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Nota di contenuto	Evolution of airline business models: the case of pegasus Airlines -- Tendencies of trade in business services in visegrad countries -- Mapping economic in the european union: do ownership, industry and location matter? -- The driving forces of business R@D intensity in eastern european countries -- Competitiveness, profitability and R/D intensity: the case of the domestic pharmaceutical industry in greece -- MCDM approach for assessment of financial performance of serbian banks.
Sommario/riassunto	This book examines the business models, performance, and decision-making approaches employed by financial institutions in Central and Southeast Europe. The respective contributions cover a wide range of industries, including banking, pharmaceuticals, and airline business services, and present both theoretical and empirical studies that highlight economy-wide risks and opportunities for European companies. The book is divided into four parts, the first of which provides a critical assessment of the competitiveness and performance of European companies, while the second examines decision-making approaches at financial institutions; the third and fourth parts address

the macroeconomic risks and opportunities for business development in Europe. Intended for scholars, political decision-makers, and practitioners, the book offers new perspectives on Central and Southeast European financial and business research. .
