

1. Record Nr.	UNINA9910298206103321
Titolo	Consumer Behavior, Organizational Strategy and Financial Economics : Proceedings of the 21st 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, , 2018
ISBN	3-319-76288-5
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (362 pages)
Collana	Eurasian Studies in Business and Economics, , 2364-5067 ; ; 9
Disciplina	330
Soggetti	Motivation research (Marketing) Leadership Macroeconomics Globalization Markets Consumer Behavior Business Strategy/Leadership Macroeconomics/Monetary Economics//Financial Economics Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Consumer Behavior -- Organizational Strategy -- Financial Economics -- Industrial and Public Policy.
Sommario/riassunto	This volume presents selected articles from the 21st Eurasia Business and Economics Society (EBES) Conference, which was held in Budapest (Hungary) in 2017. The theoretical and empirical papers in this volume cover various areas of business, economics, and finance from a diverse range of regions. In particular, this volume focuses on the latest trends in consumer behavior, new questions in the development of organizational strategy, and the interaction of financial economics with industrial economics and policy.