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Corporation -- Part III: Human Resources -- Explanations of the Feminization Effects in HR Profession and Beyond -- Impact on Salespersons' Success Through Transformational Leadership -- Improvement of the Quality of Life in the University "Politehnica" of Bucharest Campus: A Problem Detection Study Approach -- Development of Strategic Partnerships for Work-Based Learning -- Part IV: Management -- Quality of Life in University POLITEHNICA of Bucharest Campus: Professors' Perception -- Trust and Cooperation Between Companies and Public Administration Institutions in Poland -- Instant Articles (Facebook): The Impact of Trust and Relations Among the Partners Pursuing the Strategy of Coopetition -- Fuzzy Modeling of Customized Solutions for Corporate Performance Assessment -- Paradise of Knowledge: The Emergence of the Lebanese Newspaper Industry, 1851–1879 -- Determining Reverse Logistics Motivation Factors and Barriers: Multiple Criteria Decision Making Application on Pipe Manufacturing Company -- Companies' Understanding of Trans-border Cooperation: An Empirical Study in Poland and Republic of Belarus -- Cooperation Between Competing Companies: The Example of Polish and Belarusian Enterprises -- Part V: Tourism and Marketing -- The Enforcement of Air Passenger Rights: An Analysis and Comparison of Claims Management Companies and Recently Established Conciliation Bodies -- Airports as Shopfronts of Tourism Destinations: Awarded Brand Singapore Changi Versus Surviving Istanbul Ataturk -- Emerging Brand Meanings in Wearable Sports Technology: A Case Study on Suunto Sports Watches -- Make It Happen: Marketing Processes for Competitive Market Positioning of Firms in Transitional Economy -- Do Consumers of Products and Services Perceive the COO Effect in a Multi-dimensional Way? A Polish-Lithuanian Comparison.

Sommario/riassunto

This volume of Eurasian Studies in Business and Economics includes selected papers from the 22nd Eurasia Business and Economics Society (EBES) Conference in Rome. It presents original empirical research from several countries and regions including many developing economies such as Poland, Russia, Tunisia, Lebanon, Belarus, and Lithuania. Both the theoretical and empirical papers in this volume cover diverse areas of business and management from various regions. The main focus is on sharing the latest research results on evolving approaches to entrepreneurship research, behavioral aspects of entrepreneurship and SME development, and policy development. The volume also includes related studies that analyze international business cooperation, performance assessment, and a range of other current topics.
