

1. Record Nr.	UNINA9910483761803321
Titolo	Eurasian Business Perspectives : Proceedings of the 29th Eurasia Business and Economics Society Conference // edited by Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Sofia Vale
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-65085-5
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (xvii, 360 pages) : illustrations
Collana	Eurasian Studies in Business and Economics, , 2364-5075 ; ; 16/2
Disciplina	658.3
Soggetti	Personnel management Business Management science Marketing Management Human Resource Management Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
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.