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Nota di contenuto	The importance of market orientation in creating a competitive advantage of micro, small, and medium-sized companies in the internationalization process / Marcin Soniewicki -- Traditional Italian food products on the Chinese market: best practices for Italian small and medium enterprises / Maria Giovanna Tongiani, Sheng Zhao -- Regression analysis for environmental practices: participation among Finnish SMEs / Nurul Aida Abdul Malek, Josu A. Takala -- Optimizing virtual communities in tourism to facilitate development of small and medium-sized enterprises / Silvena Dencheva Yordanova -- Critical review of SME regulation optimization in Serbia: a reflection on harmonization with the EU Acquis / Olgica Milosevic -- Small and medium enterprises in the Slovak Republic: status and competitiveness of SMEs in the global markets and possibilities of optimization / Peter Malega -- Initial price strategies of Polish micro and small enterprises: an application of game theory for industrial organization of the SME sector / Mariusz Maciejczak, Adrian Sodki -- A further look at working capital optimization in medium-sized firms: concepts and evidence / Milan B. Vemic -- Insurance as an optimization tool for risk management in small and medium-sized enterprises / Katarina Ivancevic -- Financial innovation in medium-sized enterprises

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Sommario/riassunto

"[This book] is a key source on the latest innovations in enhancing all main management functions, such as working capital and marketing, and examines how to implement sustainable business management practices. Featuring extensive coverage across a range of relevant perspectives and topics, such as human resources development, market orientation, and knowledge management, this book is ideally designed for business managers, professionals, graduate students, and researchers working in the field of smaller-scale business development initiatives"--Provided by publisher.
