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Table of Content

Optimization of Civil Catering Service in Crisis Conditions with Nutritional Evaluation of the Pre-Prepared Food Preparation Plan.....	1
<i>Helena Velichová, Eva Lukášková, František Buňka, Kateřina Pitrová and Dušan Vičar</i>	
The Relationship between Trust, Integrity and Community Happiness.....	11
<i>Abd Rahman Ahmad, Tareq Jumuaa Al Junaibi, Ng Kim Soon, Hairul Rizad Md Sapry and Siti Sarah Omar</i>	
The Relationship between Information Sharing and Student’s Academic Performance: Evidence from Al Imam Mohammad Ibn Saud Islamic University.....	16
<i>Bilal Ahmad Ali Al-khateeb</i>	
Upin & Ipin: Language Style for Children’s TV Series.....	29
<i>Nor’Anira HARIS</i>	
Organizational Justice and Altruism: Does Po Fit Suitable as Moderator.....	39
<i>Farika CHANDRASARI, Majang Palupi, Zainal Mustafa EQ, Heru Kurnianto Tjahjono and Wisnu Prajogo</i>	
Implications of Lifelong Learning for the Development of Silver Economy in Poland and Spain.....	50
<i>Ewa SOBOLEWSKA-PONIEDZIAŁEK</i>	
Alternative culture with special focus on post-hippies/post-underground in the Czech Republic.....	59
<i>Michal Trousil and Blanka Klímová</i>	
Economic Feasibility Analysis in Aquaponics.....	63
<i>Constanta Laura AUGUSTIN (ZUGRAVU), Ciprian Petrisor PLENOVICI, Camelia FASOLA (LUNGEANU), Maria Magdalena TUREK RAHOVEANU and Gheorghe Adrian ZUGRAVU</i>	
Comparative Analysis of the Use of Neural Network Technology in the World and Russia.....	70
<i>Alexey V. Bataev, Alexandr A. Gorovoy and Zaborovskii Denis</i>	
Evaluation of Neural Network Technology in the Financial Sector.....	82
<i>Alexey V. Bataev, Alexandr A. Gorovoy and Zaborovskii Denis</i>	
Digital Transformation as a Key to Increasing the Competitiveness of the Russian Chemical Industry.....	96
<i>Alexey G. KORYAKOV and Oleg I. ZHEMERIKIN</i>	
The Role of Human Resource Management in the Learning Organization: An Empirical Study of Public Sector in the Kingdom of Bahrain.....	104
<i>Adel Ismail Al –Alawi and Captain Zain Abdulla Alshomali</i>	
Employees’ Compensation and Labour Productivity in Nigeria: Empirical Insights from Auto Regressive Distributed Lag Technique.....	118
<i>Olufunmilayo T. AFOLAYAN and Henry OKODUA and Hassan OAIKHENAN</i>	
Examining Interactional Justice and Employees’ Engagement in Nigeria’s Port Industry.....	132
<i>Young J. WARIBO, Dayo I. AKINTAYO, Omotayo A. OSINBANJO, Olayunji I. FADEYI and Ayodotun S. IBIDUNNI</i>	
Global Identification: The Cloud Passport.....	138
<i>Yuk-Tung ‘Tonnie’ LAM and Peter BUSCH</i>	
Data Mining for Higher Education Fundraising.....	154
<i>Agatha ALBANO and Peter BUSCH</i>	

Comparative Aspects of Food Security in the Republic of Moldova and Romania..... <i>Mihaela MUNTEANU (PILA) and Silvius STANCIU</i>	169
Systematic Literature Review on Green Human Resource Management: Green Health, Safety and Welfare as New Dimension..... <i>M-Y YUSLIZA, Imran TANVEER, Olawole Olanre FAWEHINMI, Jing Yi YONG and Azlinzuraini AHMAD</i>	181
Intention to Practice Workplace Pro-Environmental Behaviour..... <i>M-Y YUSLIZA, Olawole O. FAWEHINMI, Imran TANVEER, Fauziah Abu HASSAN and Khatijah OMAR</i>	192
Thematic Analysis of Corporate Image of Nigerian Manufacturing Firms Using Social Responsibility..... <i>Bolaji OLAOYE, Oluwole IYIOLA and Chinonye MOSES</i>	205
An Augmented Gravity Model Using Linder Variable to Study UK Tourism Flows..... <i>Anca TAMAS</i>	215
The Impact of the Judgement of the Court of Justice of the EU on the Changing Bilateral Investment Treaties..... <i>Daniela NOVÁČKOVÁ and Jana VNUKOVÁ</i>	226
Investigating the Global Socio-Economic Benefits of Satellite Industry and Remote Sensing Applications... <i>Letizia ALVINO, Stefano MARINO, Uzair AHMAD and Arturo ALVINO</i>	234
Online Shopping Disruptive Adoption in Saudi Arabia..... <i>Hawazen O. ALAMOUDI</i>	248
The value in Banjarese Culture through the Thought of a Prominent Ulema as a Model of Developing Entrepreneurship Based Religion..... <i>Ismi RAJIANI, Sutarto HADI and Ersis Warmansyah ABBAS</i>	258
Analysis of the Cyber Risk Management Processes..... <i>Lubomir Almer</i>	265
University as a Factor in the Employee Selection Process in Slovak Enterprises..... <i>Lukáš SMEREK and Veronika KOVÁČIKOVÁ</i>	271
Implementation of the EU Youth Guarantee Programmes in Latvia as Important Determinants of Youth Employability..... <i>Veronika BIKSE, Liva GRINEVICA and Baiba RIVZA</i>	279
Maximizing Revenue in the Company Using Price and Its Elasticity – Empirical Application..... <i>Martin PETŘÍČEK</i>	291
De Minimis Aid provided in Slovakia..... <i>Daniela NOVÁČKOVÁ and Jarmila WEFERSOVÁ</i>	298
Relevance of Customer Focus on Performance of Some Manufacturing Enterprises in Nigeria..... <i>Bolaji OLAOYE, Oluwole IYIOLA and Chinonye MOSES</i>	305
Logistics' Role in the Sustainable Development of a Multinational Company..... <i>Oana Steliana BURLACU and Maria Magdalena TUREK RAHOVEANU</i>	313
Buildings in Agricultural Holdings in the Context of Low-Carbon Development of the Agriculture and Rural Areas in Poland <i>Arkadiusz PIWOWAR</i>	322

Formation of Effective Organizational and Economic Environment of Innovative Support of Enterprise Competitiveness in Ukraine.....	332
<i>Mykola MALIK, Oleksandr SHPYKULIAK, Olena NEPOCHATENKO, Valentina NEPOCHATENKO and Svitlana PTASHNYK</i>	
Base Erosion and Profit Shifting Action Plan – Implementation of the Minimum Standards.....	343
<i>Oana M. NEAGU</i>	
Economic Growth Factors in Gulf Cooperation Council (GCC) Region.....	350
<i>Majed D. ALHARTHI</i>	
Company Income Tax Revenue Generation in Enhancing Sustainable Economic Growth in Nigeria.....	359
<i>OLADIPO Olufemi Adebayo, IYOHA Francis O. and FAKILE Samuel A.</i>	
Understanding Consumer Perceptions to Promote Airlines Internet Booking Reservation Services in Pakistan.....	367
<i>Abdullah SHEIKH and Nawaz AHMAD</i>	
The Legal Protection of Environmental Factors – A Premise for Sustainable Development	381
<i>Gheorghe Durac</i>	
Development and Selection of Risk Response Strategy in Projects: An Integrative Review of Business and Management Domains.....	388
<i>Carmen Nadia CIOCOIU, Emilian Cristian IRIMESCU and Vasile Emil ȘTEFAN</i>	
Globalization of the Packaged Pork Meat Market with Orkla Foods as an Example.....	398
<i>Karel ŠRÉDL, Lucie SEVEROVÁ, Luboš SMUTKA, Helena ŘEZBOVÁ, Jaroslav HAVLÍČEK, Ludmila DŮMEOVÁ and Roman SVOBODA</i>	
Instrument for SMEs` Promotion to Be Involved into International Trade: Case of Post-Socialist Countries..	407
<i>Alla IVASHCHENKO, Nataliia SHMATKO, Tykhon YAROVY and Vitaliy TOLUBYAK</i>	
That Makes Leadership!.....	420
<i>Stefan-Markus SCHOEFER</i>	
Innovative Development of Universities in Russia.....	423
<i>Ekaterina V. PLOTNIKOVA and Anna N. KURATOVA</i>	
Budgeting and Budgetary Control in the Agricultural Sector: Critical Elements in Enhancing Economic Growth in Nigeria.....	433
<i>OLADIPO Olufemi Adebayo, FAKILE Samuel A., AJAYI Abiodun Samuel and ELUYELA Damilola Felix</i>	
Neoindustrialization as Imperative to Development of Russian Economics.....	447
<i>Irina V. MINAKOVA, Ksenia A. BASKOVA, Anzhelika S. BUDNIKOVA, Tatyana N. BUKREEVA and Elena A. SENTISCHEVA</i>	
Predicting Technology Success Based On Patent Data, Using a Wide and Deep Neural Network and a Recurrent Neural Network.....	453
<i>Marie SAADE, Maroun JNEID and Imad SALEH</i>	
Information Asymmetry as the Impact Factor On the Financial Security of the State.....	470
<i>Iryna HONCHARENKO, Valentina KUNCHENKO-KHARCHENKO and Olena BEREZINA</i>	
Supporting Students to Learn with Knowledge Awareness-Possession and Desirable Difficulties – An Experience in Project-Based Learning.....	484
<i>Ivy CHAN, Carmen SUM and Helen WONG</i>	

