Preface

Applying Interdisciplinarity to Globalization, Management, Marketing, and Accountancy Science is a comprehensive book that explores the latest trends and approaches in interdisciplinary studies, focusing on the fields of globalization, management, marketing, and accountancy science. The book highlights the growingimportanceofholisticperspectivesinanalyzingandunderstandingcomplexeconomicprocesses. It provides insights into how different social and natural sciences can work together to address critical issues related to economic activity. By examining the interplay between different fields of knowledge, the book aims to provide a comprehensive understanding of modern economic systems' challenges and opportunities and offer practical recommendations for businesses, governments, policymakers, academia and students seeking to navigate this dynamic and rapidly changing landscape.

The target audience for this book includes researchers, scholars, practitioners, and students interested in interdisciplinary approaches to studying globalization, management, marketing, and accountancy science. It serves as a valuable resource for those seeking to deepen their understanding of the complexities associated with these fields and the interconnections between them. Moreover, this book provides practical recommendations and insights derived from interdisciplinary research, making it relevant for policymakers, businesses, and organizations navigating the challenges and opportunities presented by globalization.

While we recognize the multitude of disciplines that contribute to the complex landscape of business studies, this book focuses specifically on Management, Marketing, Globalization, and Accounting Science as its core domains. This selection was not arbitrary but instead reflects a strategic choice made in conjunction with our publishing partners, IGI Global. These disciplines were chosen because they offer a unique and compelling vantage point from which to explore the concept of interdisciplinarity in contemporary business settings. They are disciplines that are often perceived as cornerstone functions in any business operation, and their interconnectedness frequently becomes apparent in complex business scenarios.

It's worth noting that the omission of other important disciplines such as Finance and Technology Management doesn't diminish their importance or interdisciplinary nature. Rather, the selected disciplines serve as a focal point to delve into the often-underexplored intersections between various business functions. In doing so, we aim to provoke thoughtful dialogue and inspire further scholarly inquiry into how interdisciplinarity can be more broadly applied across all business disciplines. We encourage the reader to consider this work as a starting point rather than an exhaustive exploration, and we hope future works will build on this foundation, incorporating a broader range of business disciplines.

Each chapter offers a unique interdisciplinary perspective on these core subjects. The chapters delve into various aspects, such as the macroeconomic implications of globalization, the integration of sci-

entific discoveries and procedures in international management, the emerging trends and challenges in marketing, and the interdisciplinary approaches in accounting. Through these diverse contributions, this book provides a holistic understanding of the multifaceted nature of interdisciplinarity and its impact on different disciplines. The expertise of the authors provides a deep insight into the shaping influence of interdisciplinarity on various fields.

The significance of this book lies in its ability to advance the field of interdisciplinary research and contribute to the subject matter at hand. By applying interdisciplinarity to the study of globalization, management, marketing, and accountancy science, this book bridges disciplinary gaps and fosters a more comprehensive and integrated approach. It serves as a catalyst for further exploration and collaboration among scholars and researchers, promoting innovative solutions and a deeper understanding of the interconnectedness of these fields.

Introduction to Interdisciplinarity in Economic Sciences

Economics is a discipline representing one possible view of that part of social reality and practice known as the economy. This discipline addresses fundamental questions of social life tied to human economic activity. These questions revolve around issues like scarcity, uncertainty, dominance, and change. As a result of the enormous variety and complexity of the phenomena, subjects, and processes that economics is concerned with, one of the key methods of its investigation is an abstraction, which necessarily simplifies social practice, selects certain features of it that it considers essential and abstracts from irrelevant influences and draws conclusions and recommendations for social practice from them at a given level of generality. Choosing essential features and deeming certain contexts irrelevant significantly distinguishes economicexperts. Consequently, theyarriveatvariedtheoreticalconclusions. As a result, economicscience is not uniform but rather unique. Thus, various theoretical trends within it advocate different economic policies for governments, reflecting their ideological and political stances. In the different sections of this publication, their authors bring to light the latest trends that have recently emerged in the particular social science, especially in terms of the increasing promotion of holistic approaches to the issues under study. In essence, the holistic approach represents an attempt to conceptualize and understand economic processes comprehensively, and their interdependence, including the perception of their consequences.

