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Collana	Eurasian Studies in Business and Economics, , 2364-5075 ; ; 14/2
Disciplina	330
Soggetti	Entrepreneurship New business enterprises Marketing Economics Business Management science Personnel management Management Business and Management Human Resource Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Human Resources: The Workplace Learning: Exploring the Strategies Among Adult Gen Y -- Workplace Expectations Versus Reality: Are Millennials so Different? -- Gamification in Business: A Review of the Studies -- Burnout Among Academics: An Empirical Study on the Universities of Poland -- Physical Activity as a Moderator of a Relationship Between Work-Related Hazards and Professional Burnout of Polish Academics -- Study of Leadership Education -- Office Workers: The Case Study in Ho Chi Minh City, Vietnam -- Management: Conceptualizing the Assimilation and Risk of Online Social Media in Saudi Arabia -- The Compatibility of Outside-in and Inside-out Strategic Approaches -- Project Risk Culture in Micro- and Small Family-Owned Enterprises - A Stakeholder Perspective -- Business

Social Network (BSN): Is the Business Escape from Reality Is Impossible?
-- Inclination to Help Other Customers - Insights from Explorative
Study Among Young Population in China -- Language Capabilities as a
Leverage for Non-Native English Scholars' Career -- Healthcare Project
Management Model Approach -- SMEs: Changes in the Business Models
of Manufacturing Companies in the SME Sector After the
Implementation of Cloud Computing Solutions -- Resilience and
Entrepreneurship: Aligning Theoretical and Methodological Approaches
-- The Use of IT Tools in small businesses in Poland -- Cooperation of
Enterprises with Business Environment Institutions in the Context of
Absorption of the Support Provided Under the Financial Perspective
2014-2020 Analysis of Survey Results -- Innovative Behavior as a
Determinant of Growth and Development of Small Enterprises --
Energy Efficiency Clusters and Platforms as a Potential for SMEs
Development - Poland Case Study -- Forms of Control of Advisory
Contracts in Small Businesses: Case of Poland -- Marketing:
Underestimated Radio in the Latvian Market -- Dynamic Marketing
Capabilities in Intercultural Environment -- Companies Image
Evaluation Using Social Media and Sentiment Analysis. .

Sommario/riassunto

This book presents selected theoretical and empirical papers from the 26th and 27th Eurasia Business and Economics Society (EBES) Conferences, held in Prague, Czech Republic, and Bali, Indonesia. Covering diverse areas of business and management in various geographic regions, it addresses a range of current topics, such as human resources, management, SMEs and marketing. It also includes related studies that analyze management and marketing aspects, e.g. workplace learning, gamification in business, resilience and entrepreneurship, the use of IT tools in small businesses, and dynamic marketing capabilities in an intercultural environment.
