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| Nota di contenuto | Chapter 1: Business in a Turbulent Era: An Overview of Technology, Society and Policy Demetris Vrontis, Alkis Thrassou, Leonidas Efthymiou and Emmanouela Kokkinopoulou -- Chapter 2: Transforming Heritage Tourism through Dourb'IA Application Salma Mahouachi, Ines Hassoumi, Nedra Bahri-Ammari and Ameni Cherif -- Chapter 3: Impression Management in the Corporate Information Disclosure: A Study Case in Brazil Aryane Correa and Cristina Gois -- Chapter 4: The Art of Storytelling in Hotels: Paving the Way for Recovery and Resilience Leonidas Efthymiou, Waed Tabash, Naziyet Uzunboyulu and Andrew Michael -- Chapter 5: The Significance of Local B2C Shopping to Germans in the Age of Digitalization Katharina Sperry -- Chapter 6: Beyond Crisis: How to Measure Public Value in a National Recovery Plan Paolo Esposito and Massimiliano Tufo -- Chapter 7: The Influence of Green Marketing on Behavior: How Knowledge, Attitudes, and |

Interaction Mediate the Intention to Engage in Green Practices Jusuf Zeqiri, Marcos Komodromos, Vjollca Visoka Hasani, Sara El-Deeb and Mirjana Pejic Bach -- Chapter 8: Perspectives on AI Development and Regulation: A Croatian Articles' Analysis Marijana Ražnjevi Zdrili, Vesna Kalajži and Katarina Alvir -- Chapter 9: From Entertainment to Science: Media Coverage of Chat GPT and AI. Vesna Kalajži, Marijana Ražnjevi Zdrili and Katarina Alvir -- Chapter 10: The Impact of Corporate Social Responsibility on Financial Performance, and the Moderating Influence of CEO Gender Jingyuan Hu, Michail I. Fygkioris, Konstantinos A. Athanasiadis and Dimitrios N. Koufopoulos -- Chapter 11: The Synergy of Digital Transformation and Sustainability in Bio Socio-Technical Transitions Aihie Osarenkho, Daniella Fjellström, Ehsanul Huda Chowdhury and Afsaneh Khodebandeh -- Chapter 12: Slow Tourism - Solution for Sustainable Development of Biosphere Reserve Katarína Sýkorová and Anna Vaová -- Chapter 13: Life Science Business Ecosystems: Analysis of Recent Studies and Future Perspectives Niccolò Fiorini, Tommaso Pucci and Lorenzo Zanni.

Sommario/riassunto

The edited collection – the second of a two-volume work – explores how businesses react and adapt to turbulent business environments. Compiled from the best papers presented at the 17th Annual Euromed Academy of Business (EMAB) Conference, it argues that turbulence and its constituent crises are not just challenging situations for businesses, but are also agents of transformation and evolution in the development of organizations, industries, and markets. With perspectives from across the field of business, Volume 2 explores the contextual transformations and considerations arising from social, technological and other advancements, the inexorable turbulence they create, and their impact on business. Demetris Vrontis is the Vice Rector for Faculty and Research and a Professor of Strategic Management at the University of Nicosia, Cyprus (EU). Alkis Thrassou is Director of Gnosis Mediterranean Institute for Management Science and a Professor of Strategic Marketing at the University of Nicosia, Cyprus (EU) Leonidas Efthymiou is Associate Professor in Tourism and Hospitality at the University of Nicosia, Cyprus (EU). Yaakov Weber is Director of the School of Business Research Center, College of Management Academic Studies, Rishon LeTsiyon, Israel. Riad Shams is Assistant Professor and Head of the PhD programme at the Newcastle Business School, Northumbria University, UK. Evangelos Tsoukatos is Vice President at the EuroMed Research Business Institute, Nicosia, Cyprus .