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Nota di contenuto	Preface -- Chapter 1. A cross-generational perspective on green loyalty in Romanian Retail -- Chapter 2. Linking business with civil society: the bridging role of CSR -- Chapter 3. Comparative Study Regarding Organizational Culture -- Chapter 4. Investigating the different role of the factors affecting ethically questionable consumer behaviour -- Chapter 5. Politicized economy and its effects on business sustainability -- Chapter 6. Developing a Culture of Service Utilizing the Civil Society of Romania -- Chapter 7. Semiotics and the entrepreneurial creation's myths -- Chapter 8. The role of the civil sector in contribution to social well-being and in shaping active citizenship -- Chapter 9. Quo vadis the Romanian marketing -- Chapter 10. Online research and learning environment to facilitate the

elaboration of bachelor's/master's theses in multidisciplinary teams  
Chapter 11. Global Governance and the Role of Non-State Actors in Improving Social and Economic Development of Growing Economies --  
Chapter 12. Romanian Hospitality Degree Graduates: Perceptions and Attitudes Among Industry Professionals.

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Sommario/riassunto

This proceedings volume explores the concept of civil society as an engine for economic and social well-being. Featuring contributions from the 2017 Griffiths School of Management and IT Annual Conference on Business, Entrepreneurship and Ethics (GMSAC) held in Oradea, Romania, this volume provides different perspectives, emerging studies and trends that are crucial to the further understanding of the interconnection of civil society, economic development and social stability. The enclosed contributions address key topics such as a) the ways in which national, regional and local governments are best equipped to support economic and social development, b) how government, business and non-profit sectors can support economic and social stability and c) the ways in which growing economies' active societies can strengthen civil society. Research and practice have proven that there is a great potential for civil society organizations to support socio-economic well-being, both directly and indirectly. As a result, the interplay between civil society, economics and social well-being is highly relevant to current business and economic research and is a topic of discussion by academics and practitioners in the government, business and non-profit sectors. This volume showcases some of the current research, cases and discussions in this area from an interdisciplinary, global perspective. Featuring contributions exploring timely subjects such as consumer behavior, the hospitality industry, education, corporate social responsibility (CSR), banking, health care, and semiotics, this book is appropriate for researchers, academics and policy makers in economic and social development, business ethics and sustainability.

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