

1. Record Nr.	UNINA9910377824303321
Titolo	Eurasian Business Perspectives : Proceedings of the 25th Eurasia Business and Economics Society Conference // edited by Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Meltem . Ucal
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2020
ISBN	3-030-35051-7
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (xvii, 367 pages) : illustrations
Collana	Eurasian Studies in Business and Economics, , 2364-5075 ; ; 12/2
Disciplina	658.83
Soggetti	Consumer behavior Accounting Tourism Management Business enterprises - Finance Customer relations - Management Consumer Behavior Tourism Management Corporate Finance Customer Relationship Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Marketing -- Tourism -- Management -- Accounting and Finance.
Sommario/riassunto	This volume of Eurasian Studies in Business and Economics presents selected theoretical and empirical papers from the 25th Eurasia Business and Economics Society (EBES) Conference, held in Berlin, Germany, in May 2018. Covering diverse areas of business and management from different geographic regions, the book focuses on current topics such as consumer engagement, consumer loyalty, travel blogging, and AirBnB's marketing communication strategy, as well as healthcare project evaluation and Industry 4.0. It also includes related studies that analyze accounting and finance aspects like bank reliability and the bankruptcy risks of equity crowdfunding start-ups.

