

Proceedings of
the 31st International Business Information Management Association Conference
(IBIMA)

25-26 April 2018
Milan, Italy

ISBN: 978-0-9998551-0-2

Innovation Management and Education Excellence through Vision 2020

Editor

Khalid S. Soliman

International Business Information Management Association (IBIMA)

Copyright 2018

Conference Chair

Khalid S. Soliman

International Business Information Management Association, USA

Special Track Chair

Beata Ślusarczyk

Czestochowa University of Technology, Faculty of Management, Poland
North-West University, Faculty of Economic Sciences and IT, South Africa

Conference Advisory Committee

John F. Affisco, Hofstra University, USA
Abdul Rahman Ahmad, Universiti Tun Hussein Onn Malaysia, Malaysia
Omar Al-Azzam, University of Minnesota Crookston, USA
Hesham H. Ali, University of Nebraska at Omaha, USA
Ahmed Azam, DeVry University, USA
Najiba Benabess, Millikin University, USA
Az-Eddine Bennani, Reims Management School, France
Emil Boasson, Central Michigan University, USA
Regina Connolly, Dublin City University, Ireland
Rene Leveaux, University of Technology, Sydney, Australia
Susana de Juana Espinosa, Universidad de Alicante, Spain
Xiuzhen Feng, Beijing University of Technology, China
Mohammad Ayub Khan, Tecnológico de Monterrey, Mexico
Sherif Kamel, The American University in Cairo, Egypt
Najib Saylani, Florida State College at Jacksonville, USA
Magdy Serour, InContext Solutions, Australia
Amine Nehari Talet, King Fahd University of Petroleum & Mineral, KSA
Abraham G. van der Vyver, Monash University, South Africa

Program Committee

Vladimír Bureš, University of Hradec Králové, Czech Republic
Khadijah Mohamed, Universiti Utara Malaysia, Malaysia
Carmen Balan, The Bucharest University of Economic Studies, Romania
Roziah Mohd Rasdi, Universiti Putra Malaysia, Malaysia
Irina Bilan, Alexandru Ioan Cuza University of Iasi, Romania
Nurulhasanah Abdul Rahman, Universiti Sains Malaysia, Malaysia
Nur Amalina Mohamad Zaki, Universiti Malaysia Terengganu, Malaysia
Stefanita SUSU, Ștefan cel Mare University, Romania
Igor Klyuchnikov, International Banking Institute (St. Petersburg), Russia
Miroslav Tomek, Tomas Bata University in Zlín, Faculty of Logistics and Crisis Management, Czech Republic
Stepan Kavan, Faculty of Health and Social Science, University of South Bohemia in Ceske Budejovice, Czech Republic
Arkadiusz Kowalski, Wroclaw University of Science and Technology, Poland
Tatiana Pekarskaia Dauxert, University of Paris 1 Panthéon-Sorbonne, France
Constantin-Marius Apostoiaie, Alexandru Ioan Cuza University of Iași, Romania

Victoria Abosede Akinjare, Covenant University, Nigeria
Elena Hlaciuc, Ștefan cel Mare of Suceava, Romania
Alexandra Ioanid, University Politehnica of Bucharest, Romania
Muhammad Ibrar, Harbin Institute of Technology, China
Zulkhairi Md Dahalin, Universiti Utara Malaysia, Malaysia
Syed Ahmed Salman, International Islamic University Malaysia, Malaysia
Muhammad Rafiq, Harbin Institute of Technology, China
Iwona Pisz, Opole University, Poland
Beatrice Lim Fui Yee, Universiti Malaysia Sabah, Malaysia
M. Eulalia Torras Virgili, OBS Business School, Spain
Elewechi Okike, International Centre for Research in Accountability & Governance, UK
Gabriela Tigu, Bucharest University of Economic Studies, Romania
Doina I. Popescu, The Bucharest University of Economic Studies, Romania
Stefan-Alexandru Catana, The Bucharest University of Economic Studies, Romania
Alexandra França, University of Vigo, Spain
Lukasevich Igor, Financial University under the Government of RF, Russia
Jan Tluchoř, University of West Bohemia, Czech Republic
Gordana Kordić, University of Zagreb, Faculty of Economics and Business, Zagreb, Croatia
Petr Čech, Institute of Hospitality Management in Prague, Czech Republic
Ummu Kolsome Farouk, Universiti Tunku Abdul Rahman, Malaysia
Adebanji W. Ayeni, Landmark University, Omu-Aran, Kwara State, Nigeria
Ait Atmane Braham, University A. Mira. Bejaia, Algeria
Cristina Iovu, Bucharest Academy of Economic Studies, Romania
Radu D. Stanciu, University "Politehnica" of Bucharest, Romania
Adelaida Cristina Honțuș, University of Agronomic Sciences and Veterinary Medicine of Bucharest, Faculty of Management, Economic Engineering in Agriculture and Rural Development, Romania
Helena Šajgalíková, University of Economics in Bratislava, Slovakia
Aida Matri Ben Jemaa, ISG-Tunis, Tunisia
Anna Zarkada, AUEB, Greece
Maria José Angélico Gonçalves, PP/ISCAP, Portugal
Margareta Ilie, Ovidius University of Constanta, Romania
Neculita Mihaela, Dunarea De Jos University of Galati, Romania
Cristina Leovaridis, National University of Political Studies and Public Administration, Romania
Laura Mariana Cismas, West University of Timisoara, Romania
Adela Coman, University of Bucharest, Romania
Elena Stoian, University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania
Aura Emanuela Domil, West University of Timisoara, Romania
Cristina-Claudia Osman, Babeș-Bolyai University, Business Informatics Research Center, Romania
Frantisek Hortai, Brno University of Technology, Czech Republic
Monica Boldea, West University of Timisoara, Romania
Ioana Ceaușu, The Bucharest University of Economic Studies, Romania
Adeel Waheed Khan, University of Bradford, UK
Victoria A. Degtereva, SPbPU, Russia
Teresa Maria Leitão Dieguez, ISCAP-IPP, Portugal
Jaya Ganesan, Multimedia University, Malaysia
Pavel Juřica, Brno University of Technology, Czech Republic
Oleg Nikolaevich Petukhov, National Research Tomsk Polytechnic University, Tomsk State University of Control Systems and Radioelectronics, Russia
Abir Mchergui, Sfax University, Tunisia
Gabriel Etim Umoren, Covenant University, Nigeria
Muhammad Usman, University of International Business and Economics, Beijing, China
Peter Fred, Covenant University, Nigeria
Blanka Bazsova, VŠB-TU Ostrava, Czech Republic
Tung-Liang Chen, Chung-Hua University, Taiwan, R.O.C.
Samina Riaz, IQRA University, Pakistan
Laurentiu Gabriel Talaghir, Dunarea de Jos University of Galati, Romania
Cornelia Neagu, Centre for Industry and Services Economics, Romania
Galina Badicu, Academy of Economic Studies of Moldova, Moldova

Dana Corina Deselnicu, *University Politehnica of Bucharest, Romania*
Grace O. Evbuomwan, *Covenant University, Nigeria*
Nader Naifar, *Al Imam University (IMSIU), KSA*
Nasreen Khan, *Multimedia University, Malaysia*
J. Fernando Larios Meoño, *Universidad San Ignacio de Loyola, Peru*
José Martins, *University of Trás-os-Montes e Alto Douro, Portugal*
Ogunrinola Ifeoluwa Israel, *Covenant University, Nigeria*
Jaroslava Gburová, *University of Prešov, Faculty of Management, Slovakia*
Gavrila Simona Petrina, *University "Dunarea de Jos" of Galati, Romania*
Virleanuta Florina Oana, *Dunarea de Jos University of Galati, Romania*
Liwen Chen, *Chung-Hua University, Taiwan, R.O.C.*
João Paulo Pereira de Sousa, *Polytechnic Institute of Bragança (IPB), Portugal*
Davydova Olesia, *Plekhanov Russian University of Economics, Russia*
Irina-Adriana Chiurciu, *USAMV Bucharest, Romania*
Jakub Trojan, *Tomas Bata University, Czech Republic*
Violeta Chiriloiu / Stanciu, *U.S.A.M.V, Romania*
Mohd Saiful Izwaan bin Saadon, *Universiti Malaysia Terengganu, Malaysia*
Ciprian-Octavian Truică, *Computer Science and Engineering Department, Faculty of Automatic Control and Computers, University Politehnica of Bucharest, Romania*
Jessica Sze Yin Ho, *Sunway University Business School, Malaysia*
Yong Chen Chen, *University of Malaya, Malaysia*
Daniela Livia Trașcă, *The Bucharest University of Economic Studies, Romania*
Sri Fatiany Abdul Kader Jailani, *Universiti Teknologi MARA, Malaysia*
Băcanu Șerban Constanța, *University Dunarea de Jos, Galati, Romania*
Mirela Panait, *Petroleum Gas University of Ploiesti, Romania*
Aminah Md Yusof, *Universiti Teknologi Malaysia, Malaysia*
Lidia Alexa, *"Gheorghe Asachi" Technical University of Iasi, Romania*
Klara Antlova, *Technical University of Liberec, Czech Republic*
Nermin Khalifa, *AAST, Egypt*
Intan Nurbaizura Zainuddin, *Universiti Teknologi MARA, Malaysia*
Tan Choo Peng, *Multimedia University, Malaysia*
Mihai Caramihai, *University Politehnica Bucharest, Romania*
Anca Monica Ardeleanu, *University of Bucharest, Romania*
Mohammad Al-Khasawneh, *The World Islamic Sciences and Education University (WISE), Jordan*
Ivica Linderová, *College of Polytechnics Jihlava, Czech Republic*
Ioana Pop, *University "Lucian Blaga" of Sibiu, Romania*
Pilasluck Choomta, *Bucharest University of Economic Studies, Romania*
Bulan Prabawani, *Diponegoro University, Indonesia*
Syuhaida Ismail, *Universiti Teknologi Malaysia, Malaysia*
Radu Alin Păunescu, *Bucharest University of Ecobnomic Studies, Romania*
Ding Hooi Ting, *Universiti Teknologi PETRONAS, Malaysia*
Constantin Ionut, *University of Bucharest, Romania*
Ingrid Majerova, *Silesian University in Opava, Czech Republic*
Lukáš Smerek, *Matej Bel University, Slovakia*
Tijani Amara, *University of Gafsa, Tunisia*
Frederico Branco, *University of Trás-os-Montes e Alto Douro, Portugal*
Mohd Fadil Mohd Yusof, *Universiti Malaysia Kelantan, Malaysia*
Asmiza Abdul Sani, *University of Malaya, Malaysia*
Olga Loyko, *Polytechnic University Tomsk, Russia*
Le Hieu Hoc, *Hanoi University of Science and Technology, Vietnam*
Abir Zouari, *University of Sfax, Tunisia*
Irina V. Kablashova, *Voronezh State Technical University, Russia*
Amalia Venera Todorut, *"Constantin Brancusi" University of Targu-Jiu, Romania*
Cezar Toader, *Technical University of Cluj-Napoca, Romania*
Simona Nicolae, *University Politehnica of Bucharest, Romania*
Elena Agamagomedova, *Belgorod State Technological University named after V.G. Shukhov, Russia*
Cristiana Tindecu, *University of Agricultural Sciences and Veterinary Medicine Bucharest, Romania*
Kamla Al-Busaidi, *SQU, Oman*

Elena Lacatus, Polytechnic University of Bucharest, Romania
Girjanauth Boodraj, University of Technology, Jamaica, Jamaica
Ana Maria Bandeira, ISCAP – P. Porto, Portugal
T. G. Vasista, Mizan-Tepi University (on contract)/ (King Saud University-Guest), Ethiopia, KSA
Andreea Elena Matic, University “Dunarea de Jos” of Galati, Romania
Adina Moise-Titei, Ovidius University of Constanta, Faculty of Economic Sciences, Romania R. Gy
Hashim, Universiti Teknologi MARA, Malaysia
Aurelia Bălan, University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania
Ovidiu Blajina, University Politehnica of Bucharest, Romania
Mohamed Cherchem, University of Oran 2 Algeria, Algeria
Martina Hedvicakova, University of Hradec Kralove, Czech Republic
Angela Roman, “Alexandru Ioan Cuza” University of Iasi, Romania
Dawuda Alhassan, University of Warsaw, Poland
George – Adrian Muntean, Politehnica University of Timisoara, Romania
Aslina Baharum, Universiti Malaysia Sabah, Malaysia
Husam Rjoub, Cyprus International University, North Cyprus Turkey
Georgiy Greyz, South Urals State University, Russia
Irina Lychagina, South Ural State University (National Research University), Russia
Noor Hafizah Hassan, Universiti Teknologi Malaysia, Malaysia
Haykel Ben Khelil, FSEGT, Tunisia
Elena Sira, University of Prešov, Slovakia
Dalia Susniene, Kaunas University of Technology, Lithuania
Camille Salinesi, University Paris 1 Panthéon - Sorbonne, France
Alina Marcuta, University of Agricultural Sciences and Veterinary Medicine Bucharest, Romania
Bogdan Tiganoaia, University Politehnica Bucharest, Romania
Sanullah Ansari, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology (SZABIST), Pakistan
Cristian Eparu, Petroleum Gas University of Ploiesti, Romania
Yulia A. Dubolazova, Graduate School of Economics and Engineering, Peter the Great Saint-Petersburg Polytechnic University, Russia
Camelia Delcea, Bucharest University of Economic Studies, Romania
Sanaa Boukhari, Université Mohammed V de Rabat, Morocco
Ana Iolanda Voda, Alexandru Ioan Cuza University, Romania
Michal Paták, University of Pardubice, Czech Republic
Pasquale Del Vecchio, University of Salento, Italy
Islem Khefacha, FSEG Mahdia; University of Monastir, Tunisia
David Ullrich, University of Defence, Czech Republic
Adrian Moise, Petroleum-Gas University of Ploiesti, Romania
Elia Georgiana Dragomir, Petroleum – Gas University from Ploiesti, Romania
Piotr Wittbrodt, Opole University of Technology, Poland
Elena Iadrennikova, Federal University named after the first President of Russia B.N. Yeltsin (UrFU), Russia
Marina Fađoš, Comenius University in Bratislava, Slovakia
Citra Sukmadilaga, Universitas Padjadjaran, Indonesia
Noor Azlinna Azizan, Prince Sultan University, KSA
Ahlem Soualhia, Faculté des Sciences Economiques et de Gestion de Sfax, Tunisia
Antranig Tangoukian, NDU, Lebanon
Zelenskaya Jeanne, South Ural State University (National Research University), Russia
Valentina N. Rodionova, Voronezh State Technical University, Russia
Lew Sook Ling, Multimedia University, Malaysia
Dhafer Thabet, Mannouba University, Tunisia
Irina Aleksandrovna Dokukina, Central Russian Institute of Management, Branch of RANEP, Russia
Babajide Abiola Ayopo, Covenant University, Nigeria
Alin Moldoveanu, University POLITEHNICA of Bucharest, Romania
Părean Mihai Olimpiu, West University of Timișoara, Romania
Khalid Rouggani, Hassan I University, Morocco
Diana-Irinel Băilă, University Politehnica of Bucharest, Romania
Agnieszka Komor, University of Life Sciences in Lublin, Poland
Ionela Mituko Vlad, UASVM of Bucharest, Romania
Dmitrii Tikhonov, Peter the Great Saint-Petersburg Polytechnic University, Russia

Olga Osipova, Financial University under the Government of the Russian Federation, Russia
Elisabeta Ioanas, The Bucharest University of Economic Studies, Romania
Natalia L. Goncharova, Peter the Great St. Petersburg Polytechnic University, Russia
Erne Suzila Kassim, Universiti Teknologi MARA, Malaysia
Diana Dumitrescu, West University of Timisoara, Romania
Laura Martínez-Buelvas, Universidad Tecnológica de Bolívar, Colombia
Ugochukwu Moses Urim, Covenant University, Nigeria
Elvira Taipova, South Ural State University, Russia
Beata Sofrankova, University of Presov in Presov, Faculty of Management, Slovakia
Eva Malichova, University of Zilina, Slovakia
Omar Bin Musa, Unitar International University, Malaysia
Riadh Bouslimi, University of Tunis, Tunisia
Normalini Md Kassim, Universiti Sains Malaysia, Malaysia
Bogdan Ćwik, Military University of Technology, Poland
Corina Pelau, Bucharest University of Economic Studies, Romania
Iveta Kmecová, ITB in České Budějovice, Czech Republic
Șuparschii (Bondari) V. Valentina, University Dunărea de Jos, Romania
Stefania Cristina Mirica, University "Dunarea de Jos" of Galati, Romania
Wided Ragmoun, CBE- Qassim University, KSA
Zdeněk Čaha, Institute of Technology and Business in České Budějovice, Czech Republic
Guanyan Fan, Renmin University of China, China
Petr V Nikitin, Mari State University, Russia
Choo-Kim Tan, Multimedia University, Malaysia
Ignasheva Tatyana Andreevna, Mari State University, Russia
Janusz Wielki, Opole University of Technology, Poland
Balázs Kotosz, University of Szeged, Hungary
Lamyaa El Bassiti, ENSIAS, Mohammed V University in Rabat, Morocco
Simona Cătălina Ștefan, The Bucharest University of Economic Studies, Romania
Ana Novak, University of Zagreb, Croatia
Emese Tokarčíková, University of Žilina, Slovakia
Irina Avdeeva, Central Russian Institute of Management, Branch of RANEPA, Russia
Tatyana Golovina, Central Russian Institute of Management, Branch of RANEPA, Russia
Andrei Jean Vasile, Petroleum-Gas University of Ploiesti, Romania
Consuela-Mădălina Gheorghe, "Carol Davila" University of Medicine and Pharmacy, Romania
Emanuela Drăgoi, Institute for World Economy, Romanian Academy, Romania
Mazni Alias, Multimedia University Cyberjaya, Malaysia
Cristian Marinaș, The Bucharest University of Economic Studies, Romania
Tatiana Maximova, ITMO University, Russia
Adam Pawliczek, Moravian University College Olomouc, Czech Republic
Felix Sadyrbaev, Daugavpils University, Latvia
Inna Babenko, Southwest State University, Russia
Valery Maslennikov, PRUE (Moscow), Russia
Sandrina Francisca Teixeira, University Polytechnic of Porto. Porto Accounting and Business School, Portugal
Eduard Gabriel Ceptureanu, The Bucharest University of Economic Studies, Romania
Bogdan Cîmpan, Bucharest University of Economic Studies, Romania
Bogdan Florin Filip, "Al.I.Cuza" University of Iași, Romania
Jan Chromy, The Institute of Hospitality Management in Prague, Czech Republic
Enrique Rosales-Asensio, Universidad de La Laguna, Spain
Fitra Lestari, UIN Sultan Syarif Kasim, Indonesia
Ciprian-Octavian Truică, Computer Science and Engineering Department, Faculty of Automatic Control and Computers, University Politehnica of Bucharest, Romania
Ng Kim Soon, Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia
Alla Bobyleva, Lomonosov Moscow State University, Russia
Tamara V. Mescheryakova, Tomsk State Pedagogical University, Siberian State Medical University, Russia
Yu. B. Rzhavina, Mari State University, Russia
Syed Asim Ali, University of Karachi, Pakistan
Amparo Maset-Llaudes, Universitat Jaume I, Spain
Armenita Arghiroiu, UASVM Bucharest, Romania

Abdul Kadir Othman, Universiti Teknologi MARA, Shah Alam, Malaysia
Md. Shamim Hossain, Hajee Mohammad Danesh Science and Technology University, Bangladesh
Azura Abdullah Effendi, Universiti Sains Malaysia (USM), Malaysia
Liubov Silakova, ITMO University, Russia
Ana Ursu, Research Institute for Agricultural Economics and Rural Development, Romania
Laurencia S. Krismadewi, University of Economics, Praha, Czech Republic
Azizan Abdullah, Universiti Teknologi MARA, Malaysia
Safarik Zdenek, Tomas Bata University in Zlin, Czech Republic
Maria A. Plakhotnikova, South West state University, Russia
Muhammad Hafiz Abd Rashid, Universiti Teknologi MARA, Malaysia
Agnieszka Janik, Silesian University of Technology, Poland
Andreea Claudia Serban, Bucharest University of Economic Studies, Romania
Antonello Cammarano, University of Salerno, Italy
Yana Radyukova, Tambov State University. G.R. Derzhavin, Russia
Barbara Scozzi, University Politecnico di Bari, Italy
Irina Prosvirina, South Ural State University (National Research University), Russia
Shirshikova Liudmila, South Ural State University (National Research University), Russia
Dorin Maier, Technical University of Cluj-Napoca, Romania
Diana-Eugenia Panait-Ionică, BUES, Romania
Oana Coca, Alexandru Ioan Cuza University of Iasi, Romania
Abiola E. Ogunmokun, Bucharest University of Economic Studies, Romania
Sabina Irimie, University of Petrosani, Romania
Feliz Gouveia, University Fernando Pessoa, Portugal
Alissa Dubgorn, Peter the Great St. Petersburg Polytechnic University, Russia
Mariana Burcea, USAMV Bucharest, Romania
Eva Lukášková, Tomas Bata University in Zlín, Czech Republic
Siti Rohaida Mohamed, USM, Malaysia
Ioan-Bogdan Robu, Alexandru Ioan Cuza University of Iasi, Romania
Agnieszka Tluczak, Opole University, Poland
Chinonye Love Moses, Covenant University, Nigeria
Lucie Severová, CULS in Prague, Czech Republic
Katarína Rentková, Comenius University in Bratislava, Faculty of Management, Slovakia
Lourdes Daza Aramayo, University of Economics, Prague, Czech Republic
Arij Lahmar, Faculty of Sfax, Tunisia
Marek Vokoun, Institute of Technology and Business in Ceske Budejovice, Czech Republic
Nicoleta Daniela Ignat, University Politehnica of Bucharest, Romania
Aurelia-Ioana Chereji, University of Oradea, Faculty of Environmental Protection, Romania
Susana Silva, School of Hospitality and Tourism – Institute Polytechnic of Porto, Portugal
Nik Hazimah Nik Mat, Universiti Malaysia Terengganu, Malaysia
Aleksandr Lepekhin, Peter the Great St.Petersburg Polytechnic University, Russia
Irina Severin, University Politehnica of Bucharest, Romania
Agatha Popescu, University of Agricultural Sciences and Veterinary Medicine Bucharest, Romania
Ivona Stoica, "Dimitrie Cantemir" Christian University, Romania
Mohd-Nazri Muhayiddin, Universiti Malaysia Kelantan, Malaysia
Svetlana Mihaila, Academy of Economic Studies, Moldova
Hafida Bouziane-Chouarfa, University of Sciences and Technology of Oran Mohamed Boudiaf (USTO-MB), Algeria
Ioana – Ruxandra Lie, University "Politehnica" of Bucharest, Romania
Dumitru Goldbach, Valahia University of Targoviste, Romania
Eva Juříčková, Tomas Bata University in Zlín, Czech Republic
H. Hosney Zurub, The Bucharest University of Economic Studies, Romania
Mihaela Muntean, West University of Timisoara, Romania
Kamal Abou El Jaouad, National School of Business and Management of Casablanca - Hassan II University, Morocco
Dmitrijs Finaskins, University of Economics and Culture, Latvia
Amal Trifa, National School of Computer Sciences, Tunisia
Basel M. Al-Eideh, Kuwait University, Kuwait
Rene Leveaux, UTS, Australia

