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Soggetti	Economic development Entrepreneurship New business enterprises International business enterprises Financial services industry Economic Growth International Business Economic Development, Innovation and Growth Financial Services
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Nota di contenuto	Public Administration/Governance and the Economies of Southeastern Europe -- Greek Political Economy in the Post-crisis Period 2010–2019 -- Social Capital and Income Inequality in OECD Countries: Casualty Evidence -- The Jungle of Sustainability Frameworks and Standards: Evidence from European Listed Companies -- The Social Return on Investment (SROI) for Evaluation of the Impact in International Cooperation Health Project in Albania: A Case Study -- The Transformation of EU'S MU to a Real EMU as a Need for Addressing Crises -- MNEs Institutional Entrepreneurship: The Effect on Corruption. An Analysis of Emerging Economies -- Innovation and

Skills Requirements in Post-transition Economies -- Managing Labor Relations in Greek Hospitals—A Nursing Approach -- Statistical Arbitrage Using Cointegration and Principal Component Analysis Approach -- Assessing Relationship Between Entrepreneurship Education and Business Growth -- Innovation Policy to Solve Convergence Challenge for the Eastern European and Balkan Countries -- Evaluation of the Operation of a Social Cooperative Enterprise and Comparison with an 'Ordinary' Enterprise of the Private Sector in Greece -- The R&D Effect on Firm Value in the Information Technology Industry -- Business Growth and Development in Southeastern Europe Investigating Financial Challenges Facing Enterprises: Evidence from Albania -- The Recognition and Impact of Dynamic Pricing with ESL Technology on the Purchase Decision of Consumers in Stationary Grocery Stores: Current Findings and Experiment -- The Impact of Quantitative Easing on Stock Market: Evidence from Greece -- Pest Analysis of the E-commerce Industry: The Case of Greece -- Bibliometric Analysis of Migration-Tourism-Terrorism Nexus -- Health Care and the Implementation of Public-Private Partnership (PPP) Instruments in Transition Balkan Countries -- The Relationship Between Financing Decision of SMEs and Their Performance -- Service-Dominant Logic: The Road Map to Value Co-Creation in Place Marketing -- Degree of Personal Income Taxation Convergence in the Eurozone.

Sommario/riassunto

This book addresses contemporary and modern topics around business growth and economic development in Southeastern Europe. It covers a wide range of business issues focusing on the adoption of new technologies, finance of SMEs, place marketing, value co-creation, contribution to economic growth, and internationalization. Moreover, it sheds new light on the micro- and macroeconomic developments and monetary policy issues in the Eastern European and Balkan countries. This book is a useful tool for scholars in economics and finance interested in the further economic development of the Balkans and Eastern European countries as well as to professionals in the business, financial and insurance sectors.