However, other social sciences, and nowadays also natural sciences (psychology, sociology, demography, political science, history, geography, law, ecology, climatology, and many others) deal with economics as a form of social reality from their point of view, in accordance with their aims and subject matter. Given their unique focus, it is logical that these sciences cooperate. Economics also uses the knowledge, insights, and analytical and forecasting tools of other natural sciences, such as mathematics and statistics, econometrics, and other disciplines. Like other sciences, it draws insights from humanities such as philosophy, ethics, and morality, because an economist must also take into account the meaning, nature, and goals of the lives of individuals and society, and therefore also deal with the theory of knowledge and the epistemology of the surrounding world.

General economic theory has several levels of cognition, including macroeconomics and microeconomics, and it moves to the level of fundamental and applied research. In contrast to applied economic sciences, which examine, for example, logistics, marketing, corporate finance, and accounting, to name a few, general economics examines and derives the fundamental economic relationships that apply in the economy. While microeconomics deals with the study of the laws of submarkets, macroeconomics moves one level higher, monitoring and analyzing the economics of national economies, the economic

policy of the state, or examining the subjects from a more general perspective. In many respects, economics, like ecology, does not consider national boundaries. As a result, economists must also deal with the processes taking place in a global framework or the analysis of the functioning of the global economy, whose importance is constantly growing.

The outline of the mutual intra- and extradisciplinary interconnections of economics at both macro and micro levels as well as general and applied economics suggests the necessity of collaboration between various disciplines in the theoretical interdisciplinary investigation as well as in the practical analysis, synthesis and subsequent applications of interdiciplinarity. In our publication, the team of authors presents some of the selected manifestations of the interdisciplinary approach in selected economic disciplines, which are related to current issues that contemporary economics has to address.

The book comprises five sections dealing in more detail with the different aspects of interdisciplinary approach application in economic sciences.

The first section of this book explores the general theoretical and methodological basis of interdisciplinarity in comparison to the monodisciplinary approach that has long been prevalent in scientific knowledge development. We present the relationship between these two approaches as a concurrent resolution of the contradiction between the wholeness of the surrounding world and the partiality of its scientific knowledge. We explain interdisciplinary approach that methodologically establishes a holistic framework and is capable of utilizing the broad knowledge base that modern technologies have made available to us. This approach is instrumental in areas with complex, multiparametric problems that require a search for and finding answers to a range of questions, including their integration and practical application.

The second section of this book focuses on applying the interdisciplinary approach at the macroeconomic level to the methodology, content, and consequences of globalization**.** We explore its past and future development, including possible positive and negative alternatives. In doing so, we highlight the necessity of changing the paradigms of economic science and economic policy practice, which in their current form are unable to find adequate solutions to global problems arising from a lack of interdisciplinary application. We also present institutions, programs, and projects in the most important centers of the global economy that are engaged in the search for solutions to the global problems that accompany the development of the global economy to date.

In the context of interdisciplinarity in management, the book explains the major trends and challenges in the area of international management as a reaction to permanent changes in the global business environment. It points out the role of multinational corporations in integrating the latest scientific discoveries and techniques, and how they integrate these into business models, and the ways of managing value-adding activities through the target markets. It categorizes individual historical periods according to scientific development and the creation of new business organizational structures. It shows many modern scientific management theories and identifies important international institutions promoting and regulating management sciences outcomes.

