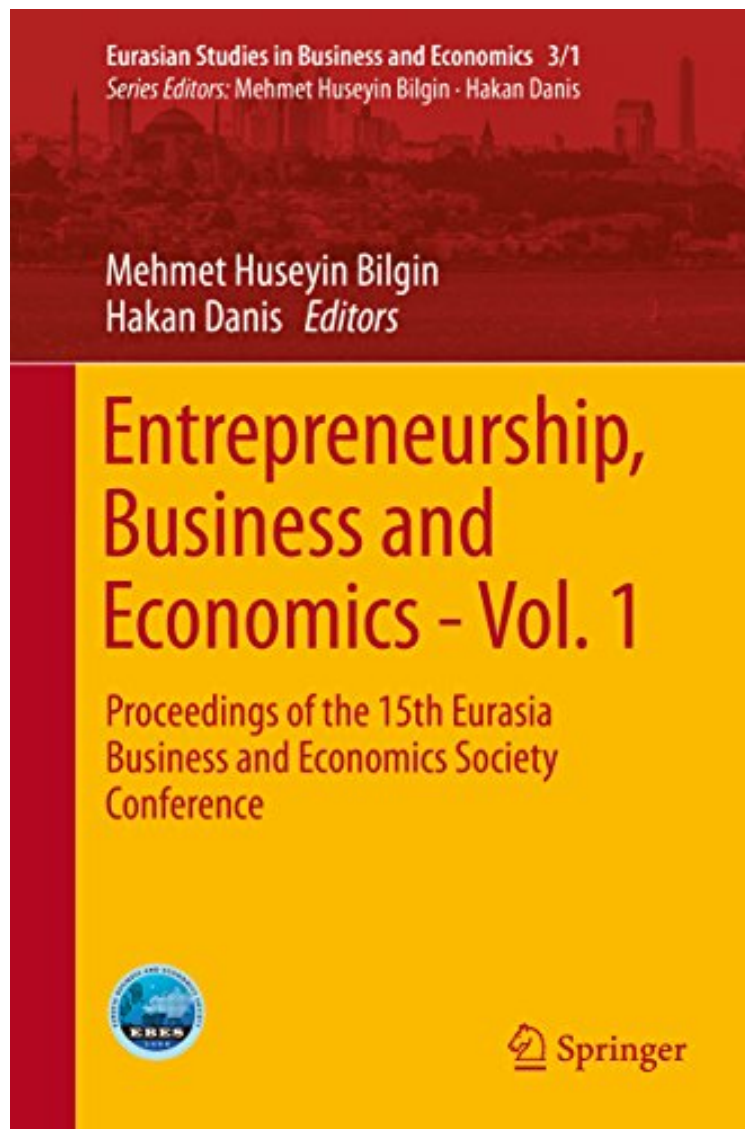


(Download) Entrepreneurship, Business and Economics - Vol. 1: Proceedings of the 15th Eurasia Business and Economics Society Conference (Eurasian Studies in Business and Economics)

Entrepreneurship, Business and Economics - Vol. 1: Proceedings of the 15th Eurasia Business and Economics Society Conference (Eurasian Studies in Business and Economics)

From Springer

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

2016-03-18 2016-03-18 File Name: B01D5UN7QK | File size: 56.Mb

From Springer : Entrepreneurship, Business and Economics - Vol. 1: Proceedings of the 15th Eurasia Business and Economics Society Conference (Eurasian Studies in Business and Economics) before purchasing it in order to gage whether or not it would be worth my time, and all praised Entrepreneurship, Business and Economics - Vol. 1: Proceedings of the 15th Eurasia Business and Economics Society Conference (Eurasian Studies in Business and

Economics):

This volume of Eurasian Studies in Business and Economics focuses on latest results from entrepreneurship and SME research, Human Resources, along with a focus on the Tourism industry. The first part deals with topics ranging from entrepreneurial intentions, social entrepreneurship and technological entrepreneurship to EU policies such as the 7th Framework program. Bridging the themes, the second part on Human Resources and General Management deals with human capital issues, labor force education, employer branding and aligning HR practices to knowledge management outcomes. The third part in particular concentrates on the tourism industry in exploring innovative marketing strategies, WEB 2.0 Challenges, tourism product innovation, and success in international markets.

From the Back Cover This volume of Eurasian Studies in Business and Economics focuses on latest results from entrepreneurship and SME research, Human Resources, along with a focus on the Tourism industry. The first part deals with topics ranging from entrepreneurial intentions, social entrepreneurship and technological entrepreneurship to EU policies such as the 7th Framework program. Bridging the themes, the second part on Human Resources and General Management deals with human capital issues, labor force education, employer branding and aligning HR practices to knowledge management outcomes. The third part in particular concentrates on the tourism industry in exploring innovative marketing strategies, WEB 2.0 Challenges, tourism product innovation, and success in international markets.