Nicoleta Radneantu, Romanian-American University, Romania
Marina V. Ryzhkova, Tomsk Polytechnic University, Tomsk State University, Russia
Nouha Taifi, Université Mohammed V, Morocco
Ariana Nefat, Juraj Dobrila University of Pula, Faculty of Economics and Tourism “Dr. Mijo Mirković”, Croatia
A. Omotayo Osibanjo, Covenant University, Nigeria
Marlita Mat Yusof, Universiti Teknologi MARA Selangor, Malaysia
Hugo Rehenaar, Griffith University, Australia
Tomáš Sadílek, University of Economics, Czech Republic
Blazenka Knezevic, University of Zagreb, Croatia
Judit Oláh, University of Debrecen, Hungary
Manuela Tvaronavičienė, Vilnius Gediminas Technical University, Lithuania
Klauda Smolağ, Czestochowa University of Technology, Poland
Miroslav Frankovsky, Presov Univeristy, Faculty of Management, Slovakia
Beata Ślusarczyk, Czestochowa University of Technology, Poland
Sebastian Kot, North-West University, South Africa
Kalubi R.D.M, Peter the Great, St. Petersburg Polytechnic University, Russia
Marius Bulearca, Center for Industry and Services Economics, Romanian Academy, Bucharest, Romania
Fadoua Laghzaoui, Université Abdelmalek Essaâdi, Morocco
Anita Talaja, University of Split, Croatia
Bogdan Oancea, University of Bucharest, Romania
Andrea Valachová, University of Economics in Bratislava, Faculty of National Economy, Slovakia
Iwona Lapunka, Opole University of Technology, Poland
Aizzat Mohd Nasuridin, Universiti Sains Malaysia, Malaysia
Anushia Chelvarayan, Multimedia University, Malaysia
Sock Lee Ching, Universiti Sains Malaysia, Malaysia
Anastasia Levina, Peter the Great Saint-Petersburg Polytechnic University, Russia
Gabriela-Mariana Ionescu, SCOSAAR - Romanian Academy, Romania
Josef Botlík, SU in Opava, Czech Republic
Ioana Balan, (Ex- Phd. Student at Doctoral School of Economics, “Al. I. Cuza” University, Iasi), Romania
Daiva Zostautiene, Kaunas University of Technology, Lithuania
Marinela Mircea, The Bucharest University of Economic Studies, Romania
Vladimír Bolek, University of Economics in Bratislava, Slovakia
Patrik Pucer, University of Primorska, Slovenia
Kulachinskaya Anastasia Urievna, Peter the Great St. Petersburg Polytechnic University, Russia
Ekaterina Malevskaia-Malevich, Peter the Great Saint-Petersburg Polytechnic University, Russia
Octavian Dospinescu, Alexandru Ioan Cuza University of Iasi, Romania
Maher Toukabri, Northern Border University, KSA
Veronika A. Malanina, National Research Tomsk Polytechnic University, Russia
Alexandra Ioanid, University Politehnica of Bucharest, Romania
Stanislav Martinat, School of Geography and Planning, Cardiff University, UK
Małgorzata Jasiulewicz-Kaczmarek, Poznan University of Technology, Poland
Andrea Székely, University of Szeged, Hungary
Michał Szaśiadek, University of Zielona Góra, Poland
Jan Strohmandl, Tomas Bata University in Zlín, Czech Republic
Ivana Blahunková, Comenius University in Bratislava, Faculty of Management, Slovakia
Alexandra França, University of Vigo, Spain
Dorian-Laurentiu Florea, Universidad Anáhuac México, Mexico
Oldřich Horák, University of Pardubice, Czech Republic
Beatrice Leustean, University “Politehnica” of Bucharest, Romania
Irina Danilova, South Ural State University, Russia
Olga A. Lvova, Lomonosov Moscow State University, Russia
Camelia Delcea, Bucharest University of Economic Studies, Romania
Elena Kolesnichenko, Tambov State University named after G.R. Derzhavin, Russia
T. Ramayah, Universiti Sains Malaysia, Malaysia
Raden Aswin Rahadi, School of Business and Management, Institut Teknologi Bandung (SBM-ITB), Indonesia
Stanislaw Wrycza, University of Gdansk, Department of Business Informatics, Poland
Julius Golej, Slovak University of Technology in Bratislava, Slovakia
Lev Kazakovtsev, Reshetnev University, Russia

Ivanov Maxim Vladimirovich, Peter the Great St. Petersburg Polytechnic University, Russia
Irina Zaychenko, Peter the Great Saint-Petersburg Polytechnic University, Russia
Rossazana Ab Rahim, Universiti Malaysia Sarawak, Malaysia
Faisal Alkhateeb, Southern University at New Orleans, USA
Corina – Ionela Dumitrescu, University Politehnica of Bucharest, Faculty of Entrepreneurship, Business Engineering and Management, Economics Department, Romania
Olga S. Nadezhina, Peter the Great St. Petersburg Polytechnic University, Russia
Utarestantix, Cenderawasih University, Indonesia
Magdalena Turek Rahoveanu, University Dunarea de Jos of Galati, Romania
Anna Hnydiuk-Stefan, Opole University of Technology, Poland
Libuše Svobodová, University of Hradec Králové, Czech Republic
Katarína Krpáľková Krelová, University of Economics, Prague, Czech Republic
Nor Azlina Ab Rahman, International Islamic College, International Islamic University Malaysia, Malaysia
Rodica Ianole-Calin, University of Bucharest, Romania
Darina Saxunova, Faculty of Management, Comenius University in Bratislava, Slovakia
Ruxandra Bejinaru, “Stefan cel Mare” University of Suceava, Romania
Dagmar Weberova, Tomas Bata University in Zlin, Czech Republic
Silvius Stanciu, Dunărea de Jos of Galați, Romania
Abdullah Al Mamun Sarwar, Multimedia University, Cyberjaya, Malaysia
Nicoleta Sîrghi, West University of Timișoara, Romania
Konstantin Shvetsov, Peter the Great St.Petersburg Polytechnic University, Russia
Jaroslav Škrabal, Silesian University in Opava, School of Business Administration in Karviná, Czech Republic
Elena Yuricheva, Mari State University, Russia
Aceleanu Mirela Ionela, The Bucharest University of Economic Studies, Romania
Mihai-Bogdan Afrăsinei, Alexandru Ioan Cuza University of Iasi, Romania
Ecaterina Daniela Zeca, “Dunarea de Jos” University of Galati, Romania
Tatiana Sokolova, National Research University Higher School of Economics, Russia
Olga Kalimullina, ITMO University, Russia
Armand Kasztelan, University of Life Sciences, Poland
Natalya Alexandrovna Sokolitsyna, Peter the Great St. Petersburg Polytechnic University, Russia
V.V. Kravchenko, Peter the Great St.Petersburg Polytechnic University (SPbPU), Russia
Maurice Abi Raad, Rabdan Academy, UAE
Nacim Yanes, Manouba University, Tunisia
Sihem Ben Sassi, Manouba University, Tunisia
Raquel Reis Soares, Universidade Europeia, Portugal
Arkadiusz Piwowar, Wrocław University of Economics, Poland
Dominic Azuh, Covenant University, Nigeria
Fethi Saidi, Qatar University, Qatar
Paulus Insap Santosa, Universitas Gadjah Mada, Indonesia
Robert Jeyakumar, Multimedia University, Malaysia
Olga Kalinina, Peter the Great St.Petersburg Polytechnic University, Russia
Silviu Beciu, University of Agronomic Sciences and Veterinary Medicine from Bucharest, Romania
Nadezhda A. Lvova, Saint Petersburg State University, Russia
Ana Cláudia Rodrigues, ISCAP-Porto Polytechnic, Portugal
Khalifa Ahsina, Ibn Tofail University, Morocco
Jaishree Asarpota, Higher Colleges of Technology, UAE
Otilia P. Manta, Romanian Academy - CCFM, Romania
Gheorghe Donca, University of Oradea, Romania
Isibor Areghan, Covenant University, Nigeria
Sławomir Dorocki, The Pedagogical University of Kraków, Poland
Ceptuneanu Sebastian Ion, The Bucharest University of Economic Studies, Romania
Tereza Semerádová, Technical University of Liberec, Czech Republic
Marta Ferreira Dias, University of Aveiro, Portugal
Mouna Damak Turki, Faculté des Sciences de Sfax, Tunisia
Y. Y. Kuporov, Peter the Great St.Petersburg Polytechnic University (SPbPU), Russia
Wee Yu Ghee, Universiti Malaysia Kelantan, Malaysia
Latifah Binti Abd Latib, Universiti Selangor, Malaysia
Apetri Anisoatra Niculina, Ștefan cel Mare University of Suceava, Romania

Derek Ong Lai Teik, Sunway University Business School, Malaysia
Alena Oulehlová, University of Defence, Czech Republic
Zarina Abdul Munir, Universiti Teknologi MARA, Malaysia
Natalia Pokrovskaia, St Petersburg State University, Russia
Agnieszka Tarnowska, Wroclaw University of Economics, Poland
Martha Claudia Rodríguez Villalobos, Universidad de Monterrey, México
Larisa Mihoreanu, Buchaest University of Economic Studies, Romania
Laura Vasilescu, University of Craiova, Romania
Anton Sorin Gabriel, Alexandru Ioan Cuza University of Iasi, Romania
Małgorzata Okręglicka, Czestochowa University of Technology, Poland
Yosra Essid Hamas, Effat University, KSA
Georgiana Marin, PTC Eastern Europe, Romania
Maja Pervan, University of Split, Faculty of Economics, Croatia
Haslindar Ibrahim, Universiti Sains Malaysia (USM), Malaysia
Noraina Mazuin, National Energy University, Malaysia
Elena Shkarupeta, Voronezh State Technical University, Russia
Goh Choon Yih, Multimedia University, Malaysia
Amiruddin Ahamat, Universiti Teknikal Malaysia Melaka (UTeM), Malaysia
Alexander N. Litvinenko, Saint-Petersburg University of Internal Affairs of Russia, Russia
Lukas Valek, University of Hradec Kralove, Czech Republic
Cristian Bucur, Petroleum-Gas University of Ploiești, Romania
Ili Salsabila Abd Razak, Univeristi Utara Malaysia, Malaysia
Ivan Darushin, St.Petersburg State University, Russia
Anita Romanová, University of Economics in Bratislava, Slovakia
Lucia Morosan-Danila, "Stefan Cel Mare" of Suceava, Romania
Marinela Vrincianu, Bucharest University of Economic Studies, Romania
Arsen Tleppayev, German-Kazakh University, Kazakhstan
Natalia Manea, University Politehnica of Bucharest, Romania
Zugravu Gheorghe Adrian, University "Dunarea de Jos" of Galati, Romania
Athanasios Podaras, Technical University of Liberec, Czech Republic
Benedicta Drobot, Independent Researcher, Romania
Adrian Turek Rahoveanu, USAMV Bucharest, Romania
Liliia Matraeva, Russian State Social University, Russia
Alexandra Borremans, Peter the Great St. Petersburg Polytechnic University, Russia
Olga Sinenko, Far Eastern Federal University, Russia
Kamal Amarouche, Mohammed V University, Morocco
Alina Ginghină, University of Bucharest, Romania
Hsu Kuan Liu, I-Shou University, Taiwan
Ewa Stańczyk - Hugiet, Wroclaw University of Economics, Poland
Anastasiya A. Peshkova, Ural Federal University, Russia
Vladislav Spitsin, Tomsk Polytechnic University, Russia
Paula Odete Fernandes, Polytechnic Institute of Bragança (IPB), Portugal
Alexey A. Golovin, South West State University, Russia
Iuliana Raluca Gheorghe, Carol Davila University of Medicine and Pharmacy, Romania
Oana Balan, University Politehnica of Bucharest, Romania
M-Said Oukil, University Alger-3, Algeria
Yulia Vertakova, Southwest State University, Russia
Jana Matošková, Tomas Bata University in Zlín, Czech Republic
Irina Maltseva, Southwest State University, Russia
Doina Fotache, Alexandru Ioan Cuza University, Romania
Arkady Trachuk, The Financial University Under the Government of the Russian Federation, Russia
Aleksandra Zygmunt, Opole University of Technology, Poland
Abd Halim Mohd Noor, Universiti Teknologi MARA, Malaysia
Suganthi Ramasamy, Multimedia University (Melaka), Malaysia
Zuzana Kirchmayer, Comenius University in Bratislava, Slovakia
Violeta Sima, Petroleum-Gas University of Ploiesti, Romania
Justyna Zygmunt, Opole University of Technology, Poland
Alexey Bataev, Peter the Great St.Petersburg Polytechnic University, Russia

Sergey Klevtsov, Belgorod University of Cooperation, Economics & Law, Russia
Monika Hodinková, STING Academy, Czech Republic
Ekaterina V. Plotnikova, Peter the Great St. Petersburg Polytechnic University, Russia
Iuliana Petronela Gârdan, Spiru Haret University, Romania
Oskar G. Turovets, Voronezh State Technical University, Russia
Tan Booi Chen, Multimedia University, Malaysia
Sri Mulyani, Universitas Padjadjaran, Indonesia
Cătălina Radu, The Bucharest University of Economic Studies, Romania
Larisa Ivascu, Politehnica University of Timisoara, Romania
Aw Yoke Cheng, iCOOP College, Malaysia
Jolanta Baran, Silesian University of Technology, Poland
Larysa Novak-Kalyayeva, Lviv Regional Institute for Public Administration of the National Academy for Public Administration under the President of Ukraine, Ukraine
Daisy Kee Mui Hung, Universiti Sains Malaysia, Malaysia
Mirosław Moroz, Wrocław University of Economics, Poland
Dragos Smedescu, University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania
Costea-Dunăriștu Anca, „Dimitrie Cantemir” Christian University, Romania
Muntazir Haider Ali, Institute of Business Management, Pakistan
Egle Vaiciukynaitė, Kaunas University of Technology, Lithuania
Rozalia Kicsi, „Ștefan cel Mare” University of Suceava, Romania
Muhammad Hasmi Abu Hassan Asaari, Universiti Sains Malaysia, Malaysia
Natalia Sokolova, Saint-Petersburg State University, Russia
Semeh Ben Salem, Polytechnic Tunisian School, Tunisia
Marina Ivanova, St. Petersburg State University of Economics, Russia
Anna Dolinskaia, South Ural State University, Russia
Zygmunt Kruczek, University School Of Physical Education in Krakow, Poland
Ionela Carmen Pirnea, Bucharest University of Economic Studies, Romania
Azizah Omar, Universiti Sains Malaysia, Malaysia
Takács Ildikó-Csilla, Bucharest University of Economic Studies, Romania
Alaa Abdul Salam Al Yamani, University of Mosul, Iraq
Kateryna Tiulkina, Odessa State Academy of Civil Engineering and Architecture, Odessa State Environmental University, Ukraine
Cassia Bömer Galvão, Texas A&M University, USA
Adam Ryszko, Silesian University of Technology, Poland
Natalia Pokrovskaja, St Petersburg State University, Russia
Carl Osunde, Onitsha Business School, Nigeria
Chantal Souaid Mchantaf, Notre Dame University, Lebanon
Alžbeta Kucharčíková, University of Žilina, Slovakia
Akhmetshin Elvir Munirovich, Kazan Federal University, Elabuga Institute of KFU, Elabuga
Rohail Hassan, Universiti Teknologi Petronas (UTP), Malaysia
Achugamonu Bede Uzoma, Covenant University, Nigeria
Aleksandra Krajnović, University of Zadar, Croatia
Camelia Hategan, West University of Timisoara, Romania
Piotr Bebenek, Opole University of Technology, Poland
Ibidunni Oyebisi M., Bells University, Nigeria
M Muzamil Naqshbandi, University of Dubai, UAE
Iacovoiu Viorela Beatrice, Oil and Gas University of Ploiesti, Romania
Pavla Řihová, University of West Bohemia in Pilsen, Czech Republic
Sergey I. Shanygin, St. Petersburg State University, Russia
Adel Béjaoui, University of Jendouba, Tunisia
Liliana Manea, Athenaeum University, Romania
Liudmila Nikolova, Peter the Great St.Petersburg Polytechnic University, Russia
Srimannarayana Grandhi, Central Queensland University, Australia
Lenka Ližbetinová, Institute of Technology and Business in České Budějovice, Czech Republic
Viktoriia Koretskaia-Garmash, Ural Federal University named after the first President of Russia B.N. Yeltsin, Russia
Denisa Florentina Burcea (Fulgeanu), USAMV Bucharest, Romania
Folashade Owolabi, Covenant University, Nigeria

Cristina Raluca Gh. Popescu, The Bucharest University of Economic Studies, Romania
Artyom A. Golovin, South West State University, Russia
Natalia V. Gorodnova, Ural Federal University, Russia
Mihail Busu, The Bucharest University of Economic Studies, Romania
Rozalia Nistor, "Dunarea de Jos" University of Galati, Romania
Joanna Radomska, Wroclaw University of Economics, Poland
Mihai Mieilă, Valahia University of Târgoviște, Romania
Ana Ivanisevic Hernaus, University of Zagreb, Faculty of Economics and Business, Croatia
Olawale David Johnson, Covenant University, Nigeria
Alen Stojanovic, University of Zagreb, Faculty of Economics and Business, Croatia
Russayani Ismail, Universiti Utara Malaysia, Malaysia
Afshan Rauf, Institute of Business Management, Pakistan
Anna Kowalska, University of Economics in Wroclaw, Poland
Saoussen Kouki, FSEG Elmanar, Tunisia
Cristina Burghilea, Hyperion University, Bucharest, Romania
Jolly Sahni, Prince Sultan University, KSA
Indrani Hazarika, Higher Colleges of Technolog, UAE
Ana Paula Preto Mendes Afonso, Oporto Polytechnic Institute/ ISCAP, Portugal
Anna Olszańska, Wrocław University of Economics, Poland
Liudmila A. Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia
Emad Bataineh, Zayed University, UAE
Liliana Nicoleta Simionescu, The Bucharest University of Economic Study, Romania
E.V. Vorontsova, Southwest State University, Russia
Norzalita Abd Aziz, Universiti Kebangsaan Malaysia, Malaysia
Hatem Ben Sta, University of Tunis El Manar, Tunisia
Jolanta Maj, Opole University of Technology, Poland
Mohamed Gharbi, Institut Supérieur des Etudes Technologiques de Bizerte, Tunisia
Sabina Kubiciel-Lodzińska, Opole University of Technology, Poland
Thouraya Daouas, IHEC of Carthage, Tunisia
Isaiah Oluranti Olurinola, Covenant University, Nigeria
Areeba Khan, The Islamia University of Bahawalpur, Pakistan
R. Shashi Kumar, Bangalore University, Bangalore, India
Alina Zaharia, The Bucharest University of Economic Studies, Romania
Marium Mateen Khan, Institute of Business Management (IoBM), Pakistan
Mohammad AlShiab, Higher Colleges of Technology (HCT), UAE
Nawaz Ahmad, Institute of Business Management (IoBM), Pakistan
Norli Ali, UiTM, Malaysia
Liviu-Adrian Cotfas, The Bucharest University of Economic Studies, Romania
Eluyela Damilola Felix, Landmark University, Nigeria
Gorzeń-Mitka Iwona, Czestochowa University of Technology, Poland
Folasade Bosede Adegboye, Covenant University, Nigeria
Johnson Adewale Akomolafe, Ogun State Institute of Technology, Igbesa, Nigeria
Saoussen Aguir Bargaoui, School of Business IHE of Sousse, Tunisia
Rahul A Kulkarni, S. M. Agrawal Institute of Management, Chalisingaon – North Maharashtra University, Jalgaon, India
Woo Kok Hoong, Universiti Tunku Abdul Rahman, Malaysia
Lawrence Uchenna Okoye, Covenant University Ota, Nigeria
Valentina Ndou, University of Salento, Italy
Nasina binti Mat Desa, Universiti Sains Malaysia, Malaysia
Abdul Hadi Bin Zulkafli, Universiti Sains Malaysia, Malaysia
Tatiana Dyukina, St. Petersburg State University, Russia
Tatyana Bylkova, National Research Tomsk Polytechnic University, Tomsk University of Control System and Radioelectronics, Russia
Filofteia Repez, "Carol I" National Defence University, Bucharest, Romania
Cheah Phaik Kin, Universiti Tunku Abdul Rahman, Malaysia
Elizaveta A. Gromova, Peter the Great St.Petersburg Polytechnic University, Russia
Ioana Cristina Florescu, The Bucharest University of Economic Studies, Romania
Dedi Purwana, Universitas Negeri Jakarta, Indonesia

Mohd Syuhaidi Abu Bakar, Universiti Teknologi MARA (UiTM), Malaysia
Jayanty Kuppusamy, Multimedia University, Malaysia
Anna Nowak, University of Life Sciences in Lublin, Poland
Stanciu Vasile Miltiade, Spiru Haret University, Romania
Cristina Buturoaga, The Bucharest University of Economic Studies, Romania
Angi Erastievich Skhvediani, Peter the Great St. Petersburg Polytechnic University, Russia
Wan Syahirah Binti Mohammad Zubir, Multimedia University, Malaysia
Lourdes Canós-Darós, Universitat Politècnica de València, Spain
Poorna Prabhat Sunkara, Andhra Loyola College, India
Sabrina O. Sihombing, Universitas Pelita Harapan, Indonesia
Tove Engvall, Mid Sweden University, Sweden
Umara Noreen, Prince Sultan University, KSA
Claudiu Constantin Cicea, Bucharest University of Economic Studies, Romania
Vladimir Plotnikov, St. Petersburg State University of Economics, Russia
Alexander Sergeevich Sokolitsyn, Graduate School of Public Administration and Financial Management, Peter the Great Saint-Petersburg Polytechnic University, Russia
Lubov Spitsina, Tomsk Polytechnic University, Russia
Daniela Matušíková, University of Prešov in Prešov, Slovakia
Leonid Mylnikov, Perm National Research Polytechnic University, Russia
Benish Chaudhry, University of Modern Sciences, UAE
Maria Klevtsova, South-West State University, Russia
Ari Warokka, Centro Internacional "Carlos V" – Universidad Autonoma de Madrid, Spain