Managing entails a set of proven approaches, opinions, experiences, recommendations, and methods that senior staff - managers - use to solve specific activities − managerial functions - to achieve the organization's goal. As an applied social science, management is concerned with providing practical solutions to real-world problems faced by organizations. It also considers organizations' broader social, economic, and political contexts. There is no doubt that management is an essential field within the social sciences because it provides insights into how organizations can be managed. Every organization needs the process of planning, organizing, staffing, directing, and controlling as well as the cycle of analysis,

decision-making, and implementation. In this way, "there is no science without management." On the other hand, "management itself is a science." That is because it continuously absorbs new ideas, know-how, technical solutions, social rules relating to employees, etc. The situation further strengthened with the advent of the information age when massive digitalization, automation, robotization, and artificial intelligence eliminated the problem of storing, processing, and transferring large volumes of data. In this way, it opened the gates to hitherto unimagined ways of managing companies and organizations.

In the context of interdisciplinarity in marketing, the marketing-related chapters in this book delve into diverse topics, including scientific theories, digitalization, emerging trends, and the transformative power of marketing in the Experience and Transformation Economies. Marketing is undergoing significant challenges and the shift from the Experience Economy to the Transformation Economy. The evolution of marketing has seen the product transformation into a service and the service evolving into an experience. However, we are now witnessing a new paradigm where the customer experience is being transformed into a transformative experience. This paradigm shift is reshaping the essence of marketing and adding a new quality to it. The author explores the scientific theories and theorists pertaining to marketing, examining the characteristics and legitimacy of Behavioral Economics in relation to marketing, as well as the characteristics and legitimacy of Experimental Economics. Additionally, the author highlights prominent scientific research institutions and organizations specializing in marketing. Moreover, it underscores the significance of these institutions in advancing marketing knowledge and driving innovation in the field.

The second part of the book section devoted to marketing focuses on the impact of digitalization on marketing. It explores how digitalization improves the customer experience on the verge of the Transformation Economy. The chapter discusses the role of technology and innovation in marketing, emphasizing the importance of leveraging digital tools and platforms to engage with customers effectively. Apart from the focus on digitalization, this book section delves into the impact of emerging marketing trends and the interdisciplinary nature of marketing. In today's dynamic landscape, focusing solely on intradisciplinary approaches might be limiting. In order to adapt, thrive, and achieve success in today's dynamic landscape, marketing must not only integrate adjacent disciplines but also wholeheartedly embrace the principles of interdisciplinarity. By fostering collaboration and cross-pollination of ideas, marketing can harness the collective wisdom of various fields, leading to innovative strategies, impactful campaigns, and, ultimately, success in meeting consumers' ever-evolving needs and desires. One of the proposed strategic paradigms is education-based marketing, which has the potential to redefine the image and perception of marketing. By applying interdisciplinarity principles, marketing can transform into a social science discipline with high social value, impact, and prestige.

In the context of interdisciplinarity in marketing, the author keenly observes and examines the latest developments in the field, paying particular attention to the human touch of marketing amidst the global crisis. This book offers a comprehensive exploration of the evolving marketing landscape by delving into the marketing strategies of major global brands, digital communication practices during the pandemic, customer-centric approaches, and the strategic utilization of educational content in marketing messages. Furthermore, the author explores the significance of deep customer focus and the role of educational content in delivering added value to customers. By examining these aspects, this book provides valuable insights into the evolving nature of marketing in the face of global crises. It highlights the importance of adapting marketing strategies to create meaningful connections with customers.

Additionally, themarketingsectionofthebookaddressestheevolvingterminologyindigitalmarketing, the concept of content marketing as a promising trend, and its theoretical foundation for education-based

marketing. Furthermore, it addresses the role of data in interdisciplinary marketing research, emphasizing the significance of data-driven insights for informed decision-making. Marketers can stay ahead of the curve by examining these trends and adapting their strategies to meet evolving consumer expectations.

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The author explores the scientific theories and theorists pertaining to marketing, discussing the characteristics and legitimacy of Behavioral Economics in relation to marketing, as well as the characteristics and legitimacy of Experimental Economics. Additionally, the author highlights prominent scientific research institutions and organizations specializing in marketing. These institutions play a crucial role in advancing marketing knowledge and driving innovation in the field.

