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Sommario/riassunto	This book gathers selected theoretical and empirical papers from the 29th Eurasia Business and Economics Society (EBES) Conference, held in Lisbon, Portugal. 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 marketing and management-relevant aspects such as the impact of supervisor support on employee performance through work engagement, the standardization of global logistics business operations, elements to support long-term B2B communication, and omni-channel strategies in the Marketing 4.0 paradigm.