It is IBIMA policy to make reasonable effort to send complete papers to two members of the program committee for full blind peer review and to send a summary of review back to the author(s)

Copyright © 2018 International Business Information Management Association
Individual authors retain copyright on their authored papers. Please contact the authors directly for reprint permission

Table of Content

Brand Management Practices in Technology Parks and Incubators – An Exploratory Study..... <i>Andrea Lučić, Marina Dabić and Svjetlana Bušić</i>	1
The Contribution of Accommodation Capacities to the Development of Romanian Tourism..... <i>Paula Stoicea, Irina-Adriana Chiurciu, Elena Soare and Dragoș-Ion Smedescu</i>	12
The Aspects of Formation and Development of Possessory Risk Management Systems of Organization in the Russian Economy..... <i>Mikhail V. Khachatryan, Inga A. Koryagina and Maria Nikishova</i>	24
Factors Determining Retail Patronage Behavior: The Case of Islamic Retail Store <i>Hendy Mustiko Aji</i>	35
Evaluation of the Use of Cloud Data Center..... <i>Alexey V. Bataev</i>	50
Analysis and Development the Digital Economy in the World..... <i>Alexey V. Bataev</i>	61
Cognitive Science as a Pivot of Teaching Financial Disciplines..... <i>Ekaterina Yakovlevna Litau</i>	72
Behavioural Intention of Taxi-Hailing Online App Users..... <i>Usep Suhud, Setyo Ferry Wibowo, Afif Khairi and Greg Willson</i>	81
China and Asia: Some Economic Aspects..... <i>Pukala Ryszard, Kaidarova Saida, Makysh Serik and Zhumanov Kairat</i>	91
Effects of money attitudes and credit card usage on young Malaysians' compulsive buying..... <i>Shaizatulaqma Kamalul Ariffin, Christopher Richardson, Nabsiah Abdul Wahid and Yusliza Mohd Yusoff</i>	96
Corporate Reputation, Brand Image, and Brand Loyalty: Do They Influence Purchase Intention of an Artificial Sweetener Customers?..... <i>Usep Suhud and Surianto</i>	110
Problems and Prospects of Hospitality Industry Development in Modern Russia..... <i>Konstantin B. Kostin</i>	123
Decision Support System Model for Multi-Use Aquaponics Production Platform..... <i>Gheorghe Adrian Zugravu, Camelia Fasola (Lungeanu), Maria Magdalena Turek Rahoveanu, Ștefan Mihai Petrea, Marian Tiberiu Coadă, Adrian Turek Rahoveanu and Bondari V. Valentina (Suparschii)</i>	138
Identification of Life Cycle Stages as Part of Environmental Life Cycle Costing in Business Practice..... <i>Michal Biernacki</i>	147
Simulation Modelling in Solving the Problem of Increasing the Competitiveness of Enterprise Products..... <i>Shchetinina Irina Valerievna, Amelin Stanislav Vitalievich, Volodina Natalia Leonidovna and Elfimova Irina Fedorovna</i>	151
The Coordination of Regional Economy and Environment from the Perspective of Marketization: A Case of Heilongjiang Province, China..... <i>Zhu Yue, Liu Tiansen, Liang Dapeng and Song Yazhi</i>	161

Western Organizational Theories – Middle Eastern Style How much do you know About the Culture?..... <i>Maurice Abi-Raad</i>	166
The Effects of the Internal Environment in Relation to the Commitment Demonstrated by Employees in Privatised Public-Sector Firms..... <i>Sahem Nawafleh</i>	182
Revisiting LPI Index in Regionally Polarized Economies: Comparative Study for Russia and Kazakhstan..... <i>Anna Svirina, Olga Gerasimova, Larissa Bozhko, Venera Zarubina, Dmitry Garanin and Nikita Lukashevich</i>	193
Promoting Heritage Through a Pervasive and Mobile Computing Approach: The Case of the Portuguese City of Mirandela..... <i>Carlos R. Cunha, Elisabete Paulo Morais and António Alves</i>	202
Talent Management Practices Using Social Media – a comparative study of SMEs in Pakistan vs. UAE Social Media – is it for external marketing only?..... <i>Muntazir Haider Ali, Syed Salman Kazmi, Aamir Firoz Shamsi and Nawaz Ahmad</i>	213
The influx of foreign workers in the context of the demographic Transformations in Poland, The employers’ perspective (Case study of Opole Voivodeship)..... <i>Sabina Kubiciel-Lodzińska</i>	231
The Effect of Risk-Level Exposure on the Risk Perception and Attitudinal Loyalty among Bottled Water Consumers: An Experiment..... <i>Nabsiah Abdul Wahid, Dominic Oteino Ojatta and Shaizatulaqma Kamalul Ariffin</i>	244
Empirical Research on Corporate Social Responsibility in the Logistics Company..... <i>Simona Činčalová</i>	254
The Influence of Human Capital and Social Responsibility on The Competitiveness of the Companies in the it Industry..... <i>Pop Alina Natalia, Rus Gabriel and Pop Dan Adrian</i>	261
Some features of international migration in Romania after 1990..... <i>Andrei Tudorel, Mirică Andreea and Al-Hseeni Ameer Musa Imran</i>	271
Challenges for Appropriate CSR Implementation Program: Empirical study on State Owned Enterprise CSR Managers in Indonesia..... <i>Muafi, Ratna Roostika, Zainal Mustafa El Qadri and Hendy Mustiko Aji</i>	280
Qualitative Analysis of Big Data Analytics in the Oil & Gas Industry..... <i>Elaine Masa, Peter Busch, Gustavo Guzman and Louis Sanzogni</i>	287
Challenges of Application of IFRS 9 in Insurance Companies in the Republic of Croatia..... <i>Sanja Broz Tominac</i>	307
Innovative Processes of Products and Services on the Global Market..... <i>Kateřina Bočková, Daniela Hilčíková and Radka Vaníčková</i>	314
Protection of Foreign Investments in Slovakia..... <i>Michael Geistlinger and Daniela Novackova</i>	329

Efectos de la inteligencia emocional rasgo y de la autoeficacia emprendedora sobre el control conductual percibido.....	338
<i>Teresa Torres-Coronas and María-Arántzazu Vidal-Blasco</i>	
Aspects Relatifs Au Développement Des Exploitations Agricoles Dans La Région De Nord-est De La Roumanie Par L'intermédiaire Des Financements Avec Des Fonds Européens.....	349
<i>George Ungureanu, Dan Bodescu, Elena Leonte, Aurel Chiran, Radu Moraru, Dan Donosă, Andy-Felix Jităreanu and Elena Petrea</i>	
Recherches Sur Les Retombées Communautaires Dans L'agriculture Roumaine Dans Le Contexte De L'intégration Économique Européenne.....	361
<i>George Ungureanu, Dan Bodescu, Elena Leonte, Aurel Chiran, Andy-Felix Jităreanu and Elena Petrea</i>	
The Importance of Promotion Policy in Increasing the Competitiveness of Cultural Organizations in Romania Case Study: The National Museum of Natural History "Grigore Antipa".....	372
<i>Ovidiu-Iulian Bunea, Răzvan-Andrei Corboș, Ruxandra-Irina Popescu and Mariana Todircan</i>	
Agricultural Marketing in Development in the Republic of Moldova.....	385
<i>Valentina Șuparschii and Maria Magdalena Turek Rahoveanu</i>	
Universities: The Difficult Implementation of Management Control - Case of a Moroccan University-.....	392
<i>Lahjouji Kaoutar and El Menzhi Kaoutar</i>	
Economic Cycles in the Modern Global Business Environment.....	400
<i>Konstantin B. Kostin</i>	
The Impact of Using E-Commerce on Achieving Electronic Loyalty to Business Organizations (An Analytical Study on Telecommunications Companies in Baghdad).....	424
<i>Zaid Yaseen Saud Al-Dulaimi, Fedaa AbdAlmajid Sabbar Alaraji and Rabeea Yaseen Saud Al-Dulaimi</i>	
Application Possibility of Fair Value Accounting According to Financial Reporting International Standard IFRS No. 9 in Measuring Financial Assets and Liabilities in Private Banks - The Private Sector in the Iraqi Environment.....	436
<i>Fedaa Abd Almajid Sabbar Alaraji, Zaid Yaseen Saud Al-Dulaimi, Thamer Mahdi Muhamed Sabri and Alolaiwi Hayder Naji Shanbooj</i>	
Communication Based Models of Information Transfer in Modern Management - The Use of Mobile Technologies in Company Communication.....	447
<i>Marcel Pikhart</i>	
Exchange Rate Fluctuations, Inflation and Industrial Output in Nigeria.....	451
<i>Okafor Tochukwu.C., Adegbite Esther O. and Babajide Abiola A.</i>	
Inflation Dynamics and Industrial Output Gap in Nigeria.....	468
<i>Okafor Tochukwu.C., Adegbite Esther O., Babajide Abiola A. and Ucheaga Emeka G.</i>	
The Relationship Pattern of Social Support, Work Stress, and Work Satisfaction; a Context of Non-Certified Primary Education Teacher in Indonesia.....	489
<i>Jun Surjanti, Dewie Tri Wijayati, Hafid Kholidi Hadi and Muafi</i>	
The Ijarah Agreement in the Russian System of Debt Relationship.....	496
<i>Ekaterina Y. Ivanova, Boris I. Sokolov and Svetlana V. Sokolova</i>	
Institutional health in the context of sustainable development.....	506
<i>Burlacu Oana Steliana, habil Turek Rahoveanu Maria Magdalena and Anca Serban</i>	

The Present Stage of the Economic Dimension of Agricultural Holdings and the Effects on Agricultural Professional Training in Romania.....	513
<i>Laura Simescu, Turek Rahoveanu Maria Magdalena, Mocuta Dorina and Camelia Fasolă (Lungeanu)</i>	
The Use of Social Media in the Recruitment and Selection of Young Professionals in Pakistan.....	518
<i>Seema Chandani and Adnan Bashir</i>	
Études De Marketing Sur La Consommation Humaine Des Principaux Produits Céréaliers (Étude De Cas Dans Le Département De Iași, Roumanie).....	534
<i>Elena Leonte, Benedicta Drobotă, Aurel Chiran, George Ungureanu, Andy-Felix Jităreanu and Elena Petrea</i>	
Étude De Cas Sur Les Stratégies D'agromarketing Dans La Région De Sud-Est De La Roumanie.....	539
<i>Elena Leonte, Aurel Chiran, George Ungureanu, Tudor Baki, Andy-Felix Jităreanu, Maria Bogus (ROBU) and Elena Petrea</i>	
Economic Risk Evaluation via Fuzzy Logic.....	548
<i>Petr Dostál, Imrich Rukovanský and Josef Králik</i>	
Impact of the Implementation of the NRDP 2007-2013 Measures on the Romanian Rural Area.....	553
<i>Adrian Turek Rahoveanu</i>	
Prospects of Big Data Driven Innovation in Enterprises.....	561
<i>Vijay Victor and Fekete Farkas Maria</i>	
Attributes in a Movie Trailer That Constitutes Purchase Intention.....	569
<i>Mohd Syuhaidi Abu Bakar, Jusang Bolong and Rosmiza Bidin</i>	
Corporate Social Responsibility Education is a Must – A Multi-Level Approach for Economic Tertiary Education in Romania.....	575
<i>Mirică Andreea, Dobrescu Diana, Vintilă Georgeta and Al-Hseeni Ameer Musa Imran</i>	
A Conceptual Model of Fostering Individual Creativity in Malaysian Small and Medium Enterprises.....	590
<i>Joo-Lee Hang and Daud Dazmin</i>	
Examining Absenteeism as the Outcome of Terrorism Fear: The Mediating Role of Perceived Stress.....	596
<i>Syed Asad Ali Shah, Tian Ye Zhuang, Syed Jamal Shah, Syed Adnan Muhammad Shah, Salim Khan and Nidal Fawwaz Al Qudah</i>	
Personal Brand Value and Social Media, the Top Football Players' Case.....	605
<i>Wioleta Kucharska</i>	
Does Gender Diversity in Top Management Team Relate to Financial Performance? – Implication for Strategic Management.....	615
<i>Dana Egerová and Marta Nosková</i>	
Identification of the Main Actors in the Innovation Process and the Definition of Their Responsibilities.....	623
<i>Viliam Lendel, Juraj Čerňanský and Stanislava Ďurmeková</i>	
The Relationship between State and Religious Denominations in Romania, After the 1989 Revolution; Comparison of Their Financing to Other European States.....	629
<i>Teodora Monica Fulga and Constantin Marius Profiroiu</i>	
Nature of Non-Financial Information Disclosed By Polish Organisations.....	640
<i>Jolanta Maj</i>	

The Name of the Game: Brexit..... <i>Anca Tamaş</i>	649
A Comparative Study of Rule Based Classification Algorithms for Credit Risk Assessment..... <i>Salima Smiti, Makram Soui and Ines Gasmî</i>	658
Backpacker Tourism: An Analysis of Motives for Backpacking..... <i>Irena Pandža Bajš and Katarina Frančić</i>	668
Evaluation of Enterprise Development and Identification of Ways to Improve Their Efficiency..... <i>Babenko Inna</i>	680
Online Islamic Business Enhancer Tool (OIBET) for Young Entrepreneurs..... <i>Rohail Hassan, Manmeet Mahinderjit-Singh, Hasmaizan Hassan and Siti Sophiayati Yuhaniz</i>	687
Critical Analysis of Market and Institutional Changes in Kazakhstan’s Economy..... <i>Anna Shevyakova, Elena Petrenko, Yelena Vechkinzova and Alia Mustafina</i>	702
Electronic Managerial Communication: New Trends of Intercultural Business Communication..... <i>Marcel Pikhart</i>	714
Mechanism of Providing Strategic Sustainability of Enterprise Organizations Based On Innovative Development..... <i>Albina Nikolaevna Chaplina, Elena Aleksandrovna Gerasimova, Aleksandr Savelievich Shchitnikov, Inna Valerievna Shchedrina, Tatiana Aleksandrovna Klimenkova and Natalya Nikolaevna Eronkevich</i>	718
The Relationship between Operational Risk Level and Strategy Implementation Effectiveness..... <i>Joanna Radomska</i>	724
Agro-Ecotourism Management In Disaster-Affected Areas..... <i>Ari Wijayani, Unggul Priyadi, Dwi Bhakti Iriantini, H.M. Thamrin, Hendy Mustiko Aji and Muafi</i>	736
The Analyze of the Recruitment and Selection Process in a Company Operating in Transport and Logistics..... <i>Petruța Mihai, Oana Vlăduț, Mihaela-Florentina Duțu and Iulian-Claudiu Duțu</i>	743
Are People Age 15-34 Not In Education or Training Willing to Relocate? Case Study Romania..... <i>Mirică Andreea</i>	747
Archeology Images Segmentation for the Automatic Annotation..... <i>Marwa Ben Salah, Ameni Yengui and Mahmoud Neji</i>	754
Comparative Analysis of State Economic Protectionism in Regulating Consumer Credit Price: Poland against other CEE Countries..... <i>Wiktor Cwynar, Andrzej Cwynar, Anna Ostrowska-Dankiewicz, Paulino Manuel Leite da Silva, Volodymyr Martynyuk and Viktoria Stancheva</i>	762
More Education, Less Regulation: Restrictions Imposed by State Interventions and Consumer Protectionism on Interest Rates for Consumer Credit – the Case of Poland..... <i>Wiktor Cwynar, Andrzej Cwynar, Anna Ostrowska-Dankiewicz, Paulino Manuel Leite da Silva, Volodymyr Martynyuk and Viktoria Stancheva</i>	770
Influence of Personal Relationships on Unemployment Among Women: Case Study Romania..... <i>Stanciu Stefania Cristina</i>	780

European Systemic Banks' Productivity Assessment in the Post-Crisis Period..... <i>Iustina Alina Boitan</i>	792
Black-Scholes Model Differential Equation and its Modifications for Valuation of Financial Derivatives.... <i>Zuzana Janková</i>	801
International Trading and Decision Making; Bibliometric Analysis..... <i>Itzhel Sanchez Puente, Luiz Vicente Ovalles Toledo and Zahira Moreno Frites</i>	812
Research into the Influence of OFDI on Currency Internationalization: the case of China..... <i>Tian Xiao and Xiangwei Xie</i>	826
Causal Evaluation of Quality Brand Image..... <i>Takumi Kato and Kazuhiko Tsuda</i>	837
Organisational Culture, Knowledge Sharing and Intellectual Capital: Directions for Future Research..... <i>Mujid M. Attar, Kyeong Kang and Osama Sohaib</i>	852
Manipulation and Risk in The TV Commercial at Sweets for Childrens..... <i>Patricia Simona Lup, Larisa Ivascu and Gabriela Prostean</i>	858
Agriculture Contribution to GDP Training - Case Study Romania..... <i>Iordan Cristian Bradut, Mărcuță Liviu, Mărcuță Alina and Cristea Stelica</i>	869
Regional Differentiation of Agricultural Competitiveness in Poland..... <i>Anna Nowak and Artur Krukowski</i>	876
Walras Dynamic Model with the Influence of History..... <i>Veronika Novotna and Stanislav Skapa</i>	884
A Conceptual Model of Intention to Practise Corporate Governance among Malaysian Small and Medium Enterprises..... <i>Shu-Yi Lim and Sade Abu Bakar</i>	893
Organization of Socioeconomic Security Monitoring and Express-Evaluation of the Housing and Utility Sector..... <i>Olga S. Popova, Natalia N. Yakimchuk and Olga S. Nadezhina</i>	908
Management of the Income of Municipalities in the Conditions of the World Economic Crisis..... <i>Olga V. Zaborovskaja, Oleg E. Kichigin and Olga S. Nadezhina</i>	918
Investments in Human Capital: Efficiency of Investments in Higher Education in Russia..... <i>Yuriy Yrievich Kuporov, Ekaterina Alexeevna Avduevskaya and Tatiana Vyacheslavovna Bogacheva</i>	926
Algorithm for Formation of the Investment Project Portfolio of a Public Utility Company..... <i>Kuporov J.J., Kudryavtseva T.J. and Gorovoy A.A.</i>	941
Methodology of Targeted Support for Service Sector Enterprises in Regional Economic System..... <i>Viktoria Anatolievna Degtereva, Olga Vitalievna Zaborovskaia and Elena Evgenyevna Sharafanova</i>	955
Contradictions in Regional Innovative Activity and Ways to Overcome Them <i>Goncharova N., Degtereva V. and Sopilko N.</i>	967
How Taxation Affects Financial Decisions of a Firm in an Open Economy..... <i>S.A. Chernogorskiy, K.V. Shvetsov and L.L. Pokrovskaya</i>	978

A Model of Economic Growth, Including Taxation and Public Sector..... <i>S.A. Chernogorsky and K.V. Shvetsov</i>	988
Optimization of the Innovation Process Management at a Manufacturing Enterprise..... <i>Daniel S. Demidenko, Ekaterina D. Malevskaia-Malevich, Yulia A. Dubolazova and N.G. Victorova</i>	996
Electronic Tax Administration: Development Trends..... <i>N.G. Victorova, E.N. Yevstigneev, D.Y. Yablokov and Y. A. Dubolazova</i>	1004
Management of the Internal Transaction Sector of Large Integrated Structures..... <i>Natalia Vasilievna Gorodnova, Alexey Vladimirovich Krupkin, Dmitrii Sergeevich Voronov, Anastasiya Alekseevna Peshkova and Ivan Sergeevich Rozhentsov</i>	1013
Preconditions of an Individual to Cope Emergencies in the Area of Soft Targets..... <i>Petra Beňová and David Ullrich</i>	1028
The Model of Meta-Assessment of the Efficiency of Public Management at Various Stages of State Priority Lifecycle..... <i>Matraeva Liliia Valerievna, Vasiutina Ekaterina Sergeevna and Korolkova Natalia Andreevna</i>	1034
Technology Transfer..... <i>Josef Toman and Blanka Klímova</i>	1045
Professionalization as a Value System: A Structural Insight..... <i>Josef Toman and Blanka Klímova</i>	1053
Public Aid as an Investment Incentive to Realize Foreign Direct Investments (FDI) in Poland..... <i>Beata Ślusarczyk</i>	1062
Generation Matters? The Approach of the Family Business Representatives of Different Generations to Selected Aspects of Their Functioning..... <i>Beata Ślusarczyk and Magdalena Baryń</i>	1073
Patent Protection for Research Results of Research Entities in Poland - Selected Aspects..... <i>Joanna Wiśniewska</i>	1084
Comparative Analysis of Vat Taxation in Russian Federation and France..... <i>Tatiana Monakhova</i>	1094
Efficiency Control of Industrial Enterprises through the Definition and Evaluation of Key Business Processes..... <i>Viktor Novosad, Lyudmila Kochegarova and Anastasiya Kamalova</i>	1103
Modern Features of the Housing Market in the Largest Cities of the Russian Federation <i>Valentina Antoniuk, Vladimir Pogonin and Darya Kremer</i>	1111
The Role of Leadership Agility toward Organizational Learning and Imitation Behavior; a Study of the Manager of Batik SMEs in Pekalongan Indonesia..... <i>Muafi and Qurotul Uyun</i>	1122
Enterprising Attitudes of Women in Chosen Regions of the World..... <i>Beata Ślusarczyk, Aneta Broniszewska and Sebastian Kot</i>	1130
Development of Selected National Economies: Forecasts of Vulnerability to External Global Threats..... <i>Manuela Tvaronavičienė</i>	1139

