition
137	What Is This Thing Called Knowledge	Pritchard D.	2010	Routledge
138	Practices, and Policies (International Studies in Entrepreneurship)	Galindo Miguel-Angel, Ribeiro Domingo	2011	Springer
139	Writing Academic English, Fourth Edition (The Longman Academic Writing Series, Level 4)	Alice Oshima, Ann Hogue	2006	Pearson Longman; 4th edition

