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Nota di contenuto	Chapter 1. Investor behavior and composition of financial asset portfolios: An overview of the effects of asset-related brand equity -- Chapter 2. Measuring the Impact of Tacit Knowledge on Individual and Financial Performances: A Field Study in Turkey -- Chapter 3. Digitalization in Turkish Capital Markets: A Regulatory Approach -- Chapter 4. Decentralized Finance -- Chapter 5. Financial Connectedness of Energy and Commodity Markets and Systemic Risk -- Chapter 6. Business strategy for sustainable development in the digital era: Green management -- Chapter 7. Risk, Asset and Liability Management in Banking: Conceptual and Contemporary Approach -- Chapter 8. Artificial Intelligence in Internal Audit and Risk Assessment -- Chapter 9. Evaluation of renewable energy resources for business investments in Turkey by using fuzzy multi-criteria decision-making methods -- Chapter 10. Digital Corporate Governance: Inevitable Transformation -- Chapter 11. Strategic Digital Marketing and Sustainability -- Chapter 12. Corporate Social Responsibility Disclosure (CSRD) -- Chapter 13. Sustainability in Full Service Carriers versus Low Cost Carriers: A Comparison of Turkish Airlines and Pegasus Airlines -- Chapter 14. Brand Valuation and Contemporary Methods Used in

Determining Brand Value: A Financial Perspective -- Chapter 15. Digital Service Taxes As The Fiscal Result Of Digital Transformation -- Chapter 16. An Applied Approach to Valuation of Securitized Balance Sheet Assets Based on Monte Carlo Simulation with Special Reference to Turkish Finance Sector -- Chapter 17. Green Human Resource Management and Corporate Social Responsibility for a Sustainable Environment: A Bibliometric Review.

Sommario/riassunto

This book analyses and discusses current issues and trends in finance with a special focus on technological developments and innovations. The book presents an overview of the classical and traditional approaches of financial management in companies and discusses its key strategic role in corporate performance. Furthermore, the volume illustrates how the emerging technological innovations will shape the theory and practice of financial management, focusing especially on the decentralized financial ecosystems that blockchain and its related technologies allow.