Regional Development via Entrepreneurship: Women Leadership in Lithuanian E-Commerce	1151
<i>Jurgita Raudeliūnienė, Manuela Tvaronavičienė and Viktorija Radeckytė</i>	
Moroccan University Students' Perspectives Concerning English Mobile Learning.....	1163
<i>El Haouta Imane, Slimani Khadija, Omari Otmane, Bourekkadi Salmane, Idelhadj Abdelouahab And Babounia Aziz</i>	
Comparison and Evaluation of Procedures for the Computer System Validation in the European Medical Device Industry.....	1177
<i>Marius Schönberger</i>	
A Structural Contingency Model of the relationship among Intensity of Competition, Differentiation, and Management Accounting System: Impact on Organizational Performance.....	1191
<i>Hamzah Al-Mawali</i>	
Research Notes: The Hidden Key to Excellence in Korea's National R&D.....	1202
<i>Jaehee Hwang, Ji Tae-houn and Lee Jang-Uk</i>	
A Components Based Model of Socio-Economics Status and Foundational Executive Function.....	1206
<i>Eugene Wei-Hsiung Lim, Wai Ching Poon, Alexandre Schaefer, Motoki Watabe and Nobuhiko Goto</i>	
The Impact of Globalization on Labor-Law Relations in the Federal Republic of Germany.....	1221
<i>Jarmila Wefersová</i>	
The importance of creativity, motivation and communication in the business world.....	1229
<i>Dominika Jagoda-Sobalak, Iwona Łapuńka and Katarzyna Marek-Kołodziej</i>	
Customer shopping behaviour in chosen Vienna shopping centres.....	1240
<i>Jana Mitríková, Daniela Matušíková, Zuzana Kaščáková and Kristína Šambronská</i>	
Conceptualiser La Valeur Perçue Par L'employé : Apport De La Littérature En Valeur Client.....	1251
<i>Hanen Charni</i>	
Where is Production Industry Heading in the Context of Globalization 2.0?.....	1262
<i>Dima Adriana</i>	
The short memory life span of consumer: a premise for corporate socially irresponsible behavior?.....	1274
<i>Adriana Schiopoiu Burlea and Dragos-Alexandru Balan</i>	
The attitudes and challenges associated to variable pay in Croatia: a Delphi research.....	1287
<i>Ivana Načinović Braje</i>	
Integrating values into public organizations.....	1299
<i>Amalia Venera Todorut</i>	
A Study on the Impact of Taxation Compliance Costs on the Innovative Development.....	1305
<i>Marina Ivanova and Tamara Selentyeva</i>	
Neural technologies and fuzzy-multiple algorithms in the management of capital adequacy of a Commercial Bank.....	1309
<i>Natalya Vladimirovna Baydukova and Sergey Nikolaevich Makeev</i>	
Approaches of Multinational Companies to the Human Resource Management in Their Subsidiaries in Slovak Republic.....	1321
<i>Milota Vetráková, Lukáš Smerek and Mária Seková</i>	

Integrated Virtual Reality solution for staff training at Ford Romania..... <i>Anca Mehedintu, Georgeta Soava and Mircea Raduteanu</i>	1329
Strategy for Sustainability Management in Small and Medium-Sized Businesses..... <i>Natalya Parushina, Natalya Lytneva, Andrey Polyinin, Elena Bobrova and Yulia Vertakova</i>	1341
Impact of the computer system validation on the firm performance of small and medium enterprises in the medical device industry..... <i>Marius Schönberger and Tatjana Vasiljeva</i>	1353
Enterprise Risk Management and Value Creation: A Conceptual Framework..... <i>Danijela Milos Sprčić</i>	1360
The Importance of Strengthening Employee Performance through Leadership and Engagement, with Work Motivation as an Intermediary..... <i>Ambar Sri Hudoyo, Siti Nurjanah and Dedi Purwana</i>	1369
Socio-Economic Impact of China Pakistan Economic Corridor (CPEC): Comparative Study between China and Pakistan..... <i>Nasir Mahmood, Farhan Jamil, Nosheena Yasir and Cai Jianfeng</i>	1382
An Understanding of Consumption Trends of Smart Phones on University Campus : A Comparison Study <i>Emad Bataineh and Sara Alamodi</i>	1391
Value-based management as a catalyst for economic growth of global Russian companies..... <i>Konstantin B. Kostin</i>	1403
Social Economy - Romanian Rural Area Development Support..... <i>Mocuta Dorina Nicoleta, Adrian Turek Rahoveanu and Turek Rahoveanu Maria Magdalena</i>	1419
Marketing Strategy Analysis of Micro, Small and Medium Enterprises of Culinary Field in the East Bogor Region..... <i>Saparuddin Mukhtar, Sri Indah Nikensari, Hanny Mariani and Rifelly Dewi Astuti</i>	1429
Assessing Banner Ads Effectiveness Based On TheType of the Creative Content..... <i>Tereza Semerádová and Petr Weinlich</i>	1439
Does Enterprise Risk Management Determine Profitability, Liquidity, And Stability – Indicative Evidence from U.S. Market..... <i>Danijela Miloš Sprčić and Marina Mešin Žagar and Mojca Marc</i>	1447
Enterprises Demography and Its Role in Estimation of Entrepreneurial Activity in the Regions..... <i>Elena Sibirskaya, Lyudmila Oveshnikova and Natalia Savina</i>	1457
Project Scope Creep: Reasons and Solutions..... <i>Mian M. Ajmal, Mehmood Khan and Matloub Hussain</i>	1464
Improving the Management of Employees Adaptation in Regional Authorities..... <i>Elena Kolesnichenko, Yana Radyukova and Dmitry Kolesnichenko</i>	1481
Realization of the National and State Economic Interests of Russia in the Conditions of Formation of the 4.0 Industry..... <i>Evgenia Karpunina, Inna Yakunina and Elena Yurina</i>	1488

Theory and Practice of Forming the Identity of The Region.....	1495
<i>Elena Kolesnichenko, Yana Radyukova and Valentina Smagina</i>	
Improvement of Procedures and Methods of Personnel Selection for the Budgetary Sphere Organization.....	1501
<i>Elena Kolesnichenko, Yana Radyukova and Vladislav Sutyagin</i>	
Strategic Management of Small and Medium-Sized Enterprises in The Czech-Austrian Context: Cultural and Language Specifics.....	1508
<i>Lenka Hrušková, Jana Krátká and Jaroslav Vrchota</i>	
Comparative Analysis on Agritourism Evolution between Romania and Italy.....	1515
<i>Ioana-Alexandra Toader and Dorina Nicoleta Mocuta</i>	
Learning Capabilities for Strategic Thinking in Family businesses.....	1524
<i>Romana P. Khokhar and Amanat Jalbani</i>	
The Minimum Wage in Compensation Systems in EU and the Slovak Republic.....	1550
<i>Lubica Bajzikova</i>	
Smart Technologies Development in Investments and Construction Sphere: International and Russian Experience.....	1560
<i>Natalia Vasilievna Gorodnova, Alexey Vladimirovich Krupkin and Anastasiya Alekseevna Peshkova</i>	
Sustainable Production: In Search of European Model for Reducing Environmental Impact.....	1570
<i>Jarostaw Górecki, Eugeniusz Swoiński and Jadwiga Bizon-Górecka</i>	
Risk Manager as a Creator of the Company's Project Maturity.....	1579
<i>Jarostaw Górecki and Jadwiga Bizon-Górecka</i>	
Differentiation of the Economic Space in the Context of Ensuring Economic Security.....	1588
<i>Vladimir Plotnikov, Yulia Vertakova and Natalia Moroz</i>	
Mobile Sound Processing as the Source of Competitive Advantage in Online Marketing Environment.....	1597
<i>Petr Weinlich and Tereza Semerádová</i>	
Restructuring and Crisis Management- A Romanian Industry Case and Some Takeaways.....	1603
<i>Daniel Costea, Florentina Albu and Xin Wang</i>	
Tools for Implementing the Cooperative Strategy: The Outsourcer Selection Model.....	1614
<i>Larisa A. Ismagilova, Margarita P. Galimova and Tatiana A. Gileva</i>	
Emotional Satisfaction: The Link between Word Of Mouth Communication and Health Care Services. A Theoretical Perspective.....	1628
<i>Spiridon Ștefan, Gheorghe Iuliana Raluca and Purcărea Victor Lorin</i>	
The New Sales Funnel for the SMEs and Freelancers in the 4.0 Revolution.....	1638
<i>Victor Tudoran</i>	
Methodology of Express Assessment of Strategic Financial Solutions for an Emerging Market' Company	1650
<i>Yulia Y. Finogenova, Ekaterina P. Mochalina, Galina V. Ivankova and Oleg V. Tatarnikov</i>	
Competitiveness of Food Markets in Siberia.....	1659
<i>Grass Tatiana, Iushkova Liudmila and Tereshchenko Natalia</i>	

Cooperative -Networking Interactions As A Resource for the Regional Food Market Development..... <i>Kuimov Vasily, Suslova Julia, Shcherbenko Eva, Iushkova Liudmila, Voloshin Andrey and Kononova Valentina</i>	1664
Forecasting the Development of Big Data Technologies in the Russian Federation on the Basis of Expert Assessments..... <i>Anastasii I. Klimin, Nikolai V. Pavlov, Aleksei M. Efimov and Zoia L. Simakova</i>	1669
Trend on Maize Market Evolution in Romania..... <i>Mihai Popescu, Dorina Mocuta and Stelica Cristea</i>	1680
Evolution Areas Planted With Sugar Beet and Markets Beet in Romania..... <i>Kinga G. Toth and Stelica Cristea</i>	1689
Advantages of Lavender Culture for Sustainable Agriculture..... <i>Boros-Iacob Georgia and Cristea Stelica</i>	1696
Opinion Poll on Patient Satisfaction Assessment of Private Medical Centers, off Line Marketing Channel Support..... <i>Georgeta Narcisa Ciobotar, Ionel Dumitru, Gabriel Laurențiu Frâncu and Raluca Țița</i>	1702
Key Competencies as an Enterprise Value Management Tool..... <i>Vladimir Plotnikov and Oksana Pirogova</i>	1716
Competencies for Leading People in the Security Environment..... <i>David Ullrich, Vratislav Pokorný and Pavel Sládek</i>	1722
Social Networking Sites Empower Requirement Engineering..... <i>Romasha Khurshid, Waqas Mehmood and Zareen Zia Khan</i>	1731
The short and long-run initial public offerings (IPOs) performance in the emerging market: Evidence from Saudi Arabia Share Market..... <i>Kamilah Kamaludin and Nadisah Zakaria</i>	1743
Matrix Structures of Science and Technology Innovations Development and Implementation Trajectory..... <i>Oleg Timofeevich Lebedev, Tatiana Vasilievna Mokeeva and Dmitriy Grigorievich Rodionov</i>	1759
Analysis of Entrepreneurial Potential of University Students by Pearson's Chi-squared Test..... <i>Iveta Kmecová and Dana Smetanová</i>	1769
Smart Cities as Collaborative Innovation Projects <i>Olga Trunova and Paolo Rondo-Brovetto</i>	1781
On Trading with Scrap Metal in the Czech Market..... <i>Vít Hinčica, Hallie Mather and Gabriela Vochocová</i>	1786
International Reserves and the Motivation for Transferring Reserve Funds to Sovereign Wealth Funds..... <i>Stanislav Martínek</i>	1795
Business in the Environment of Social Economy in Slovakia..... <i>Lucia Paškrtová and Jarmila Wefersová</i>	1805
Educational Process and Motivation Factors of University Students and Its Analysis..... <i>Iveta Kmecová</i>	1815

Insights on the European banking system of today and tomorrow.....	1825
<i>Florin-Alexandru Duna and Radu-Liviu Ilioiu</i>	
Analyzing Research Impact via Functional Data Analysis: A Powerful Tool for Scholars, Insiders, and Research Organizations.....	1832
<i>Fabrizio Maturo and Šarka Hošková-Mayerová</i>	
System of Regional Indicators for Sustainable Development of the Far North Regions.....	1843
<i>Gutman Svetlana S., Rytova Elena V. and Kravchenko Valentina V.</i>	
Essential Competitive Advantages for a Sustainable Economic Development – Case of Romania.....	1853
<i>Armenia Androniceanu, Irina Alexandra Georgescu and Anca Pegulescu</i>	
Economic Growth and Quality of Life in Romania.....	1862
<i>Armenia Androniceanu, Irina Virginia Drăgulănescu and MioaraDuca</i>	
Management of the Renewable Energies – Current Status and Priorities for Romania.....	1871
<i>Armenia Androniceanu, George Lăzăroiu and Narcisa Valter</i>	
The ‘Silk Road Economic Belt’ Initiative and Russia’s Far East (Priority Development Areas and the Free Port of Vladivostok): Possibilities of Cooperation.....	1880
<i>Viktoriia Koretskaia-Garmash</i>	
Energy Markets under MIFID 2 Legislation.....	1891
<i>Zuzana Stoličná and Dalibor Černička</i>	
Climate Change Impact Assessment on the Temporary Transport Infrastructure.....	1894
<i>Egor Prokopyev, Natalya Roslyakova and Pavel Ryazantsev</i>	
Project Manager – Manager or Leader?.....	1904
<i>Lenka Smolíková</i>	
Parametric Strategic Management Approach as the Novel Governance Instrument.....	1908
<i>Alexander Obydenov</i>	
Modeling Stochastic Dependencies Regarding the Passenger Transport in Romania - Prerequisite for Sustainable Growth.....	1911
<i>Ioana Cristina Florescu, Silvia Elena Cristache, Simona Apostu and Florica Georgeta Rotaru</i>	
Ownership Structure and Obstacle to Finance under Control of Institutional Environment and Bond Market Development.....	1926
<i>Teplova Tamara Viktorovna, Sokolova Tatiana Vladimirovna, Galenskaya Kristina Vladimirovna and Teplov Andrey Sergeevich</i>	
Formation of the Integrated Assessment System of The Bank Competitiveness Level.....	1939
<i>Yulia Butrina, Valentina Tishina, Petr Tishin and Anastacia Shchavleva</i>	
A Computational Analysis of the Romanian Interregional Policy.....	1952
<i>Armenia Androniceanu, Irina Georgescu, Elvira Nica and Gheorghe H. Popescu</i>	
Improvement of Approaches to Evaluating the Results of Innovative Clusters Development.....	1963
<i>Tamara Selentyeva, Marina Ivanova and Valeriia Kulibanova</i>	
Big Data Processing In Russian Transport Industry.....	1967
<i>Igor V. Ilin, Oksana Y. Iliashenko, Anastasii I. Klimin and Konstantin M. Makov</i>	

Text Mining Algorithms for Extracting Brand Knowledge; The fashion Industry Case..... <i>Nina Rizun and Wioleta Kucharska</i>	1972
Tourist Destinations and the Threat of Terrorism..... <i>Katarzyna Kozicka and Romuald Szopa</i>	1984
Assessment of Social Intelligence by Managers in the Cultural Context..... <i>Miroslav Frankovský, Romuald Szopa, Zuzana Birknerová and Eva Benková</i>	1992
BE-GOOD: From Open Data to Value Generation..... <i>Slim Turki, Sébastien Martin and Samuel Renault</i>	2001
Transformation of Basic Indicators of Socio-Economic Processes in the Digital Economy..... <i>Ziyadin Sayabek, Ermekbaeva Bayan, Supugaliyeva Gulnazym and Doszhan Raigul</i>	2009
Determining Information Requirements for Project Management Using Logical Framework Approach..... <i>Dominika Jagoda-Sobalak, Iwona Lapunka and Katarzyna Marek-Kolodziej</i>	2018
Managing the Risks Associated with the Cyber City Project : Case Study of the NEOM Project..... <i>Benjamin Grab, Wiebke Geldmacher and Razvan Ionescu</i>	2027
Youth Entrepreneurship Environment As A Platform For The Students' Professional Competence Formation..... <i>Dalibozhko Anastasiia Igorevna, Krakovetskaya Inna Valentinovna, German Mariya Viktorovna</i>	2040
The Impact of Internal Auditing on Public Management: The Case of Portuguese Local Authorities..... <i>Nuno Adriano Baptista Ribeiro, Rony Cleiten Cabral Dias Furtado and Sónia Paula da Silva Nogueira</i>	2045
The Assessment of Data-Sets in the Context of Object Classification from Photos, Using Convolutional Neural Networks..... <i>Ştefan Ghivirigă, Bogdan Budescu and Alexandra Băicoianu</i>	2056
Key Aspects of Digital Tourism Modernization..... <i>Ziyadin Sayabek, Dauliyeva Galiya, Kalymbekova Zhanna and Turlybekova Asel</i>	2065
The Effect of Geographical Indications over Tourism Marketing: Case of Turkey..... <i>Banu Baybars Hawks and Ayça Can Kırgız</i>	2071
Specificity of Leasing Companies Analysis: The Case of Russia..... <i>Elena A. Voronova, Valery V. Kovalev and Vitaly V. Kovalev</i>	2078
Examining the role of Emotional Intelligence, Conflict Resolution and Problem-Solving in Team Management..... <i>Kausar Perveen and Rubina Masum</i>	2089
A Systems Dynamics Decision Support Model for Regional Sustainable Development..... <i>Olga Yurievna Patrakeeva and Taras Sergeevich Medvedkin</i>	2097
Exploring the Potentials of Big Data Analytics in Marketing..... <i>Rdouan Faizi, Sanaa El Fkihi and Abdellatif El Afia</i>	2109
Company Performance Expressed By Equity Value, Case Study..... <i>Elena-Iuliana Ion and Mariana Man</i>	2115
Use of Business Intelligence Tools and Applications in Czech and Slovak Companies: 2011–2017 Research Results..... <i>Petr Sodomka and Hana Klčová</i>	2125

Evaluation of ERP System Services: Czech Market Research Results.....	2137
<i>Petr Sodomka and Hana Klčová</i>	
ERP System for Business Process Standardization.....	2152
<i>Petr Sodomka and Hana Klčová</i>	
Thai Perceptions of Russia as a Touristic Destination between Thai Tourists in Generations X and Y.....	2163
<i>Anand Thanamit, Aleksandr Kozlov and Anna Teslya</i>	
How Big Data is Reshaping the E-Commerce Industry.....	2184
<i>Sanaa El Fkihi and Rdouan Faizi</i>	
Impact of Social Lifestyle towards Organic Food Purchase.....	2190
<i>Robert Jeyakumar Nathan, Norhaslinda Amran, Tan Pei Kian and Musah Ibrahim</i>	
Optimization of the Evacuation Route in Case of Disturbance of a Part of the Transport Network during the Initiation of an Extraordinary Event.....	2197
<i>Júlia Mihoková Jakubčeková and Miroslav Tomek</i>	
Preliminary Study on the Current Status of Social Entrepreneurship Practices in Malaysia.....	2205
<i>Raudah Mohd Adnan, Wan Fauziah Wan Yusoff, Norliza Ghazali, Sivan Rajah and Norsuhaida Awang</i>	
Evolution of Internal Audit Activity Based on Informational Technologies in Romanian Public Entities...	2212
<i>Lavinia Costan (Popa) and Lidia Alexandra Păun Năstase</i>	
Problems of Raising Productivity of Labour in Digital Economic Conditions.....	2220
<i>Andrey Polyandin, Tatyana Golovina, Olga Basarnova, Olga Korgina and Yulia Vertakova</i>	
Impact of Big Five Factors of Personality on Work Life Conflict in Private Banking Sector.....	2230
<i>Kamran Naeem, Sidra Lodhi, Dilawar Durrani and Muhammad Ibrar</i>	
Competition Shadow Relation with Firm Performance; Mediating Role of Organizational Learning.....	2234
<i>Kamran Naeem, Sidra Lodhi, Muhammad Ibrar and Dilawar Durrani</i>	
The Importance of China-Pakistan Economic Corridor from Regional Development Perspectiv	2242
<i>Muhammad Ibrar, Jianing Mi, Mansoor Mumtaz, Muhammad Rafiq and Niaz Hussain Buriro</i>	
A Study of Applicability of Bankruptcy Prediction Models for Small Businesses.....	2250
<i>Elena G. Kiseleva</i>	
Analysis of Human Resources and Anthropometric Data Relating to Forestry Machine Operators in Slovakia.....	2256
<i>Miloš Gejdoš, Miloš Hitka, Marek Potkány and Žaneta Balážová</i>	
Cognitive-Psychological Aspect of the Leader's Competencies.....	2263
<i>Pavel Sládek and David Ullrich</i>	
What Motivates Females To Start A Business? The Case of a Female Entrepreneurship Programme in South Africa.....	2271
<i>Natanya Meyer and Johann Landsberg</i>	
Social and Cultural Impacts of Video Games, How Are We Affected by Video Games?.....	2282
<i>Ekaterina Galanina</i>	
Performing Multi-Criteria Analysis to Solve Municipal Solid Waste Management Problems.....	2289
<i>Dan Pascu, Matei Tămășilă, Andra Diaconescu and Gabriela Proștean</i>	

Eurasian Economic Integration: Customs Micro Economic Effects of Transport Logistics.....	2299
<i>Victor Kovalev, Oksana Falchenko and Irina Savelyeva</i>	
Selecting and Applying an Appropriate Change Management Model for ERP Implementation.....	2303
<i>Adnan Alturkistani, Essam Shehab, Ahmed Al-Ashaab and Moustafa Elnadi</i>	
Smart Networking of Cities, a Must in the Global Paradigm.....	2316
<i>Marian Constantin Vasile</i>	
Employing the Elderly in the Service Sector in Conditions of Electronic and Fourth Innovation and Technology Revolution: Industry 4.0.....	2330
<i>Natalia L. Goncharova and Tatyana Ivanovna Bezdenezhnykh</i>	
Review of the Russian FinTech Market.....	2337
<i>Irina Rudskaya, Natalia L. Goncharova and Mariyam Temirhanova</i>	
Decision Support Based on a Business Intelligence Approach.....	2344
<i>Mihaela Muntean</i>	
Placing South Africa in the Global Entrepreneurship Arena: A European Country Comparison.....	2350
<i>Natanya Meyer and Babs Surujlal</i>	
Analysis of Selected Forms of Direct Marketing and Their Influence on the Purchasing Behavior of the Slovak Consumer.....	2361
<i>Radovan Bačík and Jaroslava Gburová</i>	
The Effect of Advertising on Consumer Buying Decisions in the Purchasing Process.....	2368
<i>Jaroslava Gburová and Richard Fedorko</i>	
CSR in the Internal Dimension from an Employee Perspective.....	2376
<i>Katarzyna Mizera</i>	
Health Workers Motivation and Quality of Care, A Path Analysis Approach.....	2384
<i>Simona Cătălina Ștefan and Ștefan Cătălin Popa</i>	
Investigating the Influence of Gender and Age on the Choice of Housing	2391
<i>Ekaterina V. Plotnikova</i>	
Problems of Trade Financing In the Russian Federation.....	2399
<i>Nikolova L.V., Velikova M.D., Serov P.S. and Abramchikova N. V.</i>	
The Influence of Final consumption on Gross Domestic Product in Romania.....	2411
<i>Agatha Popescu</i>	
The Management of Natural Resources vs.The Concept of "Spaceship Earth".....	2423
<i>Cornelia Neagu, Marius Bulearcă and Cristian Sima</i>	
The European Union - Branch of Knowledge for Business Students.....	2433
<i>Lidia Alexandra Păun Năstase and Lavinia Costan (Popa)</i>	
Counterparty Credit Risk Closure: Challenges in Big Data Era.....	2441
<i>Branislav Dudić, Martina Drahošová, Jelena Lukić, Zdenka Dudić, Ján Smoleň and Vladimír Mirković</i>	
Forming Hard and Soft Skills for University Graduates Employability Enhancement.....	2554
<i>Inna Krakovetskaya, Anastasiia Dalibozhko and Inga Slesarenko</i>	

