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Nota di contenuto	-- Identifying Disruptive Technologies: An Intellectual Property-based View to Disruptive Potential Assessment. -- Talent-as-a-Service (TaaS) in Poland's Business Service Sector: Opportunities and Challenges in a Digitalized Labour Market. -- Post-truth and Strategic Ignorance through the Story of Turkish Red Crescent (Kizilay). -- The Impact of Institutional Factors on Economic Growth in Western Balkan Countries. -- The Relationship between Islamic Financial Development and CO2: Panel Causality Approach. -- Establishing the Foundations of Sustainable Consumption Within Marketing Schools of Thought. -- Evaluation of the Significance of the Objectives and Strategies of Family Businesses Using the AHP and ANP Methods. -- Pretrained Deep Learning Models in Economic Forecasting - A New Frontier?. -- Artificial Intelligence in Support of Warehousing 5.0 and the EU Green Taxonomy. -- The Effect of Supply Chain Agility and Supply Chain Resilience on Firm Performance: A Study of the Marmara Organized

Industrial Zones.

Sommario/riassunto

This volume features a collection of selected papers presented at the 4th Current Issues in Business and Economic Studies (CIBES) Conference, held in Frascati (Rome) from June 20-22, 2024. The CIBES Conference offers global perspectives on business and economic research, incorporating analysis at the micro-individual, meso-organizational, and macro-national levels. This book provides a comprehensive overview of contemporary research topics such as sustainable business practices, the impact of digital transformation on global markets, the dynamics of global trade, the future of work, the economic effects of global health challenges, innovation in entrepreneurship, and issues of equality, diversity, and inclusion. Additionally, it proposes frameworks and recommendations to assist organizations and researchers in addressing and managing the complexities of the global business and economic environment effectively. Through this lens, the book seeks to contribute valuable insights and methodologies to the fields of business and economics, serving as a vital resource for academics, practitioners, and policymakers engaged in understanding and navigating the intricate landscape of global business and economic challenges.