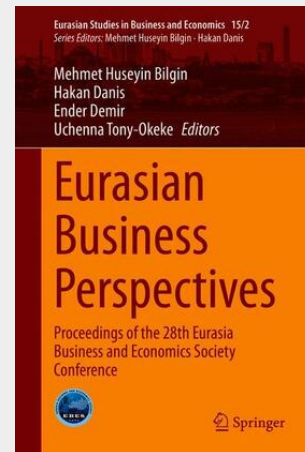


Bilgin / Tony-Okeke / Danis

Eurasian Business Perspectives

Proceedings of the 28th Eurasia Business and Economics Society Conference

This book gathers selected theoretical and empirical papers from the 28th Eurasia Business and Economics Society (EBES) Conference, held in Coventry, United Kingdom. Covering diverse areas of business and management in various geographic regions, it highlights the latest research on human resources, management and marketing, among other topics. It also includes related studies that address management and marketing aspects such as telecommuting versus the traditional work environment, the effect of value congruence, promoting product characteristics using social media, perception of terrorism risks, and personal innovativeness and employability.



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