Business Challenges in the Changing Economic Landscape - Vol. 2

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

Part I Management

Comparative Research on Leadership Profile of Estonian and Finnish Female Top Executives .......................... 3
Mari Kooskora and Marta Piigli

Tools and Actions for Increasing the Effectiveness of the Strategy Implementation ............................................. 23
Joanna Radomska

Importance of Hospital Way-Finding System on Patient Satisfaction ................................................................. 33
S. Didem Kaya, Y. Yalcin Ileri, and Aydan Yuceler

Managing Sustainability to Be First: The Toyota Case ................................................................. 41
Maria Garbelli

The Importance of the Evaluation of R&D in Relation to the Competitiveness of the Czech Republic .................. 55
Ruzena Stemberkova, Petr Zdralek, Pavla Matulova, Petra Maresova, and Kamil Kuca

The Specific of Cartel Markets in the Countries of Developing Culture of Competition ........................................ 69
Jurgita Bruneckiene and Irena Pekarskiene

Methodological Assumptions for Creating a Model of Business Performance ..................................................... 85
Tomasz Piotr Czapla and Maciej Jan Malarski

Time Management and Stress Relationship in Terms of Health Sector Employees ............................................. 107
Aydan Yuceler, Serife Didem Kaya, and Yusuf Yalcin Ileri
Problems and Constraints in the Process Approach Implementation in Organisations .................................................. 121
Alicja Gebczynska

How to Attract Investments to Agricultural Enterprises in Latvia: Manager’s Perspective ........................................... 133
Andris Sarnovics and Inese Mavlutova

Economic and Social Implications of the Internet of Things in Europe in Relation to Business ........................................... 155
Petra Marešová and Jaroslav Kacetl

Using Computer Methods to Identify the Factors Affecting the Management of an Urban Parking Lot .................................. 165
Topolska Katarzyna, Topolski Mariusz, Janicki Michal, and Kolanek Czesław

Part II Marketing

Creating a Conceptual Framework for Corporate Brand Positioning ............................................................ 177
Tiina-Kaisa Kuuru and Pekka Tuominen

Why It Is Worth and What Is the Key to Support a Desired Corporate Reputation: A Review ........................................... 197
Migle Matuleviciene and Jurgita Stravinskiene

E-Shop Offer as a Tool Creating Value for Customer .............................................................. 221
Marcin Lewicki

Relations Between Consumer Ethnocentrism, Cosmopolitanism and Materialism: Lithuanian Consumer Profile ..................... 231
Žaneta Piligrimiene and Gintarė Kazakauskiene

Understanding Economics and Marketing of Ecomuseums: An Exploration of a USA Sample ......................................... 243
Angela Besana and Annamaria Esposito

CLV Model Selection for Segmentation Perspective .............................................................. 257
Mohamed Ben Mzoughia and Mohamed Limam

Sentiment Classification in Multiple Languages: Fifty Shades of Customer Opinions .................................................. 267
Tomáš Kincl, Michal Novák, and Jiří Přibil

Formal Marketing Planning and Performance: The Case of Transitional Economy .................................................. 277
Tamara Jovanov Marjanova, Riste Temjanovski, and Snezana Ristevska Jovanovska
Cross-Cultural Issues in Social Networking Sites: Review of Research
Elena Vitkauskaite .......................................................... 293

Integrated Systems of Marketing Information as the Element of Modern Organization’s Management
Dmitry Bogdanov .......................................................... 309

Formation of Marketing Mobility of Russian Institutions of Higher Education in the Market of Additional Educational Services
Olga Konina ................................................................. 321

Institutional Approach to Territory Marketing
Yulia Dubova ................................................................. 331

Part III SMEs and Human Resources

University Students’ Perceptions and Attitudes About Entrepreneurship and Their Intentions to Startup Businesses: Literature Review
Adil Hassan Bakheet Khalid .......................................... 343

Online Video Clips in Foreign Language Teaching
Jaroslav Kacetl and Madgalena Fiserova ......................... 355

Financial Literacy Enhancement as a Task of Financial Education for Latvian Population
Andris Sarnovics, Inese Mavlutova, Liga Peiseniece, and Santa Berzina ........................................ 365

The Mediating Role of Cynicism on Authentic Leadership and Organizational Identification Relationship
Ilge Kurt ........................................................................ 391

Prospects of Risk Management on Small Trade Enterprises
Elena Lopatina ................................................................. 401

Strategy Implementation Versus the Concept of Strategy
Letycja Sołoducho-Pelc .................................................. 411

Profiling and Strategies of the Contemporary Creativity:
Cluster Analysis of a USA Sample
Angela Besana ................................................................ 423

National Currency Changeover to Euro: Case of Micro Enterprises of Trading Sector
Madara Pavare and Ilmars Kreituss .................................. 435

Practical Use of the Financial Management of Small and Medium-Sized Enterprises in the Czech Republic Conditions
Eva Hamplova and Katerina Provaznikova ................. 449
Savings of Households Run by Self-Employed Persons in Rural Areas in Poland
Krupa Dorota and Walczak Damian

A Research to Determine the Relationship Between Emotional Labor and Burnout
Derya Ozilhan Ozbey and Emel Gelmez