Phenomenon of ‘Service Society’ as Applied to the Russian Economy..... <i>Irina V. MINAKOVA, Tatyana N. BUKREEVA, Evgeny I. MASALOV, Olga G. TIMOFEEVA and Yulia I. BUDANTSEVA</i>	491
Human Capital: The Arbitrary Ranking of Work Status..... <i>Nehaluddin AHMAD, Gary LILIENTHAL and Faizan MUSTAFA</i>	495
Methodology of The Electronic Government Evaluation of The European Union Countries based on Taksonometric Method..... <i>Nataliia ORLOVA, Iuliia MOKHOVA, Oleg DIEGTIAR AND Oleksii KHOMUTENKO</i>	505
Market Convinced and What’s Next? Prioritized Selection Criteria for Circular Economy Manager in Construction Projects and Model of Recruitment..... <i>Jarostaw GÓRECKI</i>	518
The Prevalence of Emotions in Knowledge Testing Situations..... <i>Livia DURAC</i>	538
Demographic change - Digitization - Knowledge management..... <i>Michael WENZEL</i>	546
Methods of Solvency Analysis at Industrial Enterprise..... <i>Yuliya ASATUROVA</i>	550
Analyse De La Durabilité Des Entreprises Agricoles Européennes..... <i>Maria José Palma Lampreia DOS-SANTOS, Maria Fátima FERREIRO, Carlos MACHADO-SANTOS, Rizwan RAHEEM AHMED, Emiliana SILVA and Nawaz AHMAD</i>	555
SME Digitalization: The Accelerator to International Business..... <i>Yan-Yin LEE, Mohammad FALAHAT and Bik-Kai SIA</i>	568
A Study of Green Management Practice for Reducing Annual Budget and Protecting the Environment..... <i>Zikri MUHAMMAD, Jumadil SAPUTRA, Noreha HASHIM, Marhaini MOHD NOR and Mursyidin</i>	573
Distributed Data Processing for ELT Workloads: The Case of Open Source Systems..... <i>Ionuț HRUBARU</i>	681
Level of Local Government's Awareness of Heat Energy Poverty in Households as an Indicator of the Degree of Energy Security at the Local Level..... <i>Katarzyna ŚWIERSZCZ, Tadeusz SZCZUREK, Szymon MITKOW, Jerzy ZALEWSKI and Bogdan ĆWIK</i>	688
Patient Privacy and Security Challenges & Technology-enabled Solutions..... <i>Alison THOMAS, Noushin ASHRAFI and Jean-Pierre KUILBOER</i>	600
Changes in Consumer Prices for Alcoholic Products in the Russian Federation..... <i>Albina MAYOROVA, Olga ROZHNOVA, Irina KOMISSAROVA and Elena ALEKSEICHEVA</i>	604
The Profile of the Leader in Romanian SMEs: An Exploratory Study..... <i>Laurentiu Stelian MIHAI</i>	614

Digital Transformation of Enterprises of the Hospitality Industry: Global Experience and Prospects.....	629
<i>Tatiana V. VEREVKA</i>	
Stages of the Industry Development and Principles of Innovation Policy in Organizations.....	641
<i>Arina RODIONOVA and Tatiana BOGDANOVA</i>	
Production Organization and Logistics Effectiveness in Automotive Industry – Dacia-Renault Case Study...	646
<i>Attila TURI, Marian MOCAN, Gilles GONCALVES and Larisa IVASCU</i>	
Primary Assessment of Wheat Quality.....	657
<i>Ciprian Petrișor PLENOVICI, Constanța Laura AUGUSTIN (ZUGRAVU), Cristian MUNTENIȚĂ and Gheorghe Adrian ZUGRAVU</i>	
How Can Municipalities Save On Energy Costs?	663
<i>Sven MUES</i>	
How Retail Chains Influence Consumer Prices in the Russian Regions.....	667
<i>Elena MAYOROVA</i>	
Regional Investment Aid and Its Impact on Economy: Case of Slovak Republic	672
<i>Lucia PAŠKRTOVÁ, Daniela NOVÁČKOVÁ and Paulína STACHOVÁ</i>	
Online Shopping and Reading E-Shops’ Terms and Conditions.....	682
<i>Petra MARTÍŠKOVÁ, Roman ŠVEC and Marie SLABÁ</i>	
Marketing Communication in the Healthcare Services Efficiency and the Improvement of Patients’ Experiences.....	691
<i>Andreea GÎTMAN, Consuela-Mădălina GHEORGHE and Victor Lorin PURCĂREA</i>	
Approaches Regarding the Healthy and Active Ageing Process as a Social Development Potential	697
<i>Amalia Venera TODORUȚ and Cecilia Irina RĂBONȚU</i>	
Digitization: The Relationship between Complexity and Usability.....	708
<i>Ingo Lothar HAASE</i>	
Methods and Tools of Creating the Information Model for Business Object of the Knowledge Management System in Information Digital Economy.....	711
<i>Olga V. RUZAKOVA, Elena V. BUTSENKO and Aleksandr V. KURDYUMOV</i>	
Benefit of the Bradford Factor in Reducing Absenteeism and Related Costs.....	720
<i>Ralf STAHLBERG</i>	
Development of Accounts Receivable Management in Russia.....	723
<i>Victoria Borisovna MALITSKAYA, Maria Borisovna CHIRKOVA, Vladimir Grigorievich SHIROBOKOV and Natalia Nikolaevna VOLKOVA</i>	
Modeling of Smart City Concept in Russia.....	729
<i>Natalia V. GORODNOVA, Ivan S. ROZHENTSOV and Anastasiya A. PESHKOVA</i>	

Regional Medical Cluster, Analysis and Prospects of its Organization: The Core of the Cluster.....	738
<i>Alexandr V. GUBIN, Evgenij N. OVCHINNIKOV, Natalia V. GORODNOVA and Anastasiya A. PESHKOVA</i>	
Interim Management – Challenge and Borders.....	751
<i>Wilhelm BAHNER</i>	
Environmental Knowledge Management in Construction Company.....	754
<i>Jarosław GÓRECKI and Jadwiga BIZON-GÓRECKA</i>	
The Effect of the VAT Change on the Final Consumer.....	765
<i>Ravil Gabdullaevich AKHMADEEV, Olga Alekseevna BYKANOVA and Polina Sergeevna SALOMADINA</i>	
The Importance of Geothermal Energy in Energy Security: Towards Counteracting Energy Poverty of Households.....	771
<i>Katarzyna ŚWIERSZCZ, Bogdan GREUDA, Tadeusz SZCZUREK and Bin CHEN</i>	
Expediency of Parallel Import Legalization in Russian Federation.....	782
<i>Ekaterina Vladimirovna GOLUBTSOVA and Anna Olegovna ZVEREVA</i>	
The Impact of Financial Literacy and Financial Attitude on Income Level and Good Credit Payment.....	788
<i>Hadi ISMANTO, Harjum MUHARAM, Anna WIDIASTUTI, Irene Rini Demi PANGESTUTI and Fathur ROFIQ</i>	
Digitalization as a Trend: Points of Growth for Russian Universities - Participants of the "5-100-2020" Program.....	800
<i>Ekaterina V. PLOTNIKOVA and Marina O. EFREMOVA</i>	
Changes in Consumer Prices for Bread and Baked Goods in the Russian Federation.....	809
<i>Elena MAYOROVA</i>	
Strategy PT PLN (Persero)'S Key Account Marketing Strategy to Optimize Electricity Power Mediated with Service Quality.....	814
<i>Wawan Arif ANDRIYANTO, Ahmad Ikhwan SETIAWAN</i>	
Sustainable Development of the Russian Economy in the Context of Global Instability.....	822
<i>Andrey V. KHARLAMOV and Tatiana L. KHARLAMOVA</i>	
Impact Factors on Government Debt in CEE Countries.....	831
<i>Bogdan Florin FILIP</i>	
The Improvement of Patient's Experience Through Innovative Marketing Strategies.....	840
<i>Norbert Dacian STENCZEL, Ovidiu POPA-VELEA, Victor Lorin PURCĂREA and Ovidiu POPA-VELEA</i>	
Yuan as a Promising Global Reserve Currency.....	845
<i>Diana I. STEPANOVA and Katarína BROCKOVA</i>	
Resolving the Issues of Improper Electronic Records Management: Good Governance Approach.....	856
<i>Ap-Azli Bunawan, Nurussobah Hussin and Abdul Rahman Ahmad</i>	

