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Nota di contenuto	Part 1: Human Resources -- Brain Drain – A Threat or an Opportunity -- Personal Innovativeness and Employability - How Personal Traits Affect Employer Attractiveness -- Part 2: Management -- Telecommuting Versus Traditional Work Environment: Determinants of Job Satisfaction as Perceived by Individual Contributors And Supervisors -- Effect of Values Congruence: Are There Any Reasons to Know Values of Different Generations Better? -- Business Advisors and Small Businesses – Cooperation in the Framework of the Advisory Process -- Industrial Drivers of Co-Opetition Among Organizations: A Sector-Based Research Within the Context of Population Ecology Approach -- Pivoting Strategic Business Approaches in the Strategic Business Advice Process – Lessons Learned From Case Studies of Small Innovative Firms -- Part 2: Marketing -- Uncovering Social Media Users Emotions Towards Companies Using Semantic Web Technologies -- Analyzing

Customers' Opinions Towards Product Characteristics Using Social Media -- Millennial Travelers' Perception of Terrorism Risks: Evidence From Poland and Slovakia.

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Sommario/riassunto

This book gathers selected theoretical and empirical papers from the 28th Eurasia Business and Economics Society (EBES) Conference, held in Coventry, United Kingdom. Covering diverse areas of business and management in various geographic regions, it highlights the latest research on human resources, management and marketing, among other topics. It also includes related studies that address management and marketing aspects such as telecommuting versus the traditional work environment, the effect of value congruence, promoting product characteristics using social media, perception of terrorism risks, and personal innovativeness and employability.

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