Consumer Behavior, Organizational Strategy and Financial Economics

Proceedings of the 21st Eurasia Business and Economics Society Conference
## Contents

### Part I  Consumer Behavior

**The Influence of Sales Stimulation Methods on the Behaviour of Consumers While Making the Decision on Purchase of Products in the Latvian Market** .......................................................... 3  
Anda Batraga, Valerijs Praude, Jelena Šalkovska, and Oksana Afoniceva

**Consumers’ Behavior in Decision-Making in Foodstuff Purchasing Process** ............................................. 25  
Jelena Šalkovska, Valerijs Praude, Anda Batraga, and Oksana Afoniceva

**Content Analysis of Greek Medical Tourism Websites for a Successful Implementation of an E-Marketing Strategy** .................................................. 37  
Katsoni Vicky, Goula Aspa, Karagianni Olympia, Prezani Aikaterini, Papandoniou Panagiotis, and Hatzidimitriou Maria

**Smartphone Adoption: Design of Factors Within the Framework of Theory of Consumption Values** .................. 53  
Katarína Petrovčiková and František Sudzina

**Impact of UTAUT/UTAUT2 Motives on Intention to Use Deal Sites** .................................................. 63  
František Sudzina

**The Purpose, Scope and Basic Principles of Consumer Protection in Turkey** ........................................... 73  
Ahmet Karakocali

### Part II  Organizational Strategy

**How Are Strategy and Organizational Culture Related? A Conceptual Discussion** ................................. 85  
Güven Alpay, Pınar Büyükbalcı, and Meral Dülger
Contents

Immigrant Cultural Diversity Management as a Catalyst for Organisation-Level Innovation ........................................ 97
Dovile Jankauskaite

The Effects of Human Resources’ Qualification Improvement on Their Efficiency in the Public and Private Sectors ........................................ 109
Edmundas Jasinskas, Biruta Svagzdienė, and Arturas Simanavicius

Turnover Tendencies Among Workers ........................................ 131
Marek Botek

Do Problems in Project Teams Explain the Influence of Family Involvement on Project Management Activities? A Family-Firm Perspective ........................................ 145
Joanna Sadkowska

Disclosure of Non-financial Information: The Case of Croatian Listed Companies ........................................ 159
Danimir Gulin, Mirjana Hladika, and Marina Mičin

Part III  Financial Economics

New Financial Reality as Evolution Result of World Financial System ........................................ 179
Liudmila Guzikova and Igor N. Lioukevich

Does Longer Cash Gap Require Greater External Financing? ........................................ 189
Hrvoje Percević, Mirjana Hladika, and Marina Mičin

Crowdfunding as a Model and Financing Instrument in Social Enterprises ........................................ 203
Ubaldo Comite

The Perspective of the Green Bonds as Novel Debt Instruments in Sustainable Economy ........................................ 221
Aura Draksaite, Vilma Kazlauksiene, and Leonid Melnyk

Comparison of Borrower Default Factors in Online Lending ........................................ 231
Ginta Railiene

Pricing of the License Agreements: Improvement of the Methodology on the Basis of the Game Approach ........................................ 241
Dmitriy G. Rodionov, Iuliiia V. Boiko, and Olga S. Nadezhina

Part IV  Industrial and Public Policy

The Impact of Global Economic Crisis on the Functioning of Special Economic Zones in Poland ........................................ 255
Katarzyna Przybyła and Alina Kulczyk-Dynowska
Contents

Analysis of Spillover Effects of Crisis in Conflict-Ridden Regions on Top Tourism Destinations .................................................. 265
Elimdar Bayramov and Harun Ercan

Public Supervision of Public Procurement Market: A Contribution to Debate ................................................................. 279
Wojciech Szydło

Activation of Business and Society for Regional Benchmarking .......... 289
Monika Fabińska

The Development of the Creative Industries Sector of Computer Games in Poland ................................................................. 303
Magdalena Ratalewska

Prioritizing Youth in the National Policy Agendas: The Role of the Youth Guarantee in Three European Countries ................ 313
Sofia Boutsiouki

Total Factor Productivity in Turkey: A Comparative Analysis .......... 343
Murat Şeker