Linking Organizational Ethical Values and Ethical Behavior among Public Auditor: Mediating Role of Organizational Justice and Affective Commitment..... <i>Elaine Violche ACANTHUS and Putri Mega DESIANA</i>	860
KAU Event: A Prototype for Managing University Events <i>Sarah AL-BESHRI, Sarah AL-HARBI, Sameera AL-FARSEE, Arwa MASHAT and Saadia MALIK</i>	869
Les Déterminants de pilotage des performances sociétales dans un système de contrôle de gestion, le cas des entreprises Tunisiennes..... <i>Hichem DKHILI and Ansi HENDA</i>	877
Strengthening the Financial Intermediary Role of Islamic Banks through Sustainable Development Goals... <i>Nor RAZINAH, Rusni HASSAN and Syed Ahmed SALMAN</i>	890
The Role of Green Areas in the City Ecosystem..... <i>Kułyk Piotr and Dubicki Piotr</i>	895
Determining Quality And Effectiveness of Enterprise Risk Management System..... <i>Danijela MILOŠ SPRČIĆ</i>	902
Global Management of Modern World Development: Current Situation and Development Prospects..... <i>Irina V. MINAKOVA, Tatyana N. BUKREEVA, Evgeny I. MASALOV, Svetlana I. GALCHENKO and Victoria N. KHARLANOVA</i>	914
Modeling Islamic Tourism with Particular Reference to the Most Populated Islamic Country..... <i>Arief BUDIMAN, Sutarto HADI and Ismi RAJANI</i>	921
The Model of Commercial Enterprise Value Managing (Strategic Level)..... <i>Oksana PIROGOVA and Vladimir PLOTNIKOV</i>	928
Generational Diversity and Quality of Work Life: Case Study in the Colombian Logistic Sector..... <i>Laura MARTÍNEZ-BUELVAS, Olga JARAMILLO-NARANJO and Oscar OVIEDO-TRESPALACIOS</i>	936
Classification Characteristics of Insurance Products in the Agrarian Business Activity of Ukraine..... <i>Olena PROKOPCHUK, Mykhaylo MALYOVANYI, Kateryna MELNYK, Bohdan GUZAR and Yulia ULYANYCH</i>	947
Evaluation of Financing the Health Care System in Ukraine..... <i>Mykhaylo MALYOVANYI, Olena PROKOPCHUK, Nataliya LYSA, Inna CHERNEGA and Maria MALYOVANA</i>	957
Insurance Market in Ukraine and Europe: Current Parallels..... <i>Olena PROKOPCHUK, Mykhaylo MALYOVANYI, Nataliia BONDARENKO, Lesia BARABASH and Svitlana VLASYUK</i>	969
Clasificación de la Eficiencia en Empresas Comerciales Chilenas..... <i>Patricio E. RAMÍREZ-CORREA, Ari MELO-MARIANO, Felipe MACHORRO-RAMOS and Sergio ARAYA-GUZMÁN</i>	980
Talent Management Efficiency – Experimental Research..... <i>Martin KURSCH and Jaroslav VETEŠKA</i>	985
The Importance of Marketing In Keeping With the Digital Transformation Agenda of the Hospital..... <i>Florentina Maricela BUTNARAŞU, Horia Marius VÎRGOLICI and Victor Lorin PURCĂREA</i>	997

Development of Mini-Breweries in the Czech Republic in Context of Economic Growth of the Country..... <i>Jan MÁČE, Sylva SKUPINOVÁ and Eliška SMOTLACHOVÁ</i>	1001
Theoretical Approaches to the Study of Socially-Oriented Infrastructure of the Region..... <i>Tatyana KOLMYKOVA, Ekaterina MERZLYAKOVA, Boris PREOBRAZHENSKY and Nadezhda SEREBRYAKOVA</i>	1006
A Bibliographic Analysis of the Most Used Financial Performance Indicators..... <i>Andreea BARBU, Gheorghe MILITARU and Petronela Cristina SIMION</i>	1012
Valuation of Crops as Biological Assets for Financial Reporting Purposes..... <i>Dmitry TIKHOMIROV, Vladimir PLOTNIKOV and Yulia VERTAKOVA</i>	1021
Management of Business Information in the Digital Environment..... <i>Alexander TELISHEV, Gaziz MINGALEEV and Radmir GALYAMOV</i>	1027
Personnel Risks of the Knowledge Economy: On the Example of Science-Based Companies..... <i>Tatyana Mikhailovna SHPILINA, Sergey Gennadiyevich EROKHIN and Maria Vladimirovna ABRAMOVA</i>	1033
Corporate Sustainability Reporting and Financial Performance of Oil and Gas Companies in Nigeria..... <i>Sharon O. OLUSEYI, Akintola A. OWOLABI and Francis O. IYOHA</i>	1040
Financial Vulnerability of Non-Profit Organizations in the Slovak Republic..... <i>Jaroslav MAZANEC and Viera BARTOSOVA</i>	1051
Bankruptcy Models as an Important Attribute For Estimating the Financial Health of Enterprises in Slovak Republic..... <i>Silvia ZADNANOVA and Ladislav VAGNER</i>	1067
Investigating the Relationship between the Perceived justice, Post-recovery Satisfaction and the Repurchase Intention in online and offline channel..... <i>Kuan-Yin LEE, Yi-Jing ZHONG and Pei-Yi LIOU</i>	1073
Service Recovery Satisfaction and Repurchasing, Switching Channel Behavior Research-The Interference Effect of Brand Equity..... <i>Kuan-Yin LEE, Yi-Jing ZHONG and Pei-Yi LIOU</i>	1080
Analysis of Personal and Professional Goals in the Life of University Students..... <i>Iveta KMECOVÁ</i>	1090
Burnout E Intención De Ausentismo En Trabajadores Mexicanos: El Efecto Mediador De La Relación Trabajo-Familia..... <i>Felipe MACHORRO-RAMOS, Patricio E. RAMÍREZ-CORREA, Ari MELO-MARIANO and Sergio ARAYA-GUZMÁN</i>	1097
Quality of the Romanian Medical Services..... <i>Cristina IORGA (Virag-Iorga), Andrei ȘERBAN, Valentin VEZETEU and Andreea CONDURACHE</i>	1101
Comparison of Portugal and Spain Tourism Websites..... <i>Elisabete Paulo Morais, Carlos R. Cunha and João Pedro Gomes</i>	1107
The Management of Burnout Syndrome and Its Impact on Health Care Organizational Behavior..... <i>Lucia BUBULAC, Adriana Elena NICA, Dorin IONESCU and Victor Lorin PURCĂREA</i>	1121

Tecnologías De Información Y Desempeño De Las Instituciones De Educación Superior: El Rol Mediador De La Gestión Del Conocimiento.....	1128
<i>Felipe MACHORRO-RAMOS and María Vanessa ROMERO-ORTIZ</i>	
Organizational Agility and Strategic HRM: A Twin Perspective Strategy of Organizational Capacity and Knowledge Development.....	1132
<i>Nibedita SAHA, Tomas SÁHA and Petr SÁHA</i>	
Techniques for Damage Estimation of Traffic Accidents: Analysis on Applicability Based On Operational Definitions.....	1137
<i>Zhaohui LIU and Anna MIKHALCHENKO</i>	
A Machine Learning Approach for Banks Classification and Forecast.....	1149
<i>Tomás J. FONTALVO HERRERA and Enrique DE LA HOZ DOMINGUEZ</i>	
A Machine Learning Model to Predict Missing People Status.....	1160
<i>Enrique DELAHOZ-DOMINGUEZ, Silvana MENDOZA-BRAND and Tomás FONTALVO-HERRERA</i>	
“Challenges of Adopting Biometric Systems in Malaysia”.....	1167
<i>Manique COORAY</i>	
The Possibility of Improving the Self-Sufficiency of the Czech Republic in the Production of Pork Meat....	1172
<i>Karel ŠRÉDL, Lucie SEVEROVÁ, Luboš SMUTKA, Helena ŘEZBOVÁ, Jaroslav HAVLÍČEK, Ludmila DŮMEOVÁ and Roman SVOBODA</i>	
Blender Virtual Polygonal Modeling for Marine Crafts.....	1182
<i>Nelly SEDOVA, Viktor SEDOV, Ruslan BAZHENOV, Vasilii MASYAGIN, Sergey BAKHVALOV, Andrey DOROFEEV and Zoya ARKHIPOVA</i>	
Underlying Externalities of Public Services Quality Improvement: Impact On GDP.....	1192
<i>Liliia MATRAEVA, Ekaterina VASIUTINA and Sergey EROKHIN</i>	
Specifics of the Tax System to Support Tourism: Evidence from Argentina and Uruguay.....	1198
<i>Shirley Consuelo HONAJZROVÁ BANÚS and Martin PETŘÍČEK</i>	
Impediments While Working Within Virtual Teams.....	1209
<i>Simona MRAZOVA and Emil WOJCAK</i>	
Best Practices for Achieving Environmental Performance And Improving Hotel Business Quality.....	1219
<i>Mirela ŠTEFÁNICÁ and Gina Ionela BUTNARU</i>	
Lock-In Effect of Digitization in the Labor Market.....	1230
<i>Liliia MATRAEVA, Ekaterina VASIUTINA and Tatiana SHPILINA</i>	
Analysis of Changing and Reasons of Part-time Rate in European Countries in period of 2011-2017.....	1238
<i>Emil WOJCAK, Simona MRAZOVA and Miriama MAJTANOVA</i>	
Trends and Correlations between Accommodation Capacity and Tourist Flows in the EU-28 Top 10 Tourist Destinations in the Period 2008-2017.....	1253
<i>Agatha POPESCU</i>	
The Impact of Psychographic Segmentation on Increasing Hotel Traffic in the Slovak Republic with Using Online Marketing Communication.....	1271
<i>Dominika MORAVCIKOVA, Anna KRIZANOVA and David VRTANA</i>	