Livestock Food Production Self-Sufficiency in the Czech Republic..... <i>Eva Lukášková, Kateřina Pitrová, Helena Velichová and Zdeněk Málek</i>	2467
Innovation in Marketing and How It Is Perceived By Customers..... <i>Otakar Ungerman and Jaroslava Dědková</i>	2473
Determinants of Travel Intention to Yogyakarta: Tertiary Students' Perspective..... <i>Corry Yohana, Dedi Purwana and Ardinda S. Daniswara</i>	2481
Comparative Assessment of Housing Availability for Population in Germany, Russia and the USA..... <i>Anna N. Kuratova and Ekaterina V. Plotnikova</i>	2492
Selected Issues of Family Business in Selected Countries with Emphasis on the Slovak Republic..... <i>Lucia Vilčeková, Boris Mucha, Tomáš Peráček and Lubomíra Strážovská</i>	2500
Methodical Aspects of Designing and Implementing Company Development Strategies: the Case of Services Sector Organizations..... <i>Vladimir Plotnikov, Albina Volkova, Yury Nikitin and Anton Plotnikov</i>	2510
The Mediating Role of Organizational Culture on the Relationship between Investments in Green Technology and Customer Satisfaction. Evidence from Romania..... <i>Andreea Barbu, Bogdan Fleacă and Gheorghe Militaru</i>	2516
Management of Innovation in Tourism Organizations..... <i>Petr Cech</i>	2525
Do Personality Traits, Attitude, Education, and Self-Efficacy Impact on Entrepreneurial Intention of Vocational Students? <i>Dedi Purwana, Usep Suhud, Dita Puruwita and Ridwan Sobari</i>	2534
The Possibility of Applying the BCG Matrix and Methods of Cluster Analysis for Forecasting the Development of National Auto Industries..... <i>Kirill Kurilov and Anastasia Kurilova</i>	2541
Econometric Models to Manage Oil Wells Production..... <i>Marius Bulearcă, Cornelia Neagu and Cristian Sima</i>	2547
Customer Relationship Management..... <i>Iulia Gradinaru (Cristea) and Dorina Mocuta</i>	2557
Monetary Policy and Equity Market Volatility: An In-depth Literature Review..... <i>Mallinguh Edmund Bwire, Zoltan Zeman and Habil kecskés</i>	2566
In-Memory Data Processing for Sales Planning..... <i>Ionuț Hrubaru</i>	2582
Shaping Selected Financial Indicators in Polish Trade Acquiring Companies in the Periods Preceding the Merger of Companies..... <i>Piotr Luty</i>	2589
Deep Learning and Semantic Medical Image Processing and Retrieval: Datasets, Software, Applications and Perspectives..... <i>Sabrina Benzarti Somai, Wahiba Ben Abdessalem Karaa and Henda Hajjami Ben Ghezala</i>	2596
Taming wicked problems: A review of critical success factors..... <i>David Pieresko and Hiyam Al-Kildar</i>	2610

Tax Aggressiveness: The Evidence from Polish Property Development Companies..... <i>Alicja Brodzka and Krzysztof Biernacki</i>	2625
Dimensionnalité De La Perception De La Qualité De Service Sur Un Canal D'offre Classique Vs Virtuel Et Notion De Référentiel De Qualité : Approche Qualitative..... <i>Wiem Jenzri</i>	2634
The Impact of the National Culture on Expectations of Services: The Case of Sightseeing in Porto..... <i>Fabiana Cristina Santos Oliveira, Raquel Filipa do Amaral Chambre de Meneses Soares Bastos Moutinho and Ricardo Fontes Correia</i>	2657
Economic Diversification in the Post-Soviet States..... <i>Zaretskaya Vera G.</i>	2667
Analysis of Export Restraints Disputes as Trade Policy within the GATT and WTO Regime..... <i>Jose Jaime Baena Rojas and Jose Alejandro Cano</i>	2673
Effects of the Economic Openness as Trade Policy in the Colombian Dairy Industry..... <i>Jose Jaime Baena Rojas and Jose Alejandro Cano</i>	2684
Analysis of Portuguese Local Government Efficiency: An Application of Data Envelopment Analysis..... <i>Sónia Paula da Silva Nogueira, Pedro Camargo da Silva, Christian Luiz Silva and Nuno Adriano Baptista Ribeiro</i>	2694
Big Data Analysis for Risk Management in Construction Projects..... <i>Jarostaw Górecki</i>	2712
Transformation of Construction Companies towards Circular Economy..... <i>Jarostaw Górecki, Pedro Núñez-Cacho, Francisco Antonio Corpas-Iglesias and Valentín Molina</i>	2722
The Particularities of Entrepreneurship According To the Trade Licensing Act in the Conditions of the Slovak Republic..... <i>Petra Milošovičová, Alexandra Mittelman, Boris Mucha and Tomáš Peráček</i>	2736
The Impact of Student Participation on Student Satisfaction: An Empirical Study..... <i>Cynthia Jabbour Sfeir</i>	2746
Determining the User Needs of Business Statistics, In Romania..... <i>Iulia Alexandra Nicolescu</i>	2767
Competitiveness of EU Dairy Industry in the Global Market after the Abolition of Milk Quotas..... <i>Anna Budzyńska and Piotr Chojnacki</i>	2778
A Research Outlook on Learning Outcomes of Experiential Entre-preneurship Education for Students from Different Disciplines..... <i>Pierre G. Keller and Inna Kozlinska</i>	2789
The Impact of Capital Structure on Firm's Value: Review of Pakistan's Oil & Gas Marketing Companies... <i>Yerih Zehra and Nawaz Ahmad</i>	2794
The Impact of the Information Technology on the Development of the Criminal Justice System in the Russian Federation..... <i>Ekaterina V. Ryabtseva</i>	2808

Corporate Social Performance And Corporate Financial Performance: The Influence CSP Over Sales And Gross Margin In Indonesia.....	2817
<i>Dessy Isfianadewi and Ibrahim Mahdi</i>	
The Determinants of Financial Reporting Quality of Regional Governments.....	2828
<i>Sri Mulyani and Kurniawan</i>	
Bitcoin as an Instrument of Financial Support for the World Economy Sustainable Development.....	2843
<i>Janusz Wielki, Artem Stopochkin and Bogdan Sytnik</i>	
Why People from Indonesia in Taiwan using Facebook for Their Social Networking Sites.....	2856
<i>Widya Parimita and Agung Dharmawan Buchdadi</i>	
Scenarios for Regionalization – Analysis on Romania’s Road Infrastructure Using Onicescu Informational Statistics.....	2866
<i>Ioana-Ruxandra Lie, Corina – Ionela Dumitrescu and Eugene Michaels</i>	
Economic and Mathematical Evaluation of the Influence of the State Regional Policy on Indicators of Spatial Development: Empirical Evidence from Russia.....	2873
<i>Elena V. Kozonogova, Irina V. Elokhova and Julia V. Dubrovskaya</i>	
Peculiarities of Planning the Development of Russian Regions Based on the Smart Benchmarking.....	2880
<i>Julia V. Dubrovskaya, Elena V. Kozonogova and Yuliya V. Karpovich</i>	
Evolution and Measures of the Fish Fauna Recovery in the Republic of Moldova.....	2887
<i>Mihaela Munteanu (Pila) and Silvius Stanciu</i>	
Developing an Improvement Culture within Nonprofit Organizations:A Grounded Theory Case of Saudi Arabia.....	2897
<i>Sulaiman Almainan and Patrick McLaughlin</i>	
Soft Skills in Expatriation.....	2910
<i>Susana Silva, Dora Martins and Cândida Silva</i>	
Fuzzy Model for the Composite Web Services Selection in Service-Oriented Systems.....	2921
<i>Irina Shpolianskaya, Alexei Dolzhenko, Sergey Glushenko and Anna Prokhorova</i>	
Fuzzy Assessment Model for Educational Portal Quality Improvement	2930
<i>Irina Shpolianskaya, Alexei Dolzhenko, Anna Prokhorova and Sergey Glushenko</i>	
Main Features of Housing Finance.....	2940
<i>Elena Kuchina, Larisa Morozova, Tatyana Karimova and Darya Baeva</i>	
The Moroccans “TOO BIG TO FAIL” Moral hazard and liquidity risk.....	2951
<i>Boujettou Hassan and Tamouro El Mehdi</i>	
Humanization of Work and Working Conditions on Regional Basis (Case Study).....	2966
<i>Kornelia Polek-Duraj</i>	
Modern Economic Development: Problems and Prospects.....	2975
<i>Irina V. Minakova, Marina A. Parkhomchuk, Aleksey A. Golovin and Tatyana N. Bukreeva</i>	
Assessment of Intellectual Development of the Human Capital of High-Tech Enterprise.....	2982
<i>Maxim Vlasov</i>	

Study of the North Baikal Region Attractiveness For Domestic Tourism Development.....	2994
<i>Elena Korchagina and Regina Shignanov</i>	
Genetic Algorithms based Prediction in an Adaptive Multi-Agent System for Automated Negotiation.....	3004
<i>Serban Radu and Lavinia-Stefania Sirbu</i>	
Sustainable Development of Industrial Enterprises in One-industry Towns through Harmonization of Main Stakeholders' Interests: Case of Russian Arctic Zone.....	3014
<i>Svetlana Gutman, Aleksandr Kozlov and Anna Teslya</i>	
Agricultural Development and Innovation, Through Information Technology.....	3024
<i>Florea Andrei-Mirel, Radu Riana Iren and Silvius Stanciu</i>	
The Role of Social Marketing: Changing the Behavior of Smoking in USA and Romania with the Help of "On-Line Encouragement".....	3034
<i>Hostiuc M., Gheorghe IR. And Purcărea VL.</i>	
La Marque Entre Nostalgie Et Attachement : Cas Du Consommateur Marocain.....	3036
<i>Elyamani Bouchra and Aomari Amina</i>	
A Quantitative Analysis of the M&As With Community Dimension in the European Union.....	3046
<i>Aevoae George Marian, Dicu Roxana Manuela and Mardiros Daniela Neonila</i>	
Research of Non-financial Reporting Importance And It's Meaning for Business Management.....	3058
<i>Marie Černá, Jana Hinke and Jitka Zborková</i>	
Benefits and Weaknesses of External Audit of the Financial Statements Prepared by the Czech Small Business Units.....	3070
<i>Jana Hinke, Marie Černá, Jitka Zborková and Michal Gezo</i>	
The Ranking of Romanian State Universities by Their Level of Corruption: Presenting the Results of a Research Carried Out In Romania on Certain Social Ideas.....	3081
<i>Cezara Cristina Petrescu</i>	
A New Type of Business in Slovakia.....	3092
<i>Mgr. Petra Milošovičová and Silvia Treľová</i>	
A Holistic Framework of EWOM Influence on Travelers' Behavior Based on Communication Theory.....	3099
<i>Khaoula Akdim, Luis V. Casaló and Carlos Flavián</i>	
The Job Searching Methods in the Modern Labor Market.....	3111
<i>Klaudia Smoląg and Daria Kuczarska</i>	
The Potential and Possibilities of Using the Internet and Social Media in Family Microenterprises.....	3122
<i>Klaudia Smoląg</i>	
Polish-Czech Micro-Projects as a Tool for Shaping Consumer Behaviour on the Cross-Border Market for Cultural Services.....	3131
<i>Lukasz Wróblewski, Joanna Kurowska-Pysz and Zdzisława Dacko-Pikiewicz</i>	
Understanding Fashion Buying Motivation for SME.....	3142
<i>Valentina Iuliana Diaconu and Mădălin Lucian Cerceloiu</i>	
Management and Process Maturity in Polish Small Enterprises.....	3147
<i>Paula Pyłacz</i>	

Process Innovation as a Factor for the Development of Small Enterprises in Poland.....	3156
<i>Paula Pyplacz and Katarzyna Liczmańska – Kopcewicz</i>	
How the Technology is Shaping the Market Research Industry Together with the Consumer Habits.....	3166
<i>Andreea-Alexandra Chiriac (Roşca), Claudiu Chiriac, Ioana-Coralia Zavera and Dan-Alex Ceauşescu-Constantinescu</i>	
The Issue of Brownfields in the South-Moravian and Pardubice Region (Czech Republic).....	3172
<i>Jaroslav Škrabal</i>	
Czech-Chinese Business Cooperation Case Study.....	3185
<i>Veronika Humlerová</i>	
A Multi-Layer Analysis Regarding Digital Marketing.....	3192
<i>Cristina Petronela Simion, Olga Bucovetchi, Razvan-Mihai Dobrescu and Iuliana Grecu</i>	
Extending planning knowledge using ontologies for goal opportunities.....	3199
<i>Mohannad Babli, Eva Onaindia and Eliseo Marzal</i>	
The Indebtedness of the European Population as a Possible Cause of Financial Crisis.....	3209
<i>Zuzana Stoličná and Bc. Adam Grožák</i>	
Crowdsourcing Technology in Test Phase of Software Development Projects.....	3215
<i>Ilin Igor Vasilievich, Iliashenko Oksana Yurievna, Shirokova Svetlana Vladimirovna and Makov Konstantin Mikhailovich</i>	
A Model for Analysis of Employees’ Creativity.....	3224
<i>Cristian – Liviu Vele, Rita Toader, Diana Ighian, Graţiela Boca and Cezar Toader</i>	
A Modeling Language for Mind Mapping in a Project Management Context.....	3233
<i>Loredana Mocean and Alisa Harkai</i>	
Mentoring as a Method of Staff Training.....	3245
<i>Natalia Vladimirovna Sharapova, Valentina Mikhailovna Sharapova and Ivan Alexandrovich Borisov</i>	
Continuous integration of IT-Architecture and Business For Complex Enterprise Automation.....	3252
<i>Gennadiy Sheptalin, Anton Sheptalin and Sergey Botov</i>	
Integration of Foresight into Science, Technology and Innovation Policy Planning	3264
<i>Elena V. Shevchenko, Vitaly M. Pomogaev, Victor F. Stukach and Vladimir P. Tretiak</i>	
Potential for Autonomy as an Antecedent of Entrepreneurial Orientation Development.....	3278
<i>Małgorzata Okręglicka and Anna Lemańska-Majdzik</i>	
From Total Quality Management to Perceived Value: An Industrial Lebanese Perspective.....	3288
<i>Esther Bassil Sleilati</i>	
The Problems of Realization the Right to Health Protection in the Sphere of Ensuring the Quality of Food Products in Modern Russia.....	3307
<i>Vorontsova Elena Vladimirovna and Vorontsov Andrey Leonidovich</i>	
Identification and Assessment of Barriers to the Development of Cross-Border Cooperation.....	3317
<i>Joanna Kurowska-Pysz, Łukasz Wróblewski and Katarzyna Szczepańska-Woszczyzna</i>	
Cultural Conditions for Giving Strategic Measures of the CSR Concepts within the Organisation.....	3328
<i>Marek Siemiński and Krzysztof Krukowski</i>	

Management of Organizational Culture in Various Stages of Process Maturity of City Halls in Poland..... <i>Marek Siemiński and Krzysztof Krukowski</i>	3338
Does Financial Deregulation Spur Economic Development In Nigeria?..... <i>Isibor Areghan, Ojo J. A. T. and Ikpefan O. A.</i>	3348
A Study of Financial Deepening and Capital Accumulation in Nigeria..... <i>Isibor Areghan, Ojo J. A. T. and Ikpefan O. A.</i>	3360
Optimization of Processes of Strategic Decision Making In Practice of Determination of Priorities of Strategic Development of Knowledge-Intensive High Technology Companies..... <i>Khrustaleva P. Sofya, Rodionova N. Valentina, Turovets G. Oskar and Makarov N. Nikolai</i>	3370
Adding Loan Officers' Emotions as an Exploratory Variable in the Cognitive Fit Theory..... <i>Bruce Lagrange, Estelle M. Morin and Chantal Viger</i>	3380
Prerequisites for Ethical Leadership In the Army of the Czech Republic..... <i>Zdeněk Mikulka, Ivana Někvařilová and Jolana Fedorková</i>	3387
The Role of a Car Manufacturing Plant's Internal Performance in Shaping Strategic Management Choices in Automotive Industry..... <i>Attila Turi, Marian Mocan, Gilles Goncalves and Larisa Ivascu</i>	3396
A structured Approach to Explore and Validate Options to Upgrade or Replace ERP System: A Case Study of GTC..... <i>Fayez Ahmad Albadri</i>	3405
Development of the Theory and Practice of Information and Analytical Support in the Assessment of Audit Risk..... <i>Fedotovskaya Elena Yurevna, Pronina Antonina Mikhailovna and Antysheva Elena Robertovna</i>	3425
Methodology for Choosing and Assessing Factors and Indicators of Audit Risk Level..... <i>Fedotovskaya Elena Yurevna, Antysheva Elena Robertovna and Pronina Antonina Mikhailovna</i>	3434
Capacité TI, qualité de la relation entreprise cliente-prestataire de services et succès de l'externalisation des SI..... <i>Hanène Trabelsi Ellouze and Jamil Chaabouni</i>	3459
Mental Accounting: The Framing of (Ir)Rational Economic Decisions..... <i>Dina Liović and Dražen Novaković</i>	3475
The Impact of Human Potential on the Economic Success of Rural Municipalities..... <i>Veronika Humlerová</i>	3485
The Importance and Position of Public Company in the Slovak Business Law..... <i>Katarína Močarníková, Boris Mucha and Tomáš Peráček</i>	3494
Using the Correct Sampling Method as a Prerequisite for a Successful Financial Audit..... <i>Boris Mucha, Patrícia Brestovanská and Tomáš Peráček</i>	3503
The Development of Tourism in the Ethnic Regions of Russia..... <i>Maxim Vlasov</i>	3512
Features of Organization of Distance Learning Projects in the University..... <i>Sergey A. Chunin, Ivan A. Khakhaev, Sergey I. Shanygin and Ekaterina I. Zuga</i>	3520

Support of Bioeconomy Entrepreneurship by Park Institutions in Poland (Based on the Example of the Lubelskie and Podlaskie Voivodships)..... <i>Agnieszka Komor</i>	3530
Patient-Centered Innovative Monitoring System and Smart Personalized Health Care Services Using ICT... <i>Marilena Ianculescu, Adriana Alexandru and Constanța Zoie Rădulescu</i>	3541
A Minimum Mean Absolute Deviation Model for the Cloud Services Provider Selection..... <i>Rădulescu Constanța Zoie, Alexandru Adriana, Ianculescu Marilena and Rădulescu Delia Mihaela</i>	3553
Influence of Human Capital Characteristics on Transformation of Management and Control in the Management of Social and Economic Systems..... <i>Khanif Sharifzyanovich Mullakhmetov, Ruslan Duferovich Sadriev, Liliia Aleksandrovna Gabaidullina and Elvir Munirovich Akhmetshin</i>	3562
Sociocultural Factors of Transforming Administration and Control in the Management of Economic and Social Systems under Modern Conditions..... <i>Khanif Sharifzyanovich Mullakhmetov, Ruslan Duferovich Sadriev, Rinat Abdullaevich Bikulov and Elvir Munirovich Akhmetshin</i>	3573
Improving Information and Technical Support of HR Management System in the Educational Establishment..... <i>Tatyana Nikolaevna Bochkareva, Vladimir Aleksandrovich Drozdov, Aleksandra Nikolaevna Prikhodko, Anna Vladimirovna Gorbenko and Rafina Rafkatovna Zakieva</i>	3582
Remarks on the Use of Fertilisers and the Soil Quality in Brăila County, Romania..... <i>Băcanu (Șerban) Constanța, Stoica (Dincă) Cristina, Dumitru (Ion) Iuliana Manuela and Stanciu Silvius</i>	3590
Approaches to the Link between Intangible Capital and Value Creation: The Case of Moroccan Exporting Family-Owned Businesses..... <i>Mostafa Abakouy and Ibtissam Jadir</i>	3599
New Strategic Approaches in the Context of New Opportunities and Threats of the Environment..... <i>Doina I. Popescu</i>	3612
Poland's Export Specialization Pattern in Trade in Services..... <i>Magdalena Kąkol</i>	3623
Involvement of Middle Managers in Strategy Formulation as a Means of the Articulation between Strategy Formulation and Strategy Implementation..... <i>Fakher Jaoua</i>	3637
Adaptability Analysis of Complex Supply Chain Networks..... <i>Abdulaziz T. Almaktoom</i>	3658
Transformation of Municipal Self-Government within Framework of Solving Administrative Tasks..... <i>Zemfira Vilenovna Gallyamova</i>	3667
Study on the Areas and Varieties of Wheat for Seed Cultivated In Romania..... <i>Băcanu (Șerban) Constanța, Stoica (Dincă) Cristina, Dumitru (Ion) Iuliana Manuela and Stanciu Silvius</i>	3675
The Role of the Buyer's Knowledge in Developing Product Innovations in the FMCG Sector..... <i>Katarzyna Liczmańska-Kopcewicz, Waldemar Glabiszewski, Dorota Grego-Planer and Maciej Zastempowski</i>	3682

