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Business Challenges in the Changing Economic Landscape - Vol. 2

**Proceedings of the 14th Eurasia Business and Economics
Society Conference**

Editors: **Bilgin**, M.H., **Danis**, H., **Demir**, E., **Can**, U. (Eds.)

- Covers scholarly contributions from diverse areas of business, finance, and economics
- Presents original empirical research from several countries and regions including many developing economies
- Features papers focusing on regions that are not well-covered in the fields of economics and business

About this book

This book is the second of the two volumes featuring selected articles from the 14th Eurasia Business and Economics conference held in Barcelona, Spain, in October 2014. Peer-reviewed articles in this second volume present latest research findings and breakthroughs in the areas of General Management, Human Resource Management, Marketing, SMEs, and Entrepreneurship. The contributors are both distinguished and young scholars from different parts of the World.

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