Researches on the Identification of Mechanisms and instruments for the Revitalization of Regional Rural Space.....	1284
<i>Liviu Marian DOBROTĂ, Maria Magdalena TUREK RAHOVEANU and Cristian Silviu SIMIONESCU</i>	
The Application of Logistic Dynamics Models in the Organizational Development Processes Analysis.....	1288
<i>Vladimir MALYUK and Aleksandr DANILOV</i>	
Features of Development of Russian Garbage Treatment Clusters through the Implementation of Methods of Project Management.....	1297
<i>Alexey G. KORYAKOV, Oleg I. ZHEMERIKIN and Mikhail V. KULIKOV</i>	
Diversification and consolidation of the system training in agriculture in Romania.....	1306
<i>Laura Simescu, Maria Magdalena Turek Rahoveanu and Luxita Risnoveanu</i>	
State and Development of Retail Chains in the Russian Regions.....	1310
<i>Albina MAYOROVA, Zhanna KEVORKOVA, Elena LUNEVA and Natalia SAPOZHNIKOVA</i>	
Digitalization Clusters within the European Union.....	1321
<i>Armenia ANDRONICEANU, Irina GEORGESCU and Jani KINNUNEN</i>	
Main Vulnerabilities of the Romanian Economic Environment	1332
<i>Armenia ANDRONICEANU, Cosmin DOBRIN and Ane-Mari ANDRONICEANU</i>	
Maturity of the Sales Process - Key Element in Increasing Company Competitiveness.....	1342
<i>Ovidiu-Iulian BUNEA</i>	
Regional Aspects the Small and Medium Enterprises and Their Impact on the Social and Economic Development	1351
<i>Jalal. B. KHADRA, Natalia L. Goncharova and Younan Radwan</i>	
Regional aspects Tourism Destination Management	1360
<i>Jalal.B.KHADRA, Natalia L. Goncharova and Younan Radwan</i>	
To what Extent the Innovative Enterprises in Romania were affected by The Economic Crisis?.....	1364
<i>Andreea MIRICĂ, Adrian PANĂ, Ionela-Roxana GLĂVAN, Georgiana Andreea FERARIU, Bogdan Ionuț CHIPER, Viorel CÎRNU and Nicoleta VELIȘCĂ</i>	
Innovation in European Enterprises: Does Cloud Computing Count?.....	1373
<i>Andreea MIRICĂ, Adrian PANĂ, Ionela-Roxana GLĂVAN, Georgiana Andreea FERARIU, Bogdan Ionuț CHIPER, Viorel CÎRNU and Nicoleta VELIȘCĂ</i>	
The Economic Concept of Expanded Game Theory as Justification for the Queen's Evidence and for Understanding the Reasons of Protectionism.....	1378
<i>Thomas KRONBERGER</i>	
Formation (Creation) of the System of Organizational and Legal Protection of the Results of Intellectual Activity of a Company.....	1386
<i>Galina P. CHUDESOVA and Elena S. GAVRILYUK</i>	
Innovative Development Tendencies Analysis: The Case of Increasing Effect of Government Economic Regulation.....	1393
<i>Anna SVIRINA, Anvar GUMEROV and Yuri POLYUSHKO</i>	

Explorando La Adopción De Youtube Como Un Sistema De Información Hedónico: Aceptación Y Difusión De Tecnologías Emergentes.....	1401
<i>Ari MELO-MARIANO, Patricio E. RAMÍREZ-CORREA, Felipe MACHORRO-RAMOS and Sergio ARAYA-GUZMÁN</i>	
L'impact Des Evolutions Economiques Et Démographiques Sur l'Equilibre Financier Des Caisses De Retraite En Tunisie : Projections 2015-2050.....	1405
<i>Houda GRAIET and Faouzi JILANI</i>	
An Empirical Investigation on University Students' Perceptions toward Contactless Card Adoption and Use for Financial Transactions.....	1425
<i>Vaggelis SAPRIKIS and Ioannis ANTONIADIS</i>	
Determinants of Subjective Well-Being: New Evidence from a Panel Model with Non-linear Transition.....	1438
<i>Dan-Gabriel ANGHEL and Adina-Ionela STRĂCHINARU</i>	
3D Animation Workshop: The Implementation of 3D Printing in Classroom.....	1451
<i>Aimi Nabila ANIZAIM, Nelysa Nurshafira MOHD ROSLAN and Asrul Hafiz Huliman HAMI AHMAD</i>	
Transformation of the Russian Banking System in Digital Economy.....	1456
<i>Natalya KAZARENKOVA, Anna OBUKHOVA, Tatiana SVETOVTSEVA and Oleg ASEEV</i>	
The Persuasive Effect of e-Word-of-Mouth (eWOM) in Social Networking Sites (SNSs).....	1462
<i>Rachael K.F. IP, Yun HUANG and Felix K.L. KUAN</i>	
Researches Concerning the Influence of Soluble Salts Concentrations in the Soils of the Northern Bărăgan Plain in Romania on the Germination of Corn Hybrid Seeds.....	1468
<i>STOICA (DINCA) Cristina, BĂCANU (SERBAN) M. Constanța, ION (DUMITRIU) Iuliana Manuela, NICULA Marius and STANCIU Silviu</i>	
Do Enterprise Social Networks Actually Benefit Organizational Innovation? : A Transactive Memory Perspective.....	1477
<i>Meikuan HUANG</i>	
Portfolio Management Process of Innovative Development in Entrepreneurship Organization.....	1481
<i>Albina CHAPLINA, Elena GERASIMOVA, Aleksandr SHCHITNIKOV, Inna SHCHEDRINA, Tatiana KLIMENKOVA and Natalya ERONKEVICH</i>	
Students' Attitudes to Modern Banking Services: Undervalued Prospects.....	1488
<i>Irina LEONTEVA, Konstantin PLESHKOV, Evgeni NIKOLAEV, Tatyana CHERNYSHOVA and Alena TRUKOVA</i>	
Digital Economy and Labour Taxation: International and Russian Policies on Taxing Freelancers.....	1492
<i>Viktoriia KORETSKAIA-GARMASH</i>	
Domains for Assessing Companies' Readiness for Digital Transformation: Practical Cases.....	1505
<i>STOIANOVA, Viktoriia IVANOVA, Tatiana LEZINA and Valeriia MOSKALEVA</i>	
Digitalization and Digital Transformation of Human Resource Management in Russia.....	1514
<i>Grigory BUTOV, Lyudmila NADREEVA and Vladimir ABRAMOV</i>	
Business Development Opportunities: Demonstrating Present and Future Performance, Auditing Intellectual Capital: A Case Study on Romanian Organizations	1521
<i>Cristina Raluca GH. POPESCU</i>	

Intellectual Capital, Integrated Strategy and Performance: Focusing on Companies' Unique Value Creation Mechanism and Promoting Better Organizational Reporting In Romania: A Framework Dominated By the Impact of Green Marketing and Green Marketing Strategies.....	1540
<i>Cristina Raluca GH. POPESCU</i>	
Stakeholder Identification and Selection – Two Steps of Stakeholder Analysis for Management Strategic Decision-Making.....	1556
<i>Marie SLABÁ, Petra MARTÍŠKOVÁ and Roman ŠVEC</i>	
Evolutional Approaches to Evaluating of Effectiveness of Intellectual Capital Management of Economic Entity.....	1565
<i>Olga E. Ustinova</i>	
Study of Foreign Trade Policy of the Developed and Developing World Economies.....	1574
<i>Artem A. GOLOVIN, Tatiana V. DOBRINOVA, Alexey A. GOLOVIN, Marina A. PARKHOMCHUK and Zaslava A. VASILEVA</i>	
Modern Tendencies of Regional Bank System Development.....	1586
<i>Elena Belyaeva, Oiga Belyaeva, Nataliya Mashkina and Tatiyana Polyakova</i>	
Territorial Capital and the Image of the City.....	1594
<i>Tatiyana POLYAKOVA, Elena BELYAEVA, Olga BELYAEVA and Nataliya MASHKINA</i>	
An Investigation of Students' Motivation to Pursue Higher Education at a Czech University.....	1599
<i>Jitka VACULÍKOVÁ</i>	
The Impact of Migration on Tax Evasion: Evidence from the European Union Member States.....	1610
<i>Cristina TIMOFTE (COCA) and Marian SOCOLIUC</i>	
The Process of Managing an Organization, Its Individual Subsystems and Functions.....	1620
<i>Artem A. GOLOVIN, Svetlana A. STARYKH, Olga I. SOLODUKHINA and Zaslava A. VASILEVA</i>	
Modern Means to Motivate Innovation Process Participants.....	1627
<i>Nataliia S. ANISKEVICH, Tatiana N. BATOVA, Boris A. VARLAMOV, Elena A. PAVLOVA and Elena V. SHAMINA</i>	
Creation and Evaluation of Innovative Projects in Higher Education Institutions.....	1635
<i>Daria Y. MIRONOVA, Tatiana N. BATOVA, Elena A. PAVLOVA and Elena Y. Yanova</i>	
Optimization of the Distribution of State Support Funds across National Innovation Clusters.....	1644
<i>Aleksandrova Ariadna Iosifovna and Alexander Sergeevich Sokolitsyn</i>	
Entrepreneurial Education And Teaching Methods Applied At College.....	1660
<i>Iveta KMECOVÁ</i>	
Public-private partnership as a tool for creating research Biocenters in forestry.....	1669
<i>Morkovina S.S., Matveev S.M., Ivanova A.V. and Konovalova E.M.</i>	
Priority Investment Projects In the Forestry Complex: Assessment and Implementation Prospects.....	1677
<i>Morkovina S.S., Mikhin V.I., Kozhemyakin D.U. and Timashchuk D.A.</i>	
Marginalism: New Methodological Postulates.....	1684
<i>Mamontov V. D., Morkovina S.S. and Panyavina E. A.</i>	