The second part of the book section devoted to marketing focuses on the impact of digitalization on marketing. It explores how digitalization improves the customer experience. The chapter discusses the role of technology and innovation in marketing, emphasizing the importance of leveraging digital tools and platforms to effectively engage with customers. Furthermore, this book section delves into the impact of emerging marketing trends and the interdisciplinary nature of marketing. In today's dynamic landscape, focusing solely on intradisciplinary approaches might be limiting. Therefore, to adapt, thrive, and achieve success in today's dynamic landscape, marketing must not only integrate adjacent disciplines but also wholeheartedly embrace the principles of interdisciplinarity. By fostering collaboration and cross-pollination of ideas, marketing can harness the collective wisdom of various fields, leading to innovative strategies, impactful campaigns, and, ultimately, success in meeting consumers' ever-evolving needs and desires. One of the proposed strategic paradigms is education-based marketing, which has the potential to redefine the image and perception of marketing. By applying interdisciplinarity principles, marketing can transform into a social science discipline with high social value, impact, and prestige.

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Additionally, the marketing section of the book addresses the evolving terminology in digital marketing, the concept of content marketing as a promising trend, and its theoretical foundation for education-based marketing. It also addresses the role of data in interdisciplinary marketing research, emphasizing the significance of data-driven insights for informed decision-making. Marketers can stay ahead of the curve by examining these trends and adapting their strategies to meet evolving consumer expectations. This comprehensive understanding of the theoretical foundations, emerging trends, and the impact of

digitalization on marketing equips readers with the necessary knowledge to navigate the complexities of the marketing landscape and strive for success in their endeavors.

In the context of interdisciplinary approaches in accounting, it is important to emphasize that the current post-modern society is marked by highly competitive global business conduct and a number of crises, which presents a massive challenge for accounting. Regarding accounting, scientific theories, as well as practical and empirical experience, need to be engaged to measure, process, and communicate complex financial and non-financial information about businesses worldwide in an understandable, effective, and efficient manner. Such an endeavor inherently necessitates an open-minded approach, readiness to engage with interdisciplinarity, and critical thinking based on information collected from a myriad of sources. Manifestly, accounting is complex and entails heterogeneous elements often determined by national or sectorial particularities. Nevertheless, accounting is a scientific discipline and a part of social sciences, employing a particular methodology and progressing towards standardization. There is still a long journey ahead. Thus, its successful completion depends upon effective and efficient understanding and addressing conceptual foundations, historical roots, evolution hallmarks overlapping, and the newest trends in all relevant disciplines. In sum, accounting and accounting theory are currently at a crossroads and must deal with the real economy holistically, standardization, sustainability, and legitimacy, even if the methodology is still fragmented and recent crises keep challenging conventional attitudes.

On behalf of the team of authors, this book will be a valuable resource for those interested in the interdisciplinary approach and its potential to address the complex challenges of our time.

TEAM OF AUTHORS

Remembering Associate Professor Vladislav Pavlát, MA, PhD: An Inspirational Economist and Editor

It is with great sadness that we acknowledge the passing of the original editor of this book, Associate Professor Vladislav Pavlát, Ing., Ph.D. As an editor and a member of the team of authors, he was instrumental in initiating and structuring the logical content of this publication. Also, he contributed his expertise as an economist with years of experience in academic theory, practical economics, and politics. His legacy extends back to the 1960s when he helped to develop the theory of global economics as a subject for university education. Later, after the political changes in 1989, he played an essential role in establishing the capital market in the Czech Republic. Sadly, he did not live to see the publication of this book, passing away in 2021 before its completion.

Associate Professor Pavlát was an inspiring person with incredible energy and creative drive, and, despite his age, he was a driving force behind the authorial team. We hope that his contributions to the field of economics will continue to inspire future generations.

We are honored to dedicate this publication to his memory, as a tribute to his invaluable contributions and lasting legacy.

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