Selection of Sources of Technological Innovations and Their Consequences in Financial Services Companies.....	3693
<i>Waldemar Glabiszewski, Dorota Grego-Planer, Katarzyna Liczmańska-Kopcewicz and Maciej Zastempowski</i>	
Relationship Between Time Management And Students' Learning Outcomes at Grade Xi - Science on Fluid Statics Subject.....	3702
<i>Vina Serevina, Riski Amelia and I Made Astra</i>	
Development Of Performance Assessment Instrument Based On Contextual Teaching And Learning (Ctl) On Simple Harmonic Motion.....	3710
<i>Vina Serevina, Raihanati, Fisa Wisnu Wijaya</i>	
Improving the Efficiency of Social Policy at Enterprises as an Instrument of Personnel Incentive System....	3719
<i>Lyudmila Nadreeva and Vladimir Abramov</i>	
Using Deep Learning model for Sentiment Analysis in Arabic Microblogs.....	3726
<i>Housseem Abdellaoui and Mounir Zrigui</i>	
Relationship between True and Fair View, Prudence and Financial Reporting: Current State of the Field....	3737
<i>Claudia Cătălina Ciocan and Iuliana Georgescu</i>	
Development of the North Baikal as a Tourist Destination: Problems and Perspectives.....	3751
<i>Elena Korchagina and Regina Shignanov</i>	
A Study on the Characteristics of the Romanian Merger Market in the European Context.....	3757
<i>Aeovae George Marian and Georgescu Iuliana Eugenia</i>	
Project Management in the Forestry Complex of Russia.....	3771
<i>Ivanova A.V., Rafailov M.K., Matveev S.M. and Sibiryatkina A.V.</i>	
Using Illegal Labour and Illegal Employment in Slovak Companies.....	3778
<i>Silvia Treľová and Lenka Procházková</i>	
Depreciation Policy as a Mechanism of Stimulating the Modernization of the Russian Economy.....	3785
<i>Lukasevich Igor, Panskov Vladimir and Sukhorukova Daria</i>	
The Influence of Leadership Performance on the Level of Competitiveness of Romanian SMES.....	3793
<i>Olivia Doina Negoita and Dana Corina Deselnicu</i>	
Logistics Challenges in Industrial Companies in the Czech Republic.....	3801
<i>Jan Rančák and Svatopluk Strachota</i>	
The Efficiency of Selected Employee Education Methods	3810
<i>Silvia Lorincová, Milota Vetráková and Lenka Ližbetinová</i>	
Development of International and Regional Cooperation with Focus on Crisis Financial Management in Public Sector.....	3820
<i>Dana Kiseláková, Mariola Grzebyk, Janka Šoltésová, Miroslava Šoltés and Daniela Bertová</i>	
Environment and Community Involvement as Examples of CSR Pillars in Research in the SME Sector in Poland.....	3831
<i>Edyta Kulej-Dudek</i>	
Disruptions in Supply Chains with Special Reference to Road Transport Processes.....	3841
<i>Anna Łupicka, Katarzyna Grzybowska and Sylwia Konecka</i>	

Future Competencies in the Pharmaceutical Sectors – Practitioners’ Opinions.....	3850
<i>Anna Lupicka, Katarzyna Grzybowska and Sylwia Konecka</i>	
Satisfaction with the Motivational Level of Czech Employees.....	3859
<i>Lenka Ližbetinová</i>	
Trends and Efficiency in Romania's International Trade with Silk.....	3866
<i>Agatha Popescu</i>	
Moderated Impact of Stress on Decision Making Styles, A Conceptual Framework.....	3884
<i>Syeda Maryam Dilawar, Xiangyang Li, Muhammad Ibrar and Zhao-Ge Liu</i>	
Inclusive Growth Index Assessment in the Regions of the Volga Federal District of the Russian Federation..	3890
<i>Rustam Ilfarovich Sharafutdinov, Vladislav Olegovich Gerasimov, Elvir Munirovich Akhmetshin, Alexei Valerievich Yumashev, Albert Valentinovich Pavlyuk and Tatiana Viktorovna Luzina</i>	
Study of Inclusive Growth of Municipal Entities as an Example of the Republic of Tatarstan.....	3903
<i>Rustam Ilfarovich Sharafutdinov, Vladislav Olegovich Gerasimov, Elvir Munirovich Akhmetshin, Natalya Anatolevna Zharina, Aleksandr Vasilevich Kazakov and Tatiana Robertovna Teor</i>	
Key Determinants of Labor Market Development of Samara Region.....	3914
<i>Elvir Munirovich Akhmetshin, Vera Ansarovna Vasyaycheva, Galina Aleksandrovna Sakhabieva, Larisa Viktorovna Ivanenko and Roman Igorevich Kulmetev</i>	
Directions of Small Business Development in Housing and Communal Services of Samara Region.....	3924
<i>Elvir Munirovich Akhmetshin, Elena Petrovna Solodova, Asya Valeryevna Selyutina, Rustam Ilfarovich Sharafutdinov and Roman Igorevich Kulmetev</i>	
Innovation of Enterprises in Poland and Sources of Their Financing after Joining the European Union.....	3931
<i>Anna Kowalska and Agnieszka Tarnowska</i>	
Changes and Evaluation of Selected Aspects of the Quality of Life of seniors in Poland.....	3945
<i>Agnieszka Tarnowska and Anna Sylwia Kowalska</i>	
Our Scenario for the Future of Creative Accounting	3953
<i>Ionela Poida (Ivan) and Mihaela-Nicoleta Băcanu</i>	
Innovation as a Key Factor in Business Competitiveness: An Empirical Study.....	3961
<i>Marcos Zuñiga, Camila Herrero and Alejandro Cordero</i>	
Systemic Analysis of the Possibilities to Use Magnesium Limestones in Environmental Protection.....	3976
<i>Adriana Ioana Donea and Sabina Irimie</i>	
A Best Practice Analysis of the Relationship between Local Economic Development (LED) and Globalization in Developing Countries.....	3992
<i>Daniel Francois Meyer</i>	
Corporate Social Responsibility as an Important Element of Modern Company.....	4002
<i>Aneta Herbuś and Marcin Zawada</i>	
Innovation policy of the state as a factor stimulating the innovativeness of enterprises.....	4013
<i>Jan Kowalik, Marcin Zawada and Marta Starostka-Patyk</i>	
An Analysis of Clusters and Special Economic Zones (SEZs) as Tools for Regional Economic Growth in Developing Countries.....	4023
<i>Daniel Francois Meyer</i>	

Scenario Method for product cost and price variation analysis.....	4033
<i>Petre Gheorghe Tiriplică, Maria Magdalena Roșu, Ioan Cristian Tarbă and Ionuț Gabriel Ghionea</i>	
Theory and Practice of Regulation of Reproductive (Parental) Labor in Maintaining the Balance of Family and Work Behavior.....	4043
<i>Irina Lavrentieva, Olga Ryazantseva, Svetlana Voronina and Anna Dolinskaia</i>	
Cluster-Agglomeration Effects: Mechanism of Generation and Evaluation	4052
<i>Elena Leonidovna Kornienko, Natalia Vasilievna Motsarenko, Tatiana Mikhailovna Karetnikova and Taya Failevna Amirova</i>	
Building Models of Economic Systems Using Cognitive Methods.....	4062
<i>Alexander Gilich Paley, Galina Andreevna Pollack, Elena Alexandrovna Konova and Nadezhda Vyacheslavovna Kalashnikova</i>	
Formation of Risk-Oriented Reporting in the System of Assessing the Industrial Enterprise's Financial Potential.....	4070
<i>Evgenia Anatolievna Gonchar, Leonid Lvovich Zaionchik, Olga Alexeevna Vonchenkova and Maxim Yurievich Gvozdev</i>	
Estimation of Decentralization at the Regional Level and Asymmetry of the Economic Federalism Model in Russia.....	4082
<i>Irina Danilova, Natalya Korotina, Anzhela Karpushkina and Svetlana Sliva</i>	
Project Management: Risk Mitigation in a Volatile Environment.....	4095
<i>Jennifer Abou Hamad, Youssef Zgheib and Mirelle Fares</i>	
Islamic Taxonomy Practices in Organizational Knowledge: A Preliminary Research.....	4107
<i>Intan Nurbaizura Zainuddin and Mesdar Sidek</i>	
The Impact of the Leader Approach on Romanian Rural Area: Case Study Lag Colinele Prahovei.....	4112
<i>Maria Cristina Paiu and Adrian Turek Rahoveanu</i>	
The Impact of the Agricultural Holding Restructuring Measures in the Programming Period 2007-2013.....	4117
<i>Mihaela Felicia G. Stanciu (Florescu), Alina Mariana P. Popa (Podaru) and Adrian Turek Rahoveanu</i>	
The Economic and Trade Relations of Serbia with the European Union.....	4125
<i>Branislav Dudić, Martina Drahošová, Zdenka Dudić and Ján Smoleň</i>	
Interactive Effects of Exchange Rate Volatility and Foreign Capital Inflows on Economic Growth in Nigeria.....	4136
<i>Ajayi E. Olusuyi, Akinbobola O. Temidayo and Bowale E. Kayode</i>	
Risk and Uncertainty in Cultural Projects.....	4143
<i>Mihaela Bucatariu and Ioana Maria Raluca Bârsan</i>	
Organizational and Managerial Infrastructure of Digitalization Processes in Economic Systems of Various Levels.....	4159
<i>Andrey Polyandin, Tatyana Golovina, Irina Avdeeva, Alexandr Merkulov and Maria Klevtsova</i>	
State Regulation and Strategic Management in Clusters.....	4169
<i>Lydmila Pronyaeva, Andrey Polyandin, Anna Pavlova, Alexandr Shchegolev and Yulia Polozhentseva</i>	
Factors for Increasing the Competitiveness of the Countries of the Eurasian Economic Union and Other Integration Associations.....	4179
<i>Bulat Mukhamediyev, Zhansaya Ilyassova and Kalieva Assem</i>	

Adult Training and Economic Relaunch of Rural Areas.....	4192
<i>Panait Mihai Vlad and Adrian Turek Rahoveanu</i>	
Black Sea Resources. Opportunities for the Romanian Fisheries Sector.....	4197
<i>Silvius Stanciu</i>	
Satisfaction and Loyalty of Customers in a Financial Institution: A Case Study.....	4207
<i>Paulo Jorge Afonso da Silva Madaleno, Paula Odete Fernandes and Jorge Manuel Afonso Alves</i>	
The Effect of Financing Changes on Discretionary Accruals Estimation.....	4218
<i>Jorge Manuel Afonso Alves and José A. C. Moreira</i>	
University Governance Practice and Student Satisfaction to Enhance Student Loyalty.....	4233
<i>Sri Setyo Iriani, Sanaji and Monika Tiarawati</i>	
Overview of selected predictors of unethical behavior in the workplace.....	4243
<i>Zuzana Kotuliaková and Ivana Blahunková</i>	
Changes in the Value of Mortgage Collateral in the Context of Mortgage Loan Securitization in Poland.....	4248
<i>Magdalena Bywalec</i>	
Ecological Development Eco-indicators of Russian Macro-Regions: Level and Trends for Change.....	4253
<i>M.F. Zamyatina and R.S.Fesenko</i>	
Leadership Embedded Within Centralized and Decentralized Networks: A Case Study of IT Software and Services Company.....	4260
<i>Michal Organa</i>	
Assessing the Impact of Recession on the Consumer's Buying Behavior in Saudi Arabia.....	4273
<i>Iffath Sultana and Nadia Yusuf</i>	
Branded Marketing Event: Understanding the Influence of Experiential Elements and Attendees' Engagement.....	4282
<i>Norhidayah Mohd Rashid, Hairunnisa Ma'amor, Masrur Mohd Khir and Wan Soraya Wan Abdul Ghani</i>	
Theoretical Aspects of the Shadow Economy and Its Current State in the World Economy.....	4288
<i>Saltanat Kondybayeva, Symbat Abilday, Bulat Mukhamediyev, Bakhyt Baitanayeva and Assel Abylay</i>	
Technological Modernization of Kazakhstan in the Face of Global Challenges.....	4295
<i>Aubakirova Zhanar, Aitbembetova Aida, Mukhamediyev Bulat and Turarov Dauren</i>	
The Influence of the Associative Forms in the Development of the Romanian Agriculture during the Last Century.....	4302
<i>Andrei-Mirel Florea, Riana Iren Radu and Silvius Stanciu</i>	
Food Market of Kazakhstan: Current State and Innovative development Directions.....	4312
<i>Saltanat Kondybayeva, Shynggys Nurgazy, Ospanov Serik, Bulat Mukhamediyev and Gulnar Sadykhanova</i>	
Modeling Business Processes for Decision-Making.....	4318
<i>Hana Tomaskova</i>	
Tourist Preferences in Český Krumlov (Czech Republic) Depending on the Country of Their Origin.....	4322
<i>Roman Švec, Petra Martišková and Marie Slabá</i>	

Direct Leadership in the Army of the Czech Republic: Competency to lead others for the graduates of the Faculty of Military Leadership.....	4332
<i>Kozáková Eva, Břichová Andrea and Radomír Saliger</i>	
Analysis and Evaluation of the Eurasian Economic Integration's Impact on People's Income, Inequality of Income and the Quality of Life.....	4342
<i>Tatyana Kudasheva, Tolkyn Kakizhanova and Bulat Mukhamediyev</i>	
The Challenges of the Banking System: Trends, Development, and Open Questions.....	4350
<i>Simona Rus, Matei Tamasila, Marian Mocan, Larisa Ivascu and Attila Turi</i>	
Evaluation of the Romanian Banking System: Proposal of a Strategic Development Framework.....	4357
<i>Matei Tamasila and Simona Rus</i>	
El Fenómeno Del Crowdfunding En Un Contexto Emergente: El Caso De Colombia.....	4366
<i>Patricia Márquez Rodríguez, Vera Judith Santiago Martínez and Alexander Elías Parody Muñoz</i>	
Thermodynamic Analysis of Operation of A 370 MW Unit in CHP-Mode for Various Heater Configurations.....	4376
<i>Ryszard Bartnik, Zbigniew Buryn and Anna Hnydiuk-Stefan</i>	
Automatic Selection of Kernels to Classify Hyperspectral Imagery based on Convolution Neural Network and Clustering Algorithm.....	4390
<i>Maissa Hamouda, Karim Saheb Ettabaá and Med Salim Bouhlef</i>	
The Impact of Eurasian union on Business Activity: A Survey of Firms in Kazakhstan.....	4400
<i>Madina Bigabatova, Bulat Mukhamediyev, Raigul Doszhan and Ainagul Arbashiyeva</i>	
Le Modèle De l'Etat-Nation Souverain Et Protecteur A L'ère De La Globalisation : Vers Un Retour Du Léviathan En Europe Centrale ?.....	4411
<i>Frédéric Delaneuville</i>	
Function Value Analysis in Forestry Practice.....	4419
<i>Morkovina S.S., Rezanov V.K., Panyavina E.A. and Sukhova V.E.</i>	
Innovative Development of Regions at Program-Target Management.....	4426
<i>Bezrukova T.L., Kuksova I.V., Bezrukov B.A., Korda, N.I. and Spesivtsev V.A.</i>	
Aspects of Flexibility on the Labor Market of Slovakia.....	4432
<i>Matúš Baráth and Martin Krajčík</i>	
Evaluation of Agriculture Development in the Member States of the European Union in the years 2007 – 2015.....	4440
<i>Artur Krukowski, Anna Nowak and Monika Róžańska-Boczula</i>	
Field Study of the Management of the IT Services Catalog in Public Organizations in the Manabí Province, Ecuador.....	4450
<i>Cristian Mera Macías and Igor Aguilar Alonso</i>	
Marketing Strategy Implementation in Machine Construction Industry: Belarus Vs Portugal.....	4466
<i>Pavel Panarad, Paula Odete Fernandes and Svetlana Razumova</i>	
Pedagogical Approaches to Teaching and Learning Entrepreneurship Education in the Universities.....	4478
<i>Ferdaous Hasnaoui and Driss.Ferhane</i>	

The Issue of Brownfields in the Moravian-Silesian Region and Zlin Region (Czech Republic)..... <i>Petra Chmielová</i>	4485
Survey Over Corruption and Economic Development Sustainability in Romanian Public Management System..... <i>Vartolomei Mihaela, Mocan Marian, Bobia Elfriede, Nemes Maria and Ivaşcu Larisa</i>	4494
Prospects of Big Data Driven Innovation in Enterprises..... <i>Vijay Victor and Fekete Farkas Maria</i>	4503
Crowdfunding non-commercial initiatives in a Belarus platform..... <i>Alena Kabyłka, Paula Odete Fernandes, Rui Pedro Lopes and Olga Morozevich</i>	4511
Drugs Circuit in the Hospital Pharmacy: Reorganization and Model Proposal..... <i>Houda Biyou, Abdelmajid Elouadi and Hassan Mharzi</i>	4526
Synchrphasors Monitoring System in Electrical Network: Measurement during 8.4 Richter Seismic Activity..... <i>Fernando Ulloa, Camilo Hurtado, Dante Carrizo and Luis Garcia</i>	4537
Design of the Personnel Management Model by Competence in Enterprises: A Case Study..... <i>Yanina Vecchiola and Marta Soriano</i>	4546
The Impact of Open Innovation on Patent Quality: Internal Vs. External Value..... <i>Antonello Cammarano, Mauro Caputo and Francesca Michelino</i>	4559
Models of Discriminant Analyses in Predicting Enterprise Bankruptcies – Forecasting Bankruptcy Based on Examples of Polish Enterprises..... <i>Piotr Bębenek</i>	4569
LinkedDBTour: a Tool to Retrieve Linked Open Data about Tourism Attractions..... <i>Jesús Ibáñez-Ruiz, Alexander Bustamante, Laura Sebastián and Eva Onaindia</i>	4577
Deep Learning Techniques for Author Profiling in Social Media Content..... <i>Bassem Bsir and Mounir Zrigui</i>	4590
Development of assement tecnique for economic security threts and risks in social aspect..... <i>ViktoriaTciklauri, Aleksandra Devyatilova, Olga Prikhodchenko and Lubov Afanasyeva</i>	4600
Current Trends of Results-Based Management in Public Sector..... <i>Olga Prikhodchenko, Aleksandra Devyatilova, ViktoriaTciklauri and Lubov Afanasyeva</i>	4607
Formation of a Competence Model of Management Personnel for a Medical Organization Implementing the Smart Hospital Concept..... <i>Ilin Igor Vasilievich, Iliashenko Oksana Yurievna, Shchepinin Vladimir Engelevich and Chernikova Anna Vladimirovna</i>	4615
From Innovation System through Institutional Transformation to Digital Innovation Ecosystem..... <i>Vasin Sergey M., Gamidullaeva Leyla A., Tolstykh Tatyana O., Rostovskaya Tamara K and Skorobogatova Vera I.</i>	4620
Towards Telemedicine Services for the Arctic Regions of the Russian Federation..... <i>Dubgorn A.S., Ilin I.V. and Lepekhin A.A.</i>	4634
Features of Enterprise Architecture Designing of Infrastructure-Intensive Companies..... <i>Anastasia I. Levina, Alexandra D. Borremans and Andrey N. Burmistrov</i>	4643

Enterprise Architecture as a Means of Digital Transformation of Mining Enterprises in the Arctic.....	4652
<i>Irina M. Zaychenko, Igor V. Ilin and Anastasia I. Lyovina</i>	
Research on the Quality of the Romanian Consumption Wheat Harvested In 2017.....	4660
<i>Silvius Stanciu</i>	
Considerations on the Production of Hybrid Corn Seeds in Romania.....	4669
<i>Stoica (Dincă) Cristina, Băcanu (Șerban) Constanța, Dumitru (Ion) Iuliana Manuela and Stanciu Silvius</i>	
Social Entrepreneurship as a Global Factor for Economic Development in the Western Balkan Region: Case Study on “Food for Everyone” Starts Up, as a Successful Story for Implementing Social Entrepreneurship in Macedonia.....	4675
<i>Darko Panevski, Vladimir Hřeček and Katarína Rentková</i>	
Impact of Cultural Differences of Saudi Arabia and the United States on Global Marketing: A Comparative Analysis Using Hofstede Model.....	4685
<i>Iffath Sultana</i>	
Exploring Barriers in the Implementation of Lean Construction Management.....	4695
<i>Mira Thoumy, Atef Harb and Claudette Hajj</i>	
Organizational Mechanisms of Allocation of Subsidies for Public Transport in St. Petersburg.....	4706
<i>Kulachinskaya Anastasiya U., Kravchenko Valentina V. and Bezdenezhnykh Tatyana I.</i>	
Planning and Management of the Mechanical Assembly Sequences.....	4712
<i>Michał Sęsiadek, Roman Kielec, Waldemar Woźniak and Maciej Niedziela</i>	
Safety Culture: Influence of a Human Factor on the Process of Shaping Work Safety.....	4720
<i>Izabela Gabryelewicz, Patryk Krupa and Michał Sęsiadek</i>	
Model View Controller – A Comparative .NET Versus Java Analysis.....	4728
<i>Dospinescu Octavian and Donu Bogdan-Andrei</i>	
Digital Innovative Manufacturing Basing on Formation of an Ecosystem of Services and Resources.....	4738
<i>Tatyana Tolstykh, Elena Shkarupeta, Yrii Kostuhin and Anna Zhaglovskaya</i>	
Key Factors of Manufacturing Enterprises Development in the Context of Industry 4.0.....	4747
<i>Tatyana Tolstykh, Elena Shkarupeta, Yrii Kostuhin and Anna Zhaglovskaya</i>	
Labor Motivation of Workers: A Study of the Construction Companies in the United Arab Emirates.....	4758
<i>Fauzia Jabeen and Mian Ajmal</i>	
Estimating the Threshold Level of Stock Market Price Volatility on Economic Growth.....	4769
<i>Oladeji Tolulope F, Ikpefan Ochei A and Alege Philip O</i>	
Digitalization as a Solution to Raise Indonesian Furniture Market: A Study of the Development of Furniture E-Commerce Platform in Jepara, Indonesia.....	4778
<i>Muhammad Fariz Zakka Zulfikar, Muhammad Ilham and Istyakara Muslichah</i>	
Informatic System Used For Simulation of a Robotic Arm.....	4788
<i>Paul Ciprian Patric, Marin Mainea, Lucia Pascale and Gabriela Mantescu</i>	
The Impact of the Economic Crisis on the Development of the Number of Accommodation Establishments in V4 Countries.....	4796
<i>Marie Slabá, Petra Martišková and Roman Švec</i>	