Improvement of Methods of Budgeting for the Industrial Enterprises of the Russian Federation for the Purpose of Maintaining Essential Competitive Advantages in Hi-Tech Sectors of Economy.....	1689
<i>Natalia G. VICTOROVA, Natalia V. VALEBNIKOVA and Olga A. VALEBNIKOVA</i>	
The Regional Investment Activity and the Problem of Investment Intensification (As Exemplified By the Jewish Autonomous Region).....	1701
<i>Tatyana KRASOTA, Ruslan BAZHENOV, Irina MIRONOVA, Gul'nora ARUTJUNOVA, Svetlana LISIENKO and Raisa SHIKHANOVA</i>	
Corporate Social Responsibility and the Quality of Life.....	1708
<i>Mihai ANDRONICEANU, Irina-Virginia DRĂGULĂNESCU and Alina CIOBANU</i>	
Sustainable Development of Social Services based on Quality Design and Innovation.....	1719
<i>Mihai ANDRONICEANU, Narcisa VALTER and Mioara DUCA</i>	
Accommodating Children's Social Wellbeing through Library Therapeutic Landscape: a Conceptual Framework.....	1730
<i>Haslinda HUSAINI, Siti Arpah NOORDIN, Shamila Muhamad SHUHIDAN and Farrah Diana SAIFUL BAHRY</i>	
Modeling the Public Library Therapeutic Landscape Quality and Satisfaction.....	1739
<i>Haslinda HUSAINI, Siti Arpah NOORDIN, Shamila Muhamad SHUHIDAN, Farrah Diana SAIFUL BAHRY and Mad Khir Johari ABDULLAH SANI</i>	
Customer Satisfaction on Billing Process in Nigerian Energy Sectors.....	1747
<i>Idongesit Oto ESHIETT, Mukhtar Y. ABUBAKAR, Oto Eyamba ESHIETT and Adekemi EKANOYE</i>	
Institutionalization Features of the Financial Sector of the Economy.....	1759
<i>Yuliia Kovalenko, Svitlana Onyshko, Olena Akilina and Olena Tanchyk</i>	
Evaluation of the Involvement of Students in Online Games, Social Networks and Internet Applications.....	1767
<i>Kirill Kurilov and Anastasia Kurilova</i>	
Tools of Social and Economic Support for Indigenous Minorities of the Russian North.....	1774
<i>Svetlana V. DANILOVA, Elena A. MASLIHOVA and Olga N. DROKONOVA</i>	
The Impact of the Spanish Foreign Trade on its Real CO2 Emissions.....	1781
<i>Bartosz FORTUŃSKI</i>	
Segmentation for a Dynamic Pricing Strategy.....	1793
<i>Luis Nobre PEREIRA, Marco Paulo CARRASCO and Luis DINIS</i>	
Analysis of the Impact of Brexit on the UK-EU Trade Policy.....	1799
<i>Monika KUČERKOVÁ, Daniel KUČERKA and Eva Ružinská</i>	
Entrepreneurship in the Russian Business Environment.....	1806
<i>Valery V. SMIRNOV, Anna N. ZAKHAROVA, Tamara V. TALANOVA, Galina S. DULINA, Nina G. GUBANOVA and Inna B. GETSKINA</i>	
Risk Analysis in Case of Exit of the Company to External Markets Using the Argenti Model.....	1817
<i>Anton TIKHOMIROV and Elena SKRIPKA</i>	
Implications of State in the Achievement of Co-Operation as a Partnership Form.....	1822
<i>Florina POPA</i>	

The Territory: A Product to Promote?..... <i>Ezzohra BELKADI and Malika HAOUCHA</i>	1837
Approaches to Assessment of Threats of the External Economic Safety in the Conditions of Globalization Processes..... <i>Anton KNYAZEV, Olga Makarova and Yulia Makarova</i>	1844
Measures for Organizing Organic Farms to Make Them More Efficient..... <i>George UNGUREANU, Elena LEONTE, Aurel CHIRAN, Luiza Carmen COSTULEANU, Gabriela IGNAT and Eduard BOGHITĂ</i>	1846
An inquiry on small marketing consulting enterprises..... <i>Alexander Sergeevich Sokolitsyn, Maxim Vladimirovich Ivanov and Natalya Alexandrovna Sokolitsyna</i>	1854
Forming consulting organization activity management economically-mathematical model..... <i>Alexander Sergeevich Sokolitsyn, Maxim Vladimirovich Ivanov and Natalya Alexandrovna Sokolitsyna</i>	1864
The Relationship between Traditional and Innovative Methods of Management..... <i>Maxim Vlasov</i>	1877
Typology of Knowledge-Intensive Services for the Purposes of Adaptation to the Conditions of Society 4.0: Case Study of the Czech Republic..... <i>Jana HINKE, Marek VOKOUN, Marie ČERNÁ, Lilia DVOŘÁKOVÁ and Zdeněk CAHA</i>	1887
“Mobile Applications in the Tourism Sector: User-Tailored Experiences”..... <i>Sandrina TEIXEIRA and Nicolau MONTEIRO</i>	1899
Energy Mix of Selected EU Countries and Ecological Competitiveness of Their Economies in the Area of Production..... <i>Leszek KAŻMIERCZAK-PIWKO and Grzegorz GANCZEWSKI</i>	1911
Regulating Principles of Disclosure of Information to Shareholders under G20 / OECD Principles..... <i>Anna SHASHKOVA</i>	1931
Limits of Responsibility for Plagiarism from the Perspective of Polish Criminal Law..... <i>Cezary KĄKOL</i>	1937
The Supplementary Pension in Russia: Current Problems and Future Prospects in the light of International Experience..... <i>Tatiana V. NIKITINA, Maxim A. NIKITIN and Maria P. SKALABAN</i>	1946
Management of the Economic Subject and Minimization of Accounting Risks..... <i>Anton DOMNIN, Olga MAKAROVA and Olga MARTYNNENKO</i>	1955
Social and Ethical Themes in the Czech Economic Theory of the First Half of the 20th Century..... <i>Jan MÁČE</i>	1958
Technical Risk Analysis Model: Through Entire Supply Chain..... <i>George-Adrian MUNTEAN and Gabriela PROȘTEAN</i>	1965
An Overview of Settlement Discounts as Part Of Revenue, in Compliance With IFRS 15..... <i>Nicolai JIERI</i>	1975
Integrated Method for Assessing Effectiveness of Company Digital Transformation: Russian Experience.... <i>Alexander KUNTSMAN and Igor Anatolevich ARENKOV</i>	1982

Can CEO Equity-based Incentives Create Value for Chinese Acquiring Firms? The Moderating Roles of Environmental Uncertainty and Major Shareholder-controlling.....	1998
<i>Xiaolin YAO, Jinglin LI and Qisong ZHANG</i>	
Innovations of Study Programs in Comparison With Requirements of Industrial Enterprises' Trainee Programs.....	2014
<i>Martina KUPEROVÁ and Monika ZATROCHOVÁ</i>	
Youth Migration: Desire to Change Residence or a Form of Self-Realization?.....	2024
<i>Inna I. TURSUKOVA, Tatyana I. GUSEVA and Anna Y. SEREBRYAKOVA</i>	
The Digital Transformation Trajectory of Industrial Enterprises.....	2033
<i>Larisa A. ISMAGILOVA, Tatiana A. GILEVA, MARGARITA P. GALIMOVA, Larisa V. SITNIKOVA and Georgy A. GILEV</i>	
The Analysis of Various Earnings Levels in Visegrad Group Companies.....	2046
<i>Lucia SVABOVA, Peter ADAMKO and Gheorghe H. POPESCU</i>	
The Pension System and Its Financing: The Case of Romania and the EU.....	2055
<i>Carmen Valentina RADULESCU</i>	
Detecting Igor H. Ansoff's Weak Signals: Interpretation Aspects In Relation To Threat Signals.....	2063
<i>Bogdan ĆWIK, Katarzyna ŚWIERSZCZ, Szymon MITKOW and Tadeusz SZCZUREK</i>	
Managerial Communication in Tourist Industry.....	2074
<i>Petr CECH, Jan CHROMY, Stepan CHALUPA and Eliska PROCHAZKOVA and Eliska PROCHAZKOVA</i>	
Decision Factors That Influence Students' Orientation towards Volunteering In Higher Education.....	2082
<i>Ana Alexandra GORA</i>	
Using Google Analytics for Strategic Decision-Making in Marketing.....	2091
<i>Jan CHROMY, Stepan CHALUPA and Petr CECH</i>	
Visualizing Symptoms of Mental Health through Public Service Announcement Animation.....	2100
<i>Norhasheila MUHARAM, Nora Edrina SAHHARIL, Aimi Nabila ANIZAIM and Nelysa Nurshafira MOHD ROSLAN</i>	
Discovery of Stylistic Patterns in Business Process Textual Descriptions: IT Ticket Case.....	2103
<i>Nina RIZUN, Aleksandra REVINA and Vera MEISTER</i>	
Behavioral Segmentation of Hotel Customers: An Empirical Study.....	2113
<i>Stepan CHALUPA, Jan CHROMY and Petr CECH</i>	
Product Portfolio Management through Integrated Green Practices in Supply Chain Practices for Operational Performance.....	2120
<i>Nilakshi W K GALAHITIYAWE and Roshan JAYAKODY</i>	
Quality Culture and Priorities of Financial Management: An Empirical Study.....	2134
<i>Pavol DURANA, Jana KLIESTIKOVA and Mladen RADISIC</i>	
Regional-Geographic Knowledge of Danish University Students about Slovakia.....	2144
<i>Jana MITRIKOVÁ, Alena MADZIKOVÁ, Zuzana KAŠČÁKOVÁ, Veronika BARLÍKOVÁ and Katarína FURTKEVIČOVÁ</i>	

