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## Nota di contenuto

Evolution of airline business models: the case of pegasus Airlines --  
Tendencies of trade in business services in visegrad countries --  
Mapping economic in the european union: do ownership, industry and  
location matter? -- The driving forces of business R@D intensity in  
eastern european countries -- Competitiveness, profitability and R/D  
intensity: the case of the domestic pharmaceutical industry in greece --  
MCDM approach for assessment of financial performance of serbian  
banks.

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## Sommario/riassunto

This book examines the business models, performance, and decision-making approaches employed by financial institutions in Central and Southeast Europe. The respective contributions cover a wide range of industries, including banking, pharmaceuticals, and airline business services, and present both theoretical and empirical studies that highlight economy-wide risks and opportunities for European companies. The book is divided into four parts, the first of which provides a critical assessment of the competitiveness and performance of European companies, while the second examines decision-making approaches at financial institutions; the third and fourth parts address the macroeconomic risks and opportunities for business development in Europe. Intended for scholars, political decision-makers, and practitioners, the book offers new perspectives on Central and Southeast European financial and business research. .

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