Usage of Urgency Variable in Marketing Communication of Colleges.....	4804
<i>Marie Slabá, Petra Martíšková and Roman Švec</i>	
R&D Expenditure as a Factor of the Competitiveness and Innovation Activity Development within the V4 Countries	4811
<i>Beata Sofrankova, Dana Kiselakova, Veronika Cabinova and Erika Onuferova</i>	
Social Responsibility of Family Businesses Based on Large Companies in Poland.....	4822
<i>Malwina Szczepkowska</i>	
The Impact of Corporate Social Responsibility on Employees' Attitudes and Behaviours.....	4834
<i>Paula Bajdor and Aleksandra Ptak</i>	
Marketing Dimensions of Management in Culture in the Context of Glocalisation.....	4848
<i>Magdalena Sobocińska</i>	
PR and Advertising in Pharmaceutical Marketing Communications.....	4857
<i>Dospinescu Nicoleta</i>	
Develop the Digital Literacy Framework for Higher Education Sector.....	4867
<i>Nasreen Khan, Shereen Khan, Tan Booi Chen and Abdullah Sarwar</i>	
A Master Student Dilemma: To Work or To Study? Case Study on Romanian Economics Master Students...	4875
<i>Mirică Andreea</i>	
A Study of Next Generation of Customers, the Speed of Adoption and CRM Transformation.....	4881
<i>Luiza-Maria Turlacu (Lazar), Raluca-Giorgiana Chivu, Ivona Stoica and Gheorghe Orzan</i>	
Relationship of Corporate Governance and Firm Performance: Investigation from Textile Sector of Pakistan.....	4891
<i>Kaukab Abid Azhar and Waqas Mehmood</i>	
Expectation Confirmation Model in the Transportation Order Applications: Gender Differences.....	4904
<i>Muamar Nur Kholid, Dekar Urumsah and Rizki Hamdani</i>	
The Role of Extracurricular Activities in Teaching Statistics: What Do Students Think?.....	4915
<i>Mirică Andreea</i>	
Regional Index of Competitiveness of Russian Regions.....	4921
<i>Elena Nezhivenko, Sergei Golovikhin, Tatyana Dubynina and Anna Dolinskaia</i>	
Profiles of Grain Products Buyers Based on the Analysis of Product Characteristics Evaluation.....	4932
<i>Marek Angowski</i>	
Moving Cargo from China to Russia: Prospects for Synchronization of Individual Customs Procedures.....	4941
<i>Olga Karpova and Igor Mayburov</i>	
Tax Incentives for Financial Institutions - Case Study of the Taxation of Real Estate Investment Trusts.....	4950
<i>Małgorzata Twarowska</i>	
Global Convergence or Global Divergence of Agricultural Total Support Estimate Index?.....	4963
<i>Piotr Kutyk and Łukasz Augustowski</i>	
A Theoretical Approach of Services in the Field of Treatment and Training Centers.....	4972
<i>Reine A. Tjaily</i>	

New Ways of Action for Regional Development: A Theoretical Approach..... <i>Ali Tfaily</i>	4980
Factors Affecting Client's Intentions of Use Islamic Financing: Filed Study in the Jordanian Context..... <i>Sahem Nawafleh, Mohammed Iqbal Al-Ajlouni, Jamal Ali Al-Tamimi and Ahmad Qasem Shiab</i>	4989
The Comparison of Managers' Decision-Making on Investment Processes in IT and Industrial Enterprises... <i>Eva Malichova and Martin Miciak</i>	4999
Quasi-Nonstationary Operation of A 370MW Unit Repowered By a Gas Turbine in a Parallel System..... <i>Ryszard Bartnik, Zbigniew Buryn and Anna Hnydiuk-Stefan</i>	5010
Occupational Segregation and Gender Pay Gap in Slovakia..... <i>Ludmila Mitkova</i>	5023
Application of Non-Parametric Variance Ratio Test to Investigation of the Weak-Form Efficiency in the Market of Base Metals..... <i>Anna Górska and Monika Krawiec</i>	5031
Adoption of the Evolutionary Algorithm to Automate the Scheduling of the Production Processes..... <i>Roman Kielec, Michał Sęsiadek and Waldemar Woźniak</i>	5039
A Functional Analysis of Selected Transport Exchanges and Tendering Platforms in the Transport Orders Market..... <i>Waldemar Woźniak, Roman Kielec, Michał Sęsiadek and Tomasz Wojnarowski</i>	5047
System Dynamics in Migration Modeling..... <i>Ondrej Dolezal and Hana Tomaskova</i>	5056
Securitization of Liabilities in Slovak Business law..... <i>Lucia Kočíšová, Boris Mucha and Tomáš Peráček</i>	5061
Corporate Governance Mechanisms and Asset Quality: The Case of Non-Performing Loans in Nigerian Deposit Money Banks..... <i>Onakoya Olorunfemi Adebisi, Moses Chinonye Love and Okorie Uchechukwu Emena</i>	5070
What Drives Sukuk Yields Toward Change? Empirical Evidence from Selected Sukuk Indices..... <i>Nader Naifar</i>	5086
The War Room and Critical Space Infrastructures..... <i>Alexandru Georgescu and Olga Bucovetchi</i>	5100
Reflecting On a Decade of Measuring E-Government Readiness Using EGDI: Has Anything Changed?..... <i>Eltahir F Kabbar</i>	5107
Gestion De Projet De Coopération Technique En Développement International : Influence Des Facteurs Non Technique Sur Le Succès Des Projets..... <i>Leroux Marie-Pierre</i>	5114
Single Developer Scrum Model: An Exploratory Study..... <i>Mira Thoumy and Christelle Possik</i>	5121
Global Natural Resources Management in Modern Conditions..... <i>Irina V. Minakova, Marina A. Parkhomchuk, Aleksey A. Golovin and Tatyana N. Bukreeva</i>	5135

Audiobooks Business Model - Technologic Challenges, Case Study.....	5139
<i>Paulo Pinheiro, Paula Odete Fernandes, João Paulo Teixeira</i>	
Research Students Encounter with Information Seeking Process for Academic Purposes.....	5155
<i>Shamila Mohamed Shuhidan, Wan Aida Wan Yahaya, Husain Hashim, Shuhaida Mohamed Shuhidan and Azma Asnawishah Abd Hakim</i>	
Cured Database of Sustained Speech Parameters for Chronic Laryngitis Pathology.....	5164
<i>Joana Fernandes, Felipe Teixeira, Paula Odete Fernandes and João Paulo Teixeira</i>	
Creativity as a Service - The Case of eYeka.....	5171
<i>Lidia Alexa, Silvia Avasilcăi and Marius Pîslaru</i>	
Motivational Preferences of the Czech and Russian Blue-Collar Workers.....	5179
<i>Lenka Ližbetinová, Miloš Hitka, Elena Zaborova and Dagmar Weberová</i>	
Etude Exploratoire du comportement de résistance: Cas du consommateur marocain.....	5187
<i>Kemmou Soukaina and Aomari Amina</i>	
How does the Rural Agriculture Finance Mechanisms Influence the Sustainable Rural Development?.....	5198
<i>Mariana Man and Maria Ciurea</i>	
Labour Market Informalization and Youth Migration in Romania.....	5209
<i>Katalin Gál</i>	
Instrumentation of Ensuring the Sustainability of the Tax System.....	5218
<i>Evgenii A. Konnikov, Olga A. Konnikova, Sergei A. Ivanov and Olga V. Novikova</i>	
The Study of the Conformity of Marketing Solutions to the Concept of Sustainable Consumption.....	5226
<i>Evgenii A. Konnikov, Olga A. Konnikova, Tatiana V. Bogacheva and Oxana U. Yuldasheva</i>	
Organisational Knowledge from a Typological Perspective: Establishing Linkages to Organisational Performance.....	5233
<i>Ibidunni Ayodotun Stephen, Chinonye Love Moses, Adegbuyi Omotayo Adeniyi, Oladosun Muyiwa and Olokundun Maxwell Ayodele</i>	
Evaluating the Usability of Games Interfaces with Respect to Teenagers and Adults.....	5240
<i>Syed Asim Ali, Afshan Ejaz, M. Fouad Ilyas Siddiqui and Sumeen Farooqui</i>	
Exploratory Research on the Impact of Physical Attractiveness in Marketing of Fitness Products.....	5257
<i>Soekmawati and Robert Jeyakumar Nathan</i>	
Developed and Emerging Economies' Understanding of the Dynamics of Alliance Capability: A Comparison and Integrative Theoretical Analysis.....	5268
<i>Saba Khalid</i>	
Agricultural Sector in Galați County Resources for the Seed Production.....	5287
<i>Iuliana Manuela Dumitru (Ion), Cristina Stoica (Dincă), Constanța Băcanu (Șerban) and Silvius Stanciu</i>	
National and International Regulations on Seeds and Planting Material Production.....	5293
<i>Iuliana Manuela Dumitru (Ion), Constanța Băcanu (Șerban), Cristina Stoica (Dincă) and Silvius Stanciu</i>	
Aspects Regarding Maize Crops In Romania And Braila County.....	5305
<i>Cristina Stoica (Dincă), Constanța Băcanu (Șerban), Iuliana Manuela Dumitru (Ion) and Silvius Stanciu</i>	

Using Business Model as a Tool of Arctic Region Medicine Strategic Development..... <i>Irina M. Zaychenko, Igor V. Ilin and Alissa Dubgorn</i>	5313
Globalization – the Catholic Church’s Approach..... <i>Sebastian Kot</i>	5320
Evolution of Carsharing in Poland..... <i>Marcin Kubera and Sebastian Kot</i>	5328
Organisational Knowledge Utilization in Nigeria’s Telecommunication Industry and It’s Implications for Management Practice..... <i>Ibidunni Ayodotun Stephen, Olokundun Maxwell Ayodele, Salau Odunayo Paul, Falola Hezekiah Olubusayo and Borishade Taiye Tairat</i>	5337
Tourist Arrivals from Distant Countries to the Czech Republic in 2012-2018..... <i>Jan Máče, Sylva Skupinová and Eliška Smotlachová</i>	5346
La Gestion Axée Sur Les Résultats Au Cœur De La Loi Organique Des Finances 2014..... <i>Chaouni Hanae</i>	5352
Evaluation of User’s Needs during the Front-End of Innovation Using the Attractive Quality Theory..... <i>Helmi Ben Rejeb</i>	5362
Exploiting Opportunities in Strategic Business Nets – The Case Study..... <i>Michał Organa and Aleksandra Sus</i>	5380
Social Conditioning of Water Pipe System Modernization – Case Study..... <i>Violetta Gładysiak, Ryszard Wyczółkowski and Mariusz Piechowski</i>	5391
Quantification of Investment Degree in Innovation in SMEs and Their Influence on the Production Function..... <i>Hector Fuentes, Cristian Perez and Alvaro Armenakis</i>	5400
Design of a Cost System Based on ABC and ABM Activities for Decision Making of Non-Manufacturing Organization..... <i>Jose Silva and Maria Nehme</i>	5414
Short-Term Evolution and Prospects of the Vegetable Market in the Context of Sustainable Regional Development in Romania..... <i>Ana Maria Loredana Preda</i>	5422
Social Marketing: The Evolution of Public Health Promoting Strategies Regarding Sedentary Behavior and Increase of Daily Physical Activity Levels..... <i>Marinela Filofteia Hostiuc, Radu Dobrescu, Iuliana Raluca Gheorghe and Victor Lorin Purcarea</i>	5429
Adaptation of LPS Model Implementation to the Moroccan Projects..... <i>Hicham Habchi, Taoufiq Cherradi and Aziz Soulhi</i>	5436
A Study on the Priority Decision Making of Processes for IT Governance Based on the IT-related Goals of COBIT 5..... <i>Juhyeon Lee, Junghwan Lee and Kyungho Lee</i>	5445
Healthcare Services: Hi-Tech Medicine Economics and the Regional Labour Market..... <i>A.M. Malinin, D.A. Andreyeva, V.M Sereda, S.Yu. Rubtsova and Olga S. Nadezhina</i>	5456

Study Over Corruption and European Economic Convergence.....	5466
<i>Vartolomei Mihaela</i>	
Balancing the Positive and Negative Impacts of Sport Events Tourism.....	5476
<i>Tünde GÁL, Gabriela Cecilia Stănciulescu and Florentina-Ștefania Neagu</i>	
Professional Adaptation Diagnostics of Pedagogical University Graduates.....	5485
<i>Dinara Firzanovna Akhmerova, Tatiana Valeryevna Grebenshchikova, Nadezhda Efimovna Razenkova and Vladislav Semenovich Umnov</i>	
Strategic Competitive Analysis of Retail Industry – Case of Croatia.....	5495
<i>Maja Darabos Longin and Marija Sutalo</i>	
Factors of Effective Regional Development and Labor Market Condition as Indicator of State of the Economy of the Region.....	5507
<i>D.A. Andreyeva, V. Kokushkina, G. V. Dvas, A.M. Malinin and Olga S. Nadezhina</i>	
The Development of Financial Leasing Relations in The International Market Taking into Account the Trends of Globalization and Integration.....	5514
<i>Lebedeva Marina Evgenievna and Tetereva Elena Valerievna</i>	
Hazard Analyses and Risk Assessment (HARA) Interface with Design for Six Sigma (DFSS) in Automotive Industry.....	5530
<i>George-Adrian Muntean and Gabriela Prostean</i>	
Impact of Training and Development on Employees' Engagement: Empirical Evidence from Pakistani Banking Sector.....	5537
<i>Quratulain Ezam, Nawaz Ahmad and Syed Irfan Hyder</i>	
Does The Provision of Non-Audit Services Impair Auditor Independence? The Moderating Role of Audit Committee Financial Expertise.....	5552
<i>Deaa Al-Deen Omar Al-Sraheen</i>	
Motivational Preferences among Czech and Russian Men at Managerial Positions.....	5560
<i>Lenka Ližbetinová, Silvia Lorincová, Anna Tikhomirova and Zdeněk Čaha</i>	
Study on Corruption and Level Living Inside Europe.....	5569
<i>Maria Nemeș, Bobia Elfriede-Larisa Constantin and Marian-Liviu Mocan</i>	
Résultats Préliminaires De L'étude Exploratoire Sur Le Redressement Des Entreprises En Difficultés: Cas Des Entreprises Féminines Marocaines	5575
<i>Ajaj Bakioui Dounia and Ferhane Driss</i>	
Global Market of Agricultural Goods: Trends, Environment Factors.....	5593
<i>Valentina N. Ivanova and Gregory V. Jazev</i>	
The Biodiversity Research Outputs of the Megadiverse Asean Countries.....	5604
<i>Ambar Yoganingrum</i>	
Quality Management in Scientific and Educational Organizations: Methods and Tools.....	5614
<i>Ekaterina D. Malevskaia-Malevich, Leonov, S. A. and Zaborovskii Denis</i>	
Methods for Assessing the Effectiveness of Research and Development.....	5620
<i>Ekaterina D. Malevskaia-Malevich, Leonov, S. A. and Zaborovskii Denis</i>	

Preconditions for Change in Higher Education Institutions: Complacency vs. the Formation of the Reform Team.....	5626
<i>Natalija Sedziuviene and Jolita Vveinhardt</i>	
A Knowledge Based Economy and International High-tech Exports. Main Competitors.....	5639
<i>Aneta Jarosz-Angowska and Elżbieta Kołodziej</i>	
Risk Assessment and Risk Management of Innovative Activity of the Enterprise.....	5650
<i>Grigory V. Dvas and Yulia A. Dubolazova</i>	
Development and Business Support of Innovative Enterprises in the Russian Federation.....	5654
<i>Grigory V. Dvas and Yulia A. Dubolazova</i>	
Institutions, Regulations, Controls and Results in the Fisheries Sector of the Republic of Moldova.....	5658
<i>Mihaela Munteanu (PILA) and Silvius Stanciu</i>	
A Preliminary Study: Emotional Connection towards E-learning Mobile Application Design for Children...	5669
<i>Magrizef Gasah and Aslina Baharum</i>	
The Role and Importance of State Regulation in the Development of Small and Medium-Sized Businesses...	5685
<i>Supugalieva Gulnazym and Assiya Marat</i>	
Transformational Leadership and Employee Creativity: A Case Study of Romanian Companies.....	5695
<i>Cristian – Liviu VELE</i>	
What Role for the European Fiscal Board? A Discussion.....	5704
<i>Radu Şimandan</i>	
Implementation of the Banking Union: The Consequences for Poland.....	5709
<i>Elżbieta Kołodziej and Aneta Jarosz-Angowska</i>	
Le Dispositif De Formations En Alternance Dans l’Enseignement Supérieur Au Cœur De La Structuration D’un Petit Territoire Insulaire: Les Enseignements Tirés De L’exemplarité Du CFA Universitaire En Région Corse.....	5719
<i>Christophe Storaï and Laetitia Rinieri</i>	

Digitalization as a Solution to Raise Indonesian Furniture Market: A Study of the Development of Furniture E-Commerce Platform in Jepara, Indonesia

Muhammad Fariz Zakka Zulfikar, Universitas Islam Indonesia, Yogyakarta, Indonesia
fariz.zakka@students.uii.ac.id

Muhammad Ilham, Universitas Islam Indonesia, Yogyakarta, Indonesia
m.ilham@students.uii.ac.id

Istyakara Muslichah, Universitas Islam Indonesia, Yogyakarta, Indonesia
istyakara@uui.ac.id

Abstract

Furniture is one of the potential commodity owned by Indonesia. It ranks second from the top tropical country that exports furniture. However, Indonesian furniture industry has fallen down year to year and faced the degradation of the total amount of furniture export. It caused of several issues, which are the high cost of logistics, high minimum wages, high taxes, low worker's productivity and the government's regulations that burden local industries, including Jepara, one of the potential city that produced high-quality of wood furniture and contributed 10% of total amount of the national exports. On the other side, the growth of digital industries in Indonesia is growing rapidly in last 6 years. As a result, many e-commerce arose in order to resolve various problems in distinct field, also gave an impact on economic value in Indonesia. Furthermore, in 2019 the growth of national digital industries is expected to grow above 11% per year. Hence, in this paper will discuss the background of the condition and its potential of Indonesian furniture industry, particularly in Jepara and how important the digitalization to be a solution to develop Indonesian furniture market with the adoption of the business model in e-commerce such as B2B and B2C. The outcome of this paper is expected to get a support from the Indonesian government and stakeholders to implement the idea to build platform technology that can help Indonesian furniture industry to raise the market and the number of exports.

Keyword: Furniture Industry, Export, Digitalization, E-Commerce

Introduction

One of the main exports commodity owned by Indonesia, besides gas and oil, is furniture, especially wood furniture. It is very potential to be developed. In 2001, Indonesian furniture's contribution in export activities reached 3% with total of \$738 million (Sampurna and Shihab, 2015).

Jepara is identically known as the city that produced furniture and handicrafts. The data showed that 75.603 people work in furniture industry and there are 5.870 business units in the furniture industry (Jepara Central Bureau of Statistics, 2015). Jepara's people believe that furniture is not only commodities to raise their economic condition, but also historical value and culture that must be protected and preserved time to time (Purnomo *et al.* 2010).

However, Indonesian furniture is facing a decline in exports from year to year. Purnomo *et al.* (2010) mentioned the global financial crisis in 2008 inflicted 50% degradation of the total exports number in this industry. In 2016, it fell down 16% from the total amount of \$1.9 billion to \$1.6 billion. In addition, the total amount of Indonesia exports has beaten by some other countries such as China—which is the market leader of this industry, Vietnam—which reached \$6.9 billion in the total export, and Malaysia—which reached \$2.4 billion in the total export (Indonesia-investment, 2016).

Furthermore, Indonesian import in this industry is relatively high. During December 2016 to January 2017, data showed that the number of import improved 5.72%, and it inversely proportionally with the number of export which only improved 4.38% (Kemenperin, 2017). It was ironic since Indonesia has huge resources of the main materials that can be renewable, which is forest.

This condition has no different that happened in Jepara. The competitive pressure rising in furniture industry, due to cost-cutting competition from other countries in the region (Posthuma, 2015). This phenomenon has been becoming a new challenge for local industry regarding selling their products in the market, moreover, the pressure of global business competition and the rapid growth of technology forced them to brainstorm in order to survive in this business industry (Astini *et al.* 2017).

On the other hand, the rapid growth of technology from year to year has been rising the concept of digitalization since the emerged of internet in 1990. Digitalization is an “on-going transformation on contemporary society that encompasses many fields” including business (Hagberg *et al.* 2016) with the adoption of technology to generate, process, share, and commercialize information (Kaz *et al.* 2015). It also can help the companies learning more about their customers and ecosystem (Weill and Woerner, 2015) to raise the market of the digital era.

In summary, digitalization could give opportunities to Indonesian furniture industry, especially in Jepara (Fafurida *et al.* 2015). It could be done by creating the innovation on technology in order to improve the production and distribution (Trigkas *et al.* 2012). Furthermore, it would help the industries to increase business competitiveness and better regional development (Davies, 2010).

Aims

This paper will discuss the idea of developing furniture business model with technology based on online business or electronic commerce (e-commerce) in order to help Indonesian furniture industry to raise its market either local or international, including export sector and to get support from government and stakeholders to implement the idea.

Literature Review

The growth of technology forces a rapid changes in business environment. It gives an impact on the adoption of technology with the results of the emergence of digitalization. Digitalization or digital technologies give opportunities to enhance productivity across the sector and broaden the participation of the economic value in all communities, besides it also impulse marketing sector, decision making, consumer experience, and create the new model of business to optimize the value chain and efficiency (McKinsey, 2016). Digitalization is also claimed to change consumer behavior, with the consequences of products and brand (Lipiäinen, 2015).

Digitalization leads to a new business model called e-commerce. E-commerce or electronic commerce refers to trade goods and services through the internet (Lee and Griffith, 2004). It also refers to share business information, maintain business relationships, and run a business through the internet (Tsai and Cheng, 2011) and from the consumer perspective, it means buying or ordering goods via internet for a consumer's personal or household's consumption. Information technologies is important part for business model for e-commerce, with those information technologies, it can increase sales, improve customer retention rates, reduces cost and also give competitive advantages (Dwitya, 2016).

E-commerce has grown to have a great influence on the global economy (Ho *et al.*, 2007). The growth of e-commerce furnishes the overall business environment and productivity enhancing activities of a nation (Krovi, 2015). The participation of e-commerce in global and national economy advancements is no longer an alternative, but rather imperative which e-commerce practice of executing the business process via the internet (Ngale & Mann, 2015). This e-commerce expected to increase furniture exports due to superiority of Indonesian furniture which is distinctive in shape and price, also the resources in both raw materials and human aspects is expected to be able to develop

national furniture export (Suhardi et al. 2015). The Indonesian furniture export was driven by SMEs which play an important role in reaching a global market (Loebis and Schmitz, 2014).