Spending Leisure Time of Teenagers at the Aupark Shopping Center In Košice (Slovak Republic).....	2154
<i>Jana MITRIKOVÁ, Alena MADZIKOVÁ, Zuzana KAŠČÁKOVÁ, Veronika BARLÍKOVÁ and Katarína FURTKEVIČOVÁ</i>	
Medical Tourism of The EU Patients Treated In Romania: An Analysis of the Relevant Indicators	2165
<i>Bogdan-Stefan STOICA, Alexandru-Mihai BUGHEANU and Carmen Nadia CIOCOIU</i>	
Corporate Social Responsibility, a Key Element of Organizational Competitiveness.....	2177
<i>Loredana Nicoleta ZAINEA, Sorin-George TOMA and Dragos TOHANEAN</i>	
Inventory Optimization Using Lean Six-Sigma.....	2186
<i>Gina PRODAN</i>	
Problems of investment support for innovative development.....	2199
<i>Tatyana KOLMYKOVA, Ekaterina MERZLYAKOVA, Boris PREOBRAZHENSKY and Nadezhda SEREBRYAKOVA</i>	
Assesment of Influence of Sustainable Development Projects by Brics Countries on the Arctic Zone Strategic Development Indicators.....	2205
<i>Svetlana GUTMAN, Anastasia BASOVA and Elena RYTOVA</i>	
Study of Gender Structure of the Russian Labor Market	2216
<i>Larisa DESFONTEINES and Elena KORCHAGINA</i>	
On The Transformation the Distribution Channel Structure In the Digital Business Environment.....	2222
<i>Sergey M.KRYMOV and Maria V.KOLGAN</i>	
How Does The European Commission Work? The Cases Of Rotterdam Vs. Constanta Ports.....	2227
<i>Sorin BURLACU</i>	
Governance of Innovation at European Level.....	2235
<i>Florentina Olivia BĂLU, Petronela Evelina BĂLU, Sorin BURLACU, Amelia DIACONU, Carmen Georgiana BADEA and Ovidiu Andrei Cristian BUZOIANU</i>	
Methodology of Monitoring External and Internal Problems of the Innovation Process Development.....	2244
<i>Stepanova Yu.N, Platonov A.D., Busarina Yu.V. and Shtondin A.A.</i>	
Improvement of Industrial Policy in Russia in the Conditions of Key Calls for Industrial Development and Economic Security.....	2253
<i>Larisa Belousova, Svetlana Markina, Lubov Afanasjeva and Irina Rodionova</i>	
Manifestation Trends of the Behavioral Economy in Ukraine by The Integration Results.....	2264
<i>Tetyana CALINESCU and Ganna LIKHONOSOVA and Olena ZELENKO</i>	
Aspects of the Quality Evaluation in the Organizations at the Sheltered Labour Market.....	2274
<i>Stanislava SIMONOVA and Lenka HORAKOVA</i>	
The Influence of Temperature, Precipitation, Irrigation and Varieties on Seed Production in Romania, Brăila County.....	2285
<i>Constanța BĂCANU (ȘERBAN), Cristina STOICA (DINCĂ), Iuliana Manuela DUMITRIU (ION), Marius NICULA</i>	
Economic Impact of Horizontal Metering in District Heat Systems.....	2294
<i>Nicoleta COJOCARIU, Maria HUMIȚA and Mihai JĂDĂNEANȚ</i>	

The Market of Mineral Fertilizers in Poland in 2001-2017 - Production, Consumption, Foreign Trade, Quality.....	2301
<i>Anna OLSZAŃSKA, Anna S. KOWALSKA and Piotr NABIAŁEK</i>	
Identification of the Data Service Requirements for the Performance of the Business Processes.....	2313
<i>Stanislava SIMONOVA and Michal KOUBEK</i>	
Food Safety Policies on the World, European and National Plan.....	2322
<i>George UNGUREANU, Elena LEONTE, Aurel CHIRAN, Luiza Carmen COSTULEANU, Gabriela IGNAT, Dan DONOȘĂ, Eduard BOGHITA and Elena PETREA</i>	
Public-Private Partnership for Indigenous Tourism Development in the Veps Area of Leningrad Oblast.....	2332
<i>Elena MUDROVA, Anna TANINA and Lyudmila MISHURA</i>	
Aspects Regarding the Selection of Maize Hybrids on Agricultural Farms in North Baragan Plain, Romania	2341
<i>Cristina STOICA (DINCĂ), Constanța BĂCANU (SERBAN), Iuliana Manuela ION (DUMITRIU), Marius NICULA and Silvius STANCIU</i>	
Coaching As a Tool for the Development of Managers.....	2349
<i>Miroslav Frankovský, Zuzana Birknerová, Eva Benková and Romuald Szopa</i>	
Challenges and Problems of Transport Management in the Mining Sector.....	2357
<i>Marta DAROŇ and Monika GÓRSKA</i>	
Research on the Impact of Industry 4.0 on Entrepreneurship in Various Countries Worldwide.....	2373
<i>Yuriy Bilan, Olha Kuzmenko and Anton Boiko</i>	
LCA as a Tool That Increases Ecological Efficiency of Circular Economy.....	2385
<i>Adrianna DYBIKOWSKA and Leszek KAŻMIERCZAK-PIWKO</i>	
Bankruptcy of Enterprises as an Indicator of Disturbance of Sustainable Economic Development.....	2395
<i>ViktoriaTSIKLAURI, Larisa SEVRYUKOVA, Aleksandra DEVYATILOVA and Svetlana BELOUSOVA</i>	
Applying Bibliometric Mapping and Clustering on Research Regarding Biomass related Innovation	2404
<i>Claudiu CICEA, Corina MARINESCU, Cătălina Florentina ALBU and Dana Petruța BĂLAN</i>	
The Innovation of Environmental and Economic Damages of Plastics in Transylvania	2420
<i>Ildikó-Csilla TAKÁCS</i>	
Theory and Practice of Bank Risk Management.....	2428
<i>Yagodkina Izolda Arkadievna, Nikolaeva Tatiana Petrovna, Stepanova Diana Igorevna and Harakaľová Lubica</i>	
Reducing the Impact of Transport Machinery and Equipment on the Environment During Reforestation: An Innovative Approach.....	2438
<i>Mikhail KHRIPCHENKO, Arthur NOVIKOV, Andrey GONCHAROV and Evgeniy SNYATKOV</i>	
The Influence of Service Quality and Perception of Large Financing Margin on Financing Application Decisions and their Impact on Customer Satisfaction.....	2446
<i>Mohamad Rizan, Saparuddin Mukhtar, Vironica Nurani, Rifelly Dewi Astuti and Agus Wibowo</i>	
Analysis of Project Management Practices Within The Textile and Clothing Industry.....	2458
<i>Brenda SILVA, Anabela TERESO and António AMARAL</i>	
Construction of a Common Concept for Forming Strategic Alliance in the Field of It Services.....	2470
<i>Lyubov L.Pokrovskaya, Elena R. Antysheva and Volkov Sergey Denisovich</i>	

Renewable Resources: A Necessity for the Sustainable Development of Romania..... <i>Ioana Cristina FLORESCU, Violeta BRAN, Grațîela Mihaela FERARU and Laurențiu TEȘCAN</i>	2480
Analysis of the Correlation between Competition and the Savings Obtained within the Automobile Public Procurement in Romania..... <i>Doina I POPESCU and Ionel PREDA</i>	2490
Life Cycle Cost Analysis on Green Public Procurement of Coaches in Romania..... <i>Ionel PREDA and Doina I. POPESCU</i>	2504
Consumers on the Coffee Market in Central European Countries: The Case of Poland..... <i>Łukasz WRÓBLEWSKI, Grzegorz MACIEJEWSKI and Sylwia MOKRYSZ</i>	2517
Sustainable Development of Socio-Cultural Capital in the City Divided By Border..... <i>Bogusław DZIADZIA, Łukasz WRÓBLEWSKI and Zdzistawa DACKO-PIKIEWICZ</i>	2527
Drivers and Inhibitors of Entrepreneurship Development in Central and Eastern European Countries..... <i>Adriana Grenčíková, Yuriy Bilan, Yaryna Samusevych and Alina Vysochyna</i>	2536
Explorando Antecedentes Y Consecuencias De La Gestión Del Riesgo En Organizaciones..... <i>Sergio ARAYA-GUZMÁN, Patricio E. RAMÍREZ-CORREA, Ari MELO-MARIANO and Felipe MACHORRO-RAMOS</i>	2548
Privacy in Text Documents..... <i>Mariana DIAS, João C. FERREIRA, Rui MAIA, Pedro SANTOS and Ricardo RIBEIRO</i>	2551
Economic Security Management in Social Sphere..... <i>Viktoria TSIKLARI, Larisa SEVRYUKOVA, Aleksandra DEVYATILOVA and Svetlana BELOUSOVA</i>	2561
Intellectual Capital Factors In Enhancing Competitiveness of Retail Network..... <i>Igor A. ARENKOV, Iana Y. SALIKHOVA, Dinara V. IVANOVA, Sergey A. SMIRNOV and Marina N. RUDENKO</i>	2571
Ethnic Cultures in the Era of Globalization..... <i>Iraida IVANOVA, Maria ROMANOVA and Svetlana ROMANOVA</i>	2575
European National Culture: Integration and Differentiation..... <i>Iraida IVANOVA, Maria ROMANOVA and Svetlana ROMANOVA</i>	2581
Teaching General Course on EU Issues at the University: Experience, Outcomes and Perspectives..... <i>Iraida IVANOVA, Maria ROMANOVA and Svetlana ROMANOVA</i>	2589
Impacts of the Electronic Records of Sales (ERS) Introduction to the Small and Medium-sized Enterprises in the Czech Republic..... <i>Zdeněk HRUŠKA, Jana HINKE, Marie ČERNÁ and Lucie VALLIŠOVÁ</i>	2593
Characteristics of the Current Czech Labor Market..... <i>František STELLNER and Radek SOBĚHART</i>	2603
Application of Artificial Neural Networks and Fuzzy Logic in Stock Trading..... <i>Zuzana JANKOVÁ</i>	2610
Tracing the Stages of Product-Harm Crises in Social Media for Designing Effective Digital Marketing Strategies..... <i>Aikaterini VASSILIKOPOULOU and Chara KOTTARA</i>	2620

