

Sustainable Approaches and Business Challenges in Times of Crisis

3rd International Conference on Modern Trends in Business, Hospitality and Tourism, Cluj-Napoca, Romania, May 4-6, 2023

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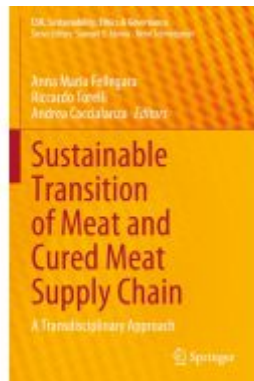
Details

This book discusses current trends, challenges, and opportunities in the fields of business, hospitality, and tourism, particularly in Eastern Europe. Featuring selected papers presented at the second annual Modern Trends in Business Hospitality and Tourism International Conference held in Cluj-Napoca, Romania in 2023, the enclosed chapters explore the global marketing environment discussing the latest technological, economic and social-cultural developments. Featuring theoretical and empirical research and real-life case studies, this book explores topics such as global capital markets and investment financing post COVID-19, sustainable business models, financing alternatives for SMEs, corporate governance, human capital leadership, among others. It is appropriate for academics, researchers, scholars and practitioners in the areas of business, hospitality and tourism.

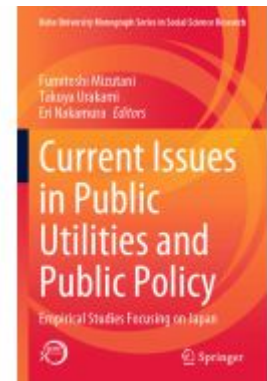
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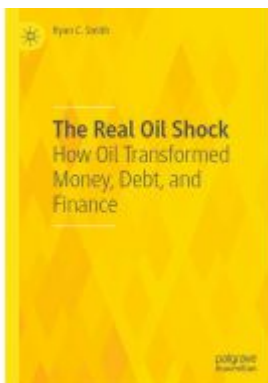
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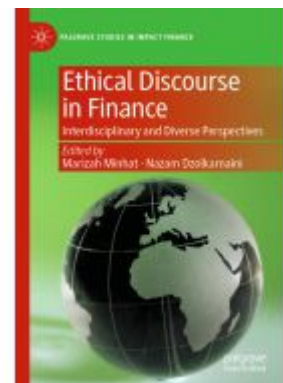
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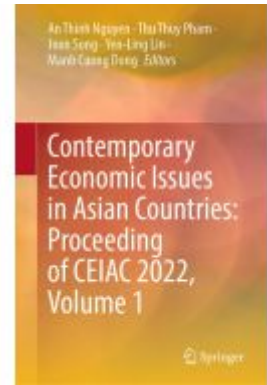
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