Regarding to huge population of young people, and millions of Indonesian people entering middle class, awareness of using internet & gadget, and e-banking gives positive point of view to Indonesian market on e-commerce industries (Dwitya, 2016). Dwitya added, Indonesian e-commerce should be expanded not only in local market but also global market. With the well-known reputation of Jepara's furniture and relatively high demand of the foreign market, it has potential to implement platform e-commerce that utilize resources from Jepara's furniture industry to raise the economics in that region and also broaden the Indonesia's e-commerce market.

In a research study by McKinsey, (2016) The adoption of digitalization in Indonesia can increased an estimated USD 150 billion in growth or 10 percent of GDP in 2025 and also the digitalization offers ways in boost productivity among sectors and expand participation in the economy all segments of the population. Based on these potential it is possible to implement the digitalization in Indonesia especially Jepara. By adopting an e-commerce model as the solution to increasing market share of furniture in Jepara and increasing the revenue of Jepara furniture industry.

Methodology

This study based on exploratory framework and literature review to describe how the condition of Indonesian furniture industry, particularly in Jepara and the growth of technology which drive us to conceptualize the idea to create an e-commerce based on digitalization. The literature explained about the e-commerce and it's adoption and development of using e-commerce technology in some countries that drive efficiency and effectiveness into business process and it's also noted the impact into several sectors of business area. Many companies including small-medium enterprises (SMEs) started to adopt digitalization process as a tool to gain market and operational efficiency (Li et al. 2009).

Discussion

The Potential of Furniture Industry

Jepara, a city located in Central Java, has been widely famous for its wooden furniture industries. Since the 16th century, Jepara was already a thriving commercial center. After a long dormant period, the local industry was resuscitated in the 1970s through a revival of domestic demand and renewed appreciation for traditional-style furniture. With this development, Jepara has re-risen as the center point of a burgeoning industry, with approx. 3,000 firms, including 100 huge and medium undertakings scattered crosswise over 80 towns (Sandee et al. 2002). Roda et al. (2007) mentioned Jepara wooden furniture industry has been supported by approximately 15,271 units of furniture industry, dominated by small-scale industrial units (14,921 units).

Farfurida *et al.* (2015) added furniture industry in Central Java is one of the biggest industry and it has competitiveness on the national and ASEAN level. Jepara identified as export-oriented on wood furniture (Tulus, 2009). In 2009 it is also noted that Jepara contributed 29% of economic in Indonesia (Purnomo 2010). The value of this industry reaches more than 1 trillion rupiahs. In 2017, Jepara exports improved from \$110 million to \$150 million and give 10% of total amount of national exports, \$1,5 billion dollars (Jepara Central Bureau of Statistics, 2015). Local industries play its role as a contributor to the national economic value, and it's crucial to be developed (Rokhim *et al.* 2017). In a research study by Tulus (2009) small-medium enterprises (SMEs) have an important role in the development and the growth of Indonesian exports, particularly in manufacturing.

However, small and medium enterprises (SMEs) industry does not pay attention to the needs of the technology which is affecting export performance directly. It means that the adoption of technology is important for improving the export performance of furniture's SMEs (Astini *et al.* 2017). Loebis & Schmitz (2014) mentioned that SMEs also are demand driven but they rarely enjoy 'information-rich relationships' with their buyers. Regarding, the number of SMEs in Jepara working in the furniture

sector, it is potentially to be developed with the adoption of technology to improve industrial performance, especially exports.

In order to adopt any technology, Davis (1989) proposed a technology acceptance model (TAM) to illustrate how technology adoption is working. It is started with the person's attitude toward using the technology which influenced by perceived usefulness and ease of use. This attitude then could push personal intention which could predict the actual behavior, the technology adoption. This model could give an overview on how the technology adoption could happen to furniture SMEs in Jepara.

E-Commerce Furniture Platform

E-commerce has a profit-giving opportunity for businesses in developing countries driven by the perceived Internet potential of reducing transaction costs by passing through multiple intermediaries and facilitating links with global supply chains (Licker and Mola, 2005). In order to take advantage of these potentials, the business must adopt eCommerce. Indonesian furniture industry and environment is one of the potential sectors that can be developed, particularly in Jepara.

Schneider (2002) mentioned e-commerce can be defined as "any economic or business activity through website storefronts to enable buying and selling products and services and to facilitate the transactions of the business and activities between and amongst individuals and organization". E-commerce offered very potential benefits for SME and large business (Mira, 2006). In a research study by Shia *et al.* (2015), there are 4 types of business model that can be implemented on the e-commerce platform, included: B2B (business to business), B2C (business to consumer), C2C (customer to customer), and C2B (consumer to business).

B2B refers to procurement, logistics, and administrative process occurring between firms (a supply chain model) (Gereffi, 2001). B2C refers to sell products directly to the customer through the website (Shia *et al.* 2015). Besides C2C refers to e-business model which occurs among consumers and C2B is the model of serving consumers and businesses by pooling together a strong purchasing group with a large number of users (Ye and Ma, 2017).

Creating platform through website media is becoming primary things and also facilitating the transactions between consumer and seller to protect the transactions. The website is a means by which enable the flow of information; which in turn can alter the perceptions that buyers may have regarding a brand in the market (Virtsonis and Harridge, 2008). The website serve as a communication channel for bidirectional information transfer, a platform for transacting, an interface for providing customer service and facilitate marketing initiatives with goal such a market the products/services and maximise profit/shareholder value by allowing transactions online with another party, organisations that incorporate such technologies still need to have a sense of what proportion of their business will be online, their target audience, their value proposition, and most importantly, the path for delivering maximum customer value (Ghandour *et al.* 2008).

Through the platform, selling the furniture goods that supply from the local seller especially in Jepara becomes the primary model of the business process. The platform adopts the model of B2C and B2B. B2C refers to sell products directly to the customer through the website (Shia *et al.* 2015). Besides that, the B2B model also can be implemented regarding of so many local companies has been becoming a supplier to the other companies from other countries. Initially, they started selling to the foreign tourist who came to Jepara, then started to export the products (Tambunan, 2009). With B2B model, the platform is becoming the third-party media for communication and transactions between those parties. Both adoptions model is consists of organizational and external factors as a supplier, buyer and companies, IT activity, managerial IT knowledge and structure (Sila, 2013).

The emerging of the e-commerce furniture will raise the market on digital era based on fact that some customers may have a limited time so they can save time and take advantage of the convenience of buying online (Salehi *et al.* 2012); the consumer needs to be informed in case to be able to access social knowledge and experiences (Lu *et al.* 2016) and influenced by their social interactions (Godes *et al.* 2015) to make a purchase decision.

The Impact of E-Commerce Platform

In order to enhance the competitiveness in the today's global market, the ability to communicate with the customer, supplier, and companies is important. With the information technology of e-commerce, it is significantly offered wide opportunities to enhance the product and services (Treleven et al. 2014) on international market. Moreover it shorten the manufacturing cycle, improve the spread of information, create new informational products and new channels (Barsauskas *et al.* 2008), and also giving customer and supplier access to more knowledge (Singh, 2002). With the adoption of model B2B and B2C, connecting customer and supplier to the companies through the platform will enhance **communication** between those elements. Good communication increases the availability of information among parties and improve the process of business (Singh, 2002).

Some academics and practitioners also defined the benefits in both B2B and B2C model, included :

1. B2C model :
 - a. provide personalised accurate customer information with a better tracking, delivery and payment details is an online service (Singh, 2002);
 - b. provides in contrasting prices and value added services (Alzola and Robaina, 2007);
 - c. cost reductions by technology-enabled efficiencies (March and Ngai, 2006); and
 - d. the possibility of acquiring products and/or services 24hours/day, 7 days/week; and being able to access more information about goods or services they wish to obtain and saving on distribution costs.
2. B2B Model as defined by Chong et al. (2010) :
 - a. increasing customers relationships;
 - b. improving production and supply capability; improving personalization; and customization of product offerings;
 - c. enhancing customers relationships;
 - d. reducing marketing costs compared to traditional marketing media, and reducing numbers of marketing staff;
 - e. operating 24/7 and round the clock in 365 days;
 - f. facilitating global presence exploring to new market segments; and interact more effectively in terms of services marketing communication.

The benefits of B2B and B2C models can be achieved through the website platform. The website platform specifically defined as a e-marketplace for SMEs furniture industry in Jepara to sell their product and increase the market share. Furthermore, the e-commerce will enhance the access for SMEs to conduct transactions with both local or global parties and consumer.

In a research study by Barsauskas et al. (2008) the new technology drives companies had **efficiency** improvements in the business process. The adoption of e-commerce technologies will manage more efficiently information exchange with business partners and in order to improve internal efficiency (Desruelle et al, 2005). The concept of efficiency in economic, particularly in manufacturing defined as relation between input and output. E-commerce becomes a tool for output amount improvement and so for input reduction. **Supply chain** management becomes part of the efficiency. In the B2B models, supply chain becomes the main area that can offer big positives impact on the business process. As the results, it can change cost structure such as lowering the cost of material ordering process, material inventories, and moreover, it is not only about the cost, but also the faster and cheaper identify suppliers, shorten intermediaries, to stimulate the competition between suppliers (Barsauskas et al. 2008), enhancing competitive advantage, building market share, and scaling business models (Young and Johnston, 2003). Due to the business process in Jepara, the industry still conducted the business by buyers who came to the locations (Tambunan 2009), e-commerce with B2C adoption will give benefits for consumers to avoid travelling and long queues.

Logistics also becomes the important sector that can be developed on e-commerce platform regarding to the traditional business process of logistics in Jepara. Thus, e-commerce platform offered service on logistics. In a research conducted by Cho et al. (2008) firms that use outsourcing in e-commerce will affect the firm performance, enhance logistics capability, and impact on customer

satisfaction. They also noted, firms that outsource logistics capability will be stronger than firms that do not outsource.

Conclusion

This paper highlights the digitalization as a solution to raise Indonesian furniture market in Jepara, Central Java. Some studies show the adoption of digitalization especially e-commerce will give advantages to the industry. With a number of SMEs that work on the furniture sector, it is potential to adopt the e-commerce. The adoption of e-commerce will extend their businesses beyond conventional marketing boundaries, and more effectively plan the participation into the e-environment.

Based on those benefits, adopting the e-commerce b2b and b2c will give more preferences to the SMEs furniture industry in Jepara in selling their products. Through the website as the platform, the furniture industry will have more access to conduct transactions with business parties and consumers both local and global. Also, this increasing access will develop Indonesian SMEs furniture industry in Jepara to raise the global market and increasing exports.

Further Research

An interesting extension of the above work is to further explore the dimensions of e-commerce services from the B2B and B2C for Indonesian furniture industry. Subsequent research may include:

- contribution of e-commerce services of B2B and B2C e-marketplace to business performance in furniture industry;
- critical success factors associated with B2B and B2C e-marketplace service performance; and
- a similar study with a bigger sample, or different countries.

Futhermore, in terms to enhance the competitiveness of Indonesian furniture industry, futher research on how the e-commerce or government's regulations could make lower cost of labor, and improving labor productivity is important fields to be discussed. Countries such as China and Vietnam have already focused on that issues, and the results the could become top 5 countries of exports furniture in the world.

References

- Alzola, Lucía Melián and Robaina, Víctor Padrón, (2007)' Measuring the results in B2C e-commerce', *International Journal of Quality & Reliability Management*, 24 (3), pp. 279 – 293
- Aribawa, Dwitya, (2016), 'E-commerce Strategic Business Environment Analysis in Indonesia', *International Journal of Economics and Financial Issues*, 6 (6) ,130-134
- Astini, Rina, and Tafiprios, (2017), 'The application of three orientation (market, technology and entrepreneurship orientation) and global mindset as efforts to increase the growth and export performance: evidence from micro small and medium sized industries of teak furniture in java island', *International Journal of Economic Perspectives*, 11 (1), 1731-1742.
- Barsauskas, P., Sarapovas, T., & Cvilikas, A., (2008), 'The evaluation of e-commerce impact on business efficiency', *Baltic Journal of Management*, 3 (1), pp.71-91.
- Central Bureau of Statistic, (2015), *Jepara's Business Unit, Jepara Central Bureau of Statistics*. [Online], [Retreived December 27, 2017], <https://jeparakab.bps.go.id/statictable/2017/03/01/489/tabel-table-6-1-1-banyaknya-unit-usaha-unit-dan-tenaga-kerja-orang-dirinci-menurut-jenis-industri-kecil-menengah-di-kabupaten-jepara-ikm-2015.html>

Central Bureau of Statistic, (2015), *Jepara's Volume and Value of Productions*, Jepara: Jepara Central Bureau of Statistics. [Online], [Retrieved December 27, 2017] <https://jeparakab.bps.go.id/statictable/2017/03/01/492/tabel-table-6-1-2-banyaknya-volume-dan-nilai-produksi-dirinci-menurut-jenis-industri-kecil-menengah-ikm-di-kabupaten-jepara-2015.html>.

Cho, J.J., Ozment, J and Sink, H., (2008), 'Logistics capability, logistics outsourcing and firm performance in an e-commerce market', *International Journal of Physical Distribution & Logistics Management*, 38 (5), pp.336-359.

Chong, Woon Kian., Shafaghi, Mathew., Woollaston, Christopher and Lui, Vincent. (2010) 'Marketing Intelligence & Planning,' *Bradford*, 28 (3), 310-329.

Das, K., Gryseels, M., Sudhir, P., and Tan, K.T., (2016), '*Unlocking Indonesia's digital opportunities*, McKinsey Indonesia Officer.

Davies P.B., (2010), 'eBusiness as a driver for regional development', *Journal of Systems and Information Technology*, 12 (1), pp. 17 – 36.

Davis, F.D. (1989), "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology," *MIS Quarterly*, 13 (3), pp. 319-340.

Desruelle, Paul., Jean and Burgelman, Claude., (2001), 'The impact of e-commerce on the value chain,' *info*, 3 (6), pp. 485 – 497

Fafurida, F., Setiawan, A.B., and Irmawati, S., (2016), 'A strategy to increase the competitiveness of leading industries in central java province to face ASEAN economics community 2015', *International Journal of Economics and Financial Issues*, 60-66.

Ghandour, Ahmad., Deans, Kenneth., Benwell, George and Pillai, Paul. (2008) 'Measuring eCommerce Website Success,' *ACIS 2008 Proceedings*. pp 24.

Godes, D., Mayzlin, D., Chen, Y., Das, S., Dellarocas, C., Pfeiffer, B., et al. (2005). "The firm's management of social interactions". *Marketing Letters*, 16 (3/4), 415e428.

Hagberg, J., Sundstrom, M., and Engels-Zanden, N., (2016), 'Digitalization of Retailing; an Exploratory Framework', *International Journal of Retail and Distribution Management*, 44, (7)

Ho, Shuchun., Kauffman, Robert J, and Liang, Ting-Peng. (2005). 'A Growth Theory Perspective on the International Diffusion of E-commerce,' *Electronic Commerce Research and Applications*. 6, (3), 237-259. Research Collection School Of Information Systems.

Indonesia-investment.com, (2017), '*What is Causing Slowing Growth in Indonesia's Furniture Industry*', [Online], [Retrieved December 26, 2017] https://www.indonesia-investments.com/id/business/business-columns/what-is-causing-slowing-growth-in-indonesia-s-furniture-industry/item6532_

Indonesi-investment.com, (2017), '*Furniture Exports Indonesia Under Pressure, Companies Move to Vietnam*'. [Online], [Retrieved December 26, 2017]https://www.indonesia-investments.com/id/news/todays-headlines/furniture-exports-indonesia-under-pressure-companies-move-to-vietnam/item7654_

Jawa Pos.com, (2017), 'Menperin Minta Anak Muda Kembangkan Industri Digital RI', [Online], [Retrieved December 26, 2017] <https://www.jawapos.com/read/2017/12/19/175804/menperin-minta-anak-muda-kembangkan-industri-digital-ri>

Kartiwi, M., (2006), 'Case studies of e-commerce adoption in Indonesia smes: the evaluation of strategic use', *Australian Journal of Information Systems*, 69-80.

Katz, Raul., Koutroumpis, Pantelis and Callorda, Fernando Martin. (2014) 'Using a digitization index to measure the economic and social impact of digital agendas,' 16 (1), pp.32-44

Kemenprin. (2017), 'Laporan Ekspor Impor Industri Pengolahan 2017'.Kementerian Perindustrian Republik Indonesia.

Kompas.com, (2017), 'Ekspor Mebel dan Furniture Jepara Mencapai 150 Juta Dollar AS'. [Online], [Retrieved December 26, 2017] <http://ekonomi.kompas.com/read/2017/10/04/220000226/ekspor-mebel-dan-furniture-jepara-mencapai-150-juta-dollar-as>.

Krovi, R. (2015). 'Surveying the e-landscape: New rules of survival,' *Information Systems Management*, 18 (4), pp. 22- 30.

Lee, Chol and Griffith, David A. (2004), 'The marketing strategy-performance relationship in an export-driven developing economy: a korean illustration', *International Marketing Review*, 23 (3), pp.321-334.

Li, J., Merenda, M., and Venkatachalam, A.R., (2009), 'Business process digitalization and new product development: an empirical study of small and medium-sized manufactures', *International Journal of E-Business Research*, 5 (1).

Lipiäinen, Heini Sisko Maarit and Karjaluoto, Heikki., (2015), 'The usage of digital marketing channels in smes, *Journal of Small Business and Enterprise Development*, 22 (4).

Loebis, Lienda and Schmitz, Hubert (2014), Java furniture makers: Globalisation winners or losers? ,*Development in Practice*, 15:3-4, 514-521,

Lu, B., Fan, W., & Zhou, M., (2016), 'Social presence, trust, and social commerce purchase intention: an empirical research", *Computers in Human Behavior* 56 225e237

March, L and Ngai, E.W.T. (2006), 'Predicting the organisational adoption of B2C e-commerce: an empirical study', *Industrial Management & Data Systems*, 106 (8), pp. 1133 – 1147.

Molla, Alemayehu and Likcer, Paul S. (2005) 'eCommerce adoption in developing countries:a model and instrument,' *Information & Management* 42, 877–899

Ngale, Libert, Mann, Anubhav Singh, (2015) . Turiba University. International Scientific Conference; Riga : 214-224.

Posthuma, Anne Caroline. (2015) "Taking A Seat In The Global Marketplace: Opportunities For "High Road" Upgrading In The Indonesian Wood Furniture Sector?" *In Globalism/Localism at Work*.

Purnomo, H., Irawati, R.H., & Melati, (2010), 'Menunggang Badai: Untaian Kehidupan, Tradisi, dan Kreasi Aktor Mebel Jepara', *CIFOR*.

Roda, J-M., Cadène, P and Guizol, P., Santoso, L., and Fauzan,A.U., (2007), “Atlas of Wooden Furniture Industry in Jepara, Indonesia”, CIRAD. CIFOR. Bogor. 52 pp.

Rokhim, R., Wahyuni, S., Wulandari, P., & Ayu, F., (2017), ‘Analyzing key success factors of local economic development in several remote areas in Indonesia’, *Journal of Enterprising Communities: People and Places in the Global Economy*.

Salehi, Farhang; Abdollahbeigi, Bentolhoda; Langroudi, Atefeh Charmcian and Salehi, Forouz. (2012), ‘The Impact of Website Information Convenience On E-commerce Success Of Companies’, *Procedia - Social and Behavioral Sciences* 57 (2012) 381 – 387.

Sampurna, Y., and Shihab, R., (2015), ‘Meningkatkan pemasaran mebel kayu secara online melalui strategi e-business bagi asosiasi pengrajin kecil jepara (APKJ), jawa tengah: studi kasus di APKJ dan CIFOR’, *CIFOR*.

Sandee, R., Sulandjari, S and Rupidara, N. (2002) ‘Business networks and value chains infurniture production: An analysis of demand-supply relationships of teak furniture from Central Java, Indonesia.’ First draft of a report to the ILO, Amsterdam

Schiller, J., and Martin-Schiller, B. (1997) ‘Market, culture and state in the emergence of an Indonesian export furniture industry,’ *Journal of Asian Business*, 13 (1)

Schneider, G. P. (2002), ‘*Electronic Commerce*’. Course Technology. Australia

Shia, B.C., Chen, M., Ramdanyah, A.D., and Wang, S., (2015), ‘Comparison of decision making in adopting e-commerce between Indonesia and Chinese Taipei (case study in Jakarta and Taipei City)’, *American Journal of Industrial and Business Management*, 5, 748-768.

Sila, I., (2013), ‘*Factors affecting the adoption of b2b e-commerce technologies*’, Springer Science+Business Media New York, Cyprus.

Singh, Mohini. (2002), ‘E-services and their role in b2c e-commerce’, *Managing Service Quality*, 12 (6), pp. 434-446.

Suhardi, Bambang., Sahadewo, Akiyumas and Laksono, Pringgo Widyo., (2015), ‘The Development and Implementation Lean Manufacturing inIndonesian Furniture Industry’, *Applied Mechanics and Materials*, 815 (2015), pp 258-263

Tambunan T., (2009), ‘Export-oriented small medium industry clusters in Indonesia’, *Journal of Enterprising Communities*, 3 (1).

Treleven, Mark D., Watts, Charles A and Hogan, Patrick T. (2000) ‘Communicating Along the Supply Chain: A Survey of Manufacturers’ Investment and Usage Plans for Information Technologies,’ *American Journal of Business*, 15 (2), pp.53-62

Trigkas, M., Papadopoulos, I., and Karagouni, G., (2012), ‘Economic efficiency of wood and furniture innovation system’, *European Journal of Innovation Management*, 15 (2), pp.150-176.

Tsai, Y.-C., & Cheng, Y.-T., (2012), ‘Analyzing key performance indicators (KPIs) for e-commerce and internet marketing of elderly products: a review’, *Archives of Gerontology and Geriatrics*, 55, 126-132.

Tsai, Yuan-Cheng and Cheng, Yu-Tien. (2011) 'Analyzing key performance indicators (KPIs) for E-commerce and Internet marketing of elderly products: A review,' *Archives of Gerontology and Geriatrics*, 55 (2012), 126–132

Virtsonis, Nicolas and Harridge, Sally . (2008) 'Website elements in B2B online communications: a case from the UK print industry,' *Marketing Intelligence & Planning*, 26 (7), pp.699-718,

Weill, P., & Woerner, S.L., (2015), 'Thriving in an increasingly digital ecosystem', *MIT Sloan Management Review*, 56 (4), pp. 27-34.

Young, L.W., and Johnston, R.B. (2003), 'A framework for evaluating the impact of the internet on business-to-business e-commerce value delivery options', *Journal of Systems and Information Technology*, 7 (1/2), pp.129-152.