Judging the Legal Regulation Issues of Spatial Organization of Innovation Economy in The Russian Federation from the Economic Point of View.....	2626
<i>Julia Pavlovna SIDOROVA, Viktoriia Anatolievna DEGTEREVA and Oleg Emilevich KICHIGIN</i>	
Formation of a System of Indicators of Budgetary and Tax Safety.....	2635
<i>Tatyana TKACHEVA, Lubov AFANASJEVA and Lubov GONCHARENKO</i>	
Structure of Budgetary and Tax Mechanisms: Theoretical Aspect.....	2641
<i>Tatyana TKACHEVA, Lubov AFANASJEVA and Lubov GONCHARENKO</i>	
Fiscal policy of the European Union and Romania.....	2649
<i>Nicoleta STANCIU</i>	
Particularities of the Use and Promotion of the Management Based On Profit Centers within Romanian Enterprises.....	2659
<i>Ion VERBONCU, Cezar-Petre SIMION and Andreea CONDURACHE</i>	
Growth Potential and Economic Security Threats in Terms of Digital Economy Ecosystem.....	2669
<i>Evgeniya K. KARPUNINA, Elena A. YURINA, Igor A. KUZNETSOV and Alexander A. DUBOVITSKI</i>	
Resistance Is Not Hopeless...Regarding the Policy of Countering Information Threats of Economic Security	2679
<i>Evgeniya K. KARPUNINA, Olga N. GORBUNOVA, Sergey S. MOISEEV and Tatiana N. CHEREMISINA</i>	
Ecological and Economic Foundations of Effective Land Use in Agriculture: The Implementation Prospects of Food Security.....	2687
<i>Alexander A. DUBOVITSKI, Evgeniya K. KARPUNINA, Elvira A. KLIMENTOVA and Natalia V. CHEREMISINA</i>	
A Review of Issues Surrounding The Adoption of Technologies by SMEs in Vietnam.....	2694
<i>Trung Quan HA, Hiyam AL-KILIDAR and Rene LEVEAUX</i>	
The Role of Economic Values in the System of Values and Anti-Values of High School Students.....	2702
<i>Anna N. ZAKHAROVA, Tamara V. TALANOVA, Evgeni L. NIKOLAEV, Vladislav L. SEMENOV, Lyudmila V. KUZNETSOVA, Nadezhda V. HURASKINA and Polina G. GORBUNOVA</i>	
Urban regeneration in Romania and at European level.....	2711
<i>Loredana Maria POPESCU, Carmen Georgiana BADEA, Mihaela Diana NEGESCU OANCEA, Marcela MITRITA, Cristina ALPOPI and Cristina DIMA</i>	
Sustainable development indicators for Romania: Comparison with other European states.....	2723
<i>Cristina ALPOPI</i>	
Project Risk Identification: A Case Study on the Use of Risk Identification Methods in an Investment Project	2739
<i>Cezar-Petre SIMION, Ion VERBONCU and Valentin VEZETEU</i>	
Increasing the Financial Depth of the Russian Economy: Does It Stimulate Investment Activity?	2747
<i>Viktor V. IVANOV, Nadezhda A. LVOVA, Natalia V. POKROVSKAIA, Rim K. NURMUKHAMETOV and Svetlana V. NAUMENKOVA</i>	
Debt Relief and Tax Revenue: Implications for African Economic Growth.....	2760
<i>Ibukun BEECROFT, Isaiah O. OLURINOLA, Evans S. OSABUOHIEN and Adeyemi A. OGUNDIPE</i>	
Considerations Regarding Financial Control As a Necessary Tool for Performance Enhanced Entities in Romania, Republic of Moldova and Russian Federation.....	2774
<i>Marian SOCOLIUC and Daria ROTARU</i>	

An Econometric Model for the Romanian Country Risk Assessment Budget Execution and Performance Indicators.....	2788
<i>Monica L. ZLATI, Veronica GROSU and Cristina G. COSMULESE</i>	
Modeling and Forecasting of Socio-Economic Development of St.Petersburg Region.....	2799
<i>Konstantin V. SHVETSOV, Sergey A. CHERNOGORSKIY, Kirill G. SOROKOZHERDYEV and Vadim A. GOLUBEV</i>	
The Impact of Digital Transformation in Healthcare Services: An Iot Perspective.....	2809
<i>Florentina Maricela BUTNĂRAȘU, Iuliana Raluca GHEORGHE and Victor Lorin PURCĂREA</i>	
Competing Through Sales – Salesperson Capability To Enhance Competition.....	2814
<i>Răzvan-Andrei CORBOȘ, Ruxandra-Irina POPESCU and Ovidiu-Iulian BUNEA</i>	
Risk Assessment in Selectiveaudit Procedures.....	2826
<i>Yury Yu. Kochinev and Elena R. Antysheva</i>	
Methodology for Preparing Internal Financial Statements within Holding Enterprises.....	2835
<i>Antonina M. Pronina and Elena R. Antysheva</i>	
Spatial Diffusion of Innovation from "Circles of Backwardness" And the "Big Push" To Innovative Development of Territories.....	2848
<i>Julia Pavlovna SIDOROVA, Viktoriia Anatolievna DEGTEREVA and Oleg Emilevich KICHIGIN</i>	
Managerial Considerations Regarding the Modernization of District Heating Companies in Eastern Europe..	2860
<i>Maria HUMIȚA, Nicoleta COJOCARIU and Mihai JĂDĂNEANȚ</i>	
Measuring Activity of Business Angels in Central and Eastern European Countries.....	2868
<i>Anatolijs PROHOROVs, Levs FAINGLOZS and Marina SOLESVIK</i>	
The Impact of Word Of Mouth and Service Quality toward Customer Loyalty: The Mediating Role of Customer Trust	2881
<i>Mohamad Rizan, Saparuddin Mukhtar, Linda Dewi Wulan and Rifelly Dewi Astuti</i>	
A Study on the Linkage between the State Tariff Policy and the Innovative Development Indicators.....	2892
<i>Marina IVANOVA and Darya ANDREYEVA</i>	
Urbanized Areas as the Object of Public Administration in Russia: A Problem Statement.....	2897
<i>Tatiana YAKOVLEVA and Marina IVANOVA</i>	
Factors Enhancing Strategic Technological Competitiveness of Industrial Companies.....	2901
<i>Yulia VERTAKOVA, Tatyana BABICH and Elena BYKOVSKAYA</i>	
Healthcare Digital Marketing Communication Strategies to create valuable relationships with the patients ...	2909
<i>Andreea GÎTMAN, Andra-Victoria RADU and Victor Lorin PURCĂREA</i>	
The Solving Problems of Microelectronics Design Centers Management: Innovative Approach in Russia....	2914
<i>Tatyana NOVIKOVA, Vera MEERSON and Aleksey SHEVCHENKO</i>	
Oil Production as a Pricing Factor in the Oil Market.....	2921
<i>Diana Stepanova, Natalia Ivulgina and Ludmila Lipková</i>	
The Relevance of the Sustainable Finance Paradigm in the EAEU Financial Market's Strategy Development.....	2933
<i>Nadezhda A. LVOVA, Natalya S. VORONOVA and Viktor V. IVANOV</i>	

