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Nota di contenuto	Exploring Research Trends in Sustainable Business Models A Bibliometric Analysis -- An Integrated Analysis of Sustainable Tourism in Sicily (Italy) -- Sustainability Innovation in Tourism A Systematic Literature Review -- A Roadmap for the Postpandemic Aviation Industry -- The Mediating Effect of Destination Image on Intention to Use a Tourism App -- Contactless Tourism in the Post-COVID-19 Era: How Ready Are Greek Tourists -- What Can Affect the Intention to Revisit a Tourism Destination in the Post-pandemic Period Evidence from Southeast Asia -- Amendments to Public Procurement Contracts in

Times of Crisis -- New Frontiers in Tourism and Hospitality Research
An Exploration of Current Trends and Future Opportunities -- Evolution
of Demand for Portuguese Thermal Spas an Exploratory Data Analysis
of Administrative Data -- Factors Influencing the Tourists' Length of
Stay in Romanian Mountain Areas: Case Study of 4 Hotels in Poiana
Brasov Resort -- Are Small Towns Smart Destinations -- The
Decentralization of Romanian Tourism through Blockchain and Non-
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Certain Fundraising Methods and a Revised Theory of Planned Behavior
in an Experimental Framework -- Systematic Reviews and Meta-
analyses of Brand Value, Brand Equity, Brand Trust, and Brand Loyalty in
Agribusiness -- Two Decades of Municipal Bond Trading at the
Bucharest Stock Exchange -- Growing Trends in Adoption of mHealth
Apps and Users' Perception of Availing Healthcare Services: A Study in
Mumbai City.

Sommario/riassunto

This book discusses current trends, challenges, and opportunities in the fields of business, hospitality, and tourism, particularly in Eastern Europe. Featuring selected papers presented at the second annual Modern Trends in Business Hospitality and Tourism International Conference held in Cluj-Napoca, Romania in 2023, the enclosed chapters explore the global marketing environment discussing the latest technological, economic and social-cultural developments. Featuring theoretical and empirical research and real-life case studies, this book explores topics such as global capital markets and investment financing post COVID-19, sustainable business models, financing alternatives for SMEs, corporate governance, human capital leadership, among others. It is appropriate for academics, researchers, scholars and practitioners in the areas of business, hospitality and tourism.
