Record Nr. UNINA9910254862903321 Business Challenges in the Changing Economic Landscape - Vol. 2: **Titolo** Proceedings of the 14th Eurasia Business and Economics Society Conference / / edited by Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Ugur Can Pubbl/distr/stampa Cham:,: Springer International Publishing:,: Imprint: Springer,, 2016 **ISBN** 3-319-22593-6 Edizione [1st ed. 2016.] Descrizione fisica 1 online resource (473 p.) Eurasian Studies in Business and Economics, , 2364-5067; ; 2/2 Collana Disciplina 330 Soggetti **Finance** Economic policy Leadership Development economics Finance, general **Economic Policy** Business Strategy/Leadership **Development Economics** Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references at the end of each chapters. Nota di contenuto Management -- Marketing -- SMEs and Human Resources. Sommario/riassunto This book is the second of the two volumes featuring selected articles from the 14th Eurasia Business and Economics conference held in Barcelona, Spain, in October 2014, Peer-reviewed articles in this second volume present latest research findings and breakthroughs in the areas of General Management, Human Resource Management, Marketing, SMEs, and Entrepreneurship. The contributors are both

distinguished and young scholars from different parts of the World.