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Nota di contenuto	Examining the influence of environmental knowledge, risk perception and concern on sustainable consumption behaviour -- Time matters: how usage duration shapes user continuance intention in mobile food ordering apps -- On the overpowering effect of digital green nudging in gamified online return management -- Comparative study of virtual reality and Youtube videos in cultural heritage tourism: experience and information quality among generation Z -- Realizing smart product-service systems: an analysis and systematization of challenges in manufacturing firms -- The interplay of consumer religiosity, spirituality and minimalism in shaping sustainable consumption intentions -- Efficient sustainability benchmarking in hotel water consumption: systematic literature review (SLR) -- Comparative analysis of enterprise architecture frameworks: togaf, zachman and feaf -- Towards a comprehensive understanding of business model literature: a network-based cluster analysis -- Human factors affecting a strategic marketing decision – an experimental research design --

Navigating political advertising during election campaigns and its' impact on family discussions -- The effect of promotional activities on over-the-counter products' purchase intention, brand loyalty, and brand image -- Digitalization and economic performance of italian performing arts in 2022 -- Is Portugal gaming with the performance feedback of the late payments directive? Evidence from the Portuguese municipalities -- The risk of poverty and its impact on consumer behaviours: the case of Slovakia.

Sommario/riassunto

This proceedings book is the 36th issue of the Springer's series Eurasian Studies in Business and Economics, which is the official book series of the Eurasia Business and Economics Society. This book includes selected papers presented at the 49th EBES Conference in Athens on October 16-18, 2024, hosted by the Department of Economics, University of Piraeus, Greece, Türkiye. In the conference, 202 papers by 421 colleagues from 55 countries were presented. The conference was held in hybrid with both in-person and online paper presentation formats.