Exploring the Features of Health Organizations' Competitive Strategies..... <i>Simona Cătălina ȘTEFAN and Ștefan Cătălin POPA</i>	2942
Lean Management and Leadership towards Achieving Business Excellence in Manufacturing Sector: A Conceptual Framework Development..... <i>OON Fok-Yew and ABDUL HAMID Nor Aziati</i>	2949
Survey of the Attitude of the Urban Population in Romania Regarding the Phenomenon of Corruption..... <i>Ioana Cristina FLORESCU, Silvia Elena CRISTACHE, Daniela ZIRRA and Georgeta Narcisa CIOBOTAR</i>	2966
Automatic Line for Sorting and Identification Parts in Industrial Manufacturing..... <i>Paul Ciprian PATIC, Florin Ion POPA and Ryad ZEMOURI</i>	2982
Changes in the System of Agriculture Financial Support in EU Countries..... <i>Piotr KULYK</i>	2995
Determinants of Consumer Behavior on the Organic Food Market In the Light of Selected Consumption Theories: The Results of the Research in the Regional Aspect on the Example of Poland..... <i>Piotr KULYK and Mariola MICHAŁOWSKA</i>	3007
Exploring Entrepreneurial Theories in the Study of Igbo Business Mentoring (Nwa Boy), South-East Nigeria..... <i>Dare O. OMONIJO, Obatunde B. ADETOLA, Akinmayowa S. LAWAL, Michael C. ANYAEBUNAM, Jonathan A. ODUKOYA, Elizabeth I. OLOWOOKERE, Olusola B. OKUNLOLA and Omolola A. ROTIMI</i>	3020
Review of the Key Requirements for the Financial Statements Complying With the International and Russian Accounting Standards..... <i>Tatiana Borisovna TURISHCHEVA, Daria Andreevna PONOMAREVA and Anna Sergeevna LUZGINA</i>	3031
Modern Concepts of the Quality Management System in Higher Education: Russian Practice and International Experience..... <i>Andrei Yu. ALEKSANDROV, Svetlana B. VERESHCHAK, Olga A. IVANOVA and Inna B. GETSKINA</i>	3040
Industrial Heritage as a Composition of Post-Industrial City (Basic Case Kharkov, Ukraine)..... <i>Liudmyla Niemets, Olha Suptelo, Maryna Lohvynova, Kateryna Sehida and Ievgeniia Telebienieva</i>	3049
Forced Internal Displacement In Ukraine: Realities, Socio-Economic Problems, Perspectives..... <i>Liudmyla Niemets, Nataliia Husieva, Kateryna Sehida, Oleksiy Kraynukov, Maryna Lohvynova and Olha Suptelo</i>	3064
Identification of Barriers to Implementation of Innovations as One of the Elements of I Management in The Local Real Estate Market..... <i>Marcin SITEK</i>	3082
Transition Features to the Policentric Development of the Region: Technique and Practice of the Research.. <i>Liudmyla NIEMETS, Konstantin NIEMETS, Kateryna KRAVCHENKO, Liudmyla KLIUCHKO and Pavlo KOBYLIN</i>	3093
Approach to Optimizing the Transport System of the City (Agglomeration)..... <i>Vladimir PLOTNIKOV, Ivan MAKAROV, Olga SMYSLOVA and Natalya FILONENKO</i>	3102
How Different Large-Scale Agile Frameworks Deal With The Interdependences Between Projects Inside The Same Program?	3109
<i>Beatriz MUCAMBE, Anabela TERESO, João FARIA and Tiago MATEUS</i>	

Forestry Innovation in New Disc Cutter For Soil Preparation on Non-Uprooting Site..... <i>Sergey ZIMARIN, Arthur NOVIKOV, Anna MESHCHERYAKOVA and Nikolay BORODIN</i>	3120
The Idea of Quality Translated: Explication of Competing Options in Higher Education Institutions..... <i>Renata MATKEVIČIENĒ and Lina TAMUTIENĒ</i>	3130
Purchasing Behaviour of E-Insurance Consumers..... <i>Miriam Garbárová and Petra Hollá Bachanová</i>	3139
Public Services Quality Perception: Assessment Model due to Different Life-Cycle Stages of State Priority. <i>Lilia V. MATRAEVA, Pyotr V. SOLODUKHA and Yuliya V. SUNAEVA</i>	3153
Landmarks in the Evolution of Integrated Reporting at International Level..... <i>Simona-Maria TANASÁ (BRÎNZARU), Svetlana MIHAILA and Marius CIUBOTARIU</i>	3163
BRICS Intra-group FDI: Searching for Real Volumes and Ultimate Investors..... <i>Lada V. PROGUNOVA and Svetlana V. BOGATYREVA</i>	3172
Management of Foreign Trade Policy of the United States during the Global Economic Crises of 2008 And 2014..... <i>Violetta M. Kuzmina, Marina A. Parkhomchuk and Oksana V. Mikhailova</i>	3177
Sustainable Development and New Tourism Ethics..... <i>Valery BOGOLYUBOV, Svetlana BOGOLYUBOVA, Alexander MALININ and Anna TANINA</i>	3183
Problems of Ecotourism Development in the Specially Protected Natural Areas of the Leningrad Region..... <i>Anna TANINA, Elena MUDROVA and Viktor SIGOV</i>	3193
Ubiquitous Library (UL) Usage among University Students in Malaysia: A Descriptive Analysis of U-Pustaka as UL Services..... <i>Noor Zaidi SAHID, Mad Khir Johari ABDULLAH SANI and Siti Arpah NOORDIN</i>	3202
Attitude of Non Listed Companies to Financial Reporting in Accordance with IAS/IFRS - Evidence from the Czech Republic..... <i>Lucie VALLIŠOVÁ, Marie ČERNÁ, Zdeněk HRUŠKA and Jana HINKE</i>	3214
Problems and Status of Mortgage Securitization Market Assets in the Russian Federation..... <i>Alexander.N. PETROV, Dmitriy.A. SERGEEV and Anastasia.U. PUGACHEVA</i>	3226
Assessing the Impact of Transport Projects on Regional Development..... <i>Vladimir PLOTNIKOV, Ivan MAKAROV, Oleg LEVCHEGOV and Irina SHAMRINA</i>	3235
Impact of an Enterprise's Company Profile on Social Media on Purchasing Decisions of Representatives of Generation Z..... <i>Anna KOROMBEL and Olga ŁAWIŃSKA</i>	3241
Selected Issues of Electronic Delivery in the Slovak Public Administration..... <i>Tomáš PERÁČEK</i>	3255
Comparative Analysis of the Agreement on the Donation of Securities in Slovak Republic and Czech Republic..... <i>Tomáš PERÁČEK</i>	3264
Securities Loan Agreement as an Unnecessary Contract..... <i>Tomáš PERÁČEK</i>	3273

Why Is a Simple Company on Shares an Unnecessary Type of Business	3282
<i>Tomáš PERÁČEK</i>	
Relationship Marketing as the Approach to Management of Museums and Art Galleries.....	3291
<i>Magdalena SOBOCIŇSKA</i>	
Analysis of Website Traffic Delivered By Marketing Channels in Selected Czech Wine E-Shops.....	3301
<i>Zdeněk Vik</i>	
The Global Challenges of the 21st Century - Dysfunctional States and EU Security Problems (Selected Problems).....	3307
<i>Piotr Mašloch and Joanna Nowakowska-Grunt</i>	
Tourism and Travel Competitiveness in the European Union New Member States.....	3316
<i>Agatha POPESCU</i>	
Considerations Regarding the Way of Management of the Environmental Accounting within the Organization's Economic System.....	3334
<i>Maria Mădălina BOGEANU POPA and Mariana MAN</i>	
Omnichannel Communication Strategies Used By Non-Profit Organizations to Contact With Key Stakeholders: Using Online Channels After a One-Time Event Influence on the Loyalty of Episodic Volunteers?	3340
<i>Vanessa MATO-SANTISO, Marta REY-GARCÍA and María José SANZO-PÉREZ</i>	
Evaluating the Effectiveness of Enterprise and Economic Processes.....	3349
<i>Daniel S. DEMIDENKO, Ekaterina D. MALEVSKAIA-MALEVICH and Ivan OZHGIKHIN</i>	
Tax Control of Small Enterprises: Russian and Foreign Experience.....	3354
<i>Nadezhda Yurievna GLUBOKOVA, Larisa Ivanovna EGOROVA and Veronika Sergeevna SOKUR</i>	
Digital Transformation of the Economy.....	3359
<i>Boris Petrovich PAVLOV, Ruslan F. GARIFULLIN, Vitalii M. BABUSHKIN and Gaziz F. MINGALEEV</i>	
Business Model Innovation: Value Creation through Human Capital.....	3365
<i>Dragos TOHANEAN and Carmen Alexandra STOIAN</i>	
Towards better Policies for Children: A Case Study upon Children's Health in Europe.....	3383
<i>Ionela-Roxana GLĂVAN, Andreea MIRICĂ and Liviu Stelian BEGU</i>	
Analysis of Developments in Macroeconomic Indicators That Characterize the Tourism Activity at European Level.....	3390
<i>Ioana Cristina FLORESCU, Silvia Elena CRISTACHE, Rodica Manuela GOGONEA and Daniela Șerban</i>	
Key Technologies of Digital Economy in the Russian Federation.....	3401
<i>Boris Petrovich PAVLOV, Ruslan F. GARIFULLIN, Gaziz F. MINGALEEV and Vitalii M. BABUSHKIN</i>	
Enterprise's Economic Model as a Tool for Effective Management.....	3408
<i>Sergey KUZNETSOV, Daniel S. DEMIDENKO and Ekaterina D. MALEVSKAIA-MALEVICH</i>	
Perspective Methods and Approaches of Cash Flow Directing In the Practice of Enterprise at Different Level of Economic Advancement.....	3413
<i>Marina A. CHAPLYGINA, Tatiana V. DOBRINOVA and Elena A. BOLYCHEVA</i>	
The Poverty Rate Regulation in Russia.....	3419
<i>Astkhik A. NALBANDYAN, Ani A. OGANESYAN and Khanifa V. TYRKBA</i>	

Identifying the Nature of the Skills Gap in Senior-Level Positions in MENA e-Businesses.....	3427
<i>Lara CHAAYA, Jennifer ABOU HAMAD and Ghassan BEYROUTHY</i>	
Agro-Economic Potential and Prospects of Implementation of Precision Farming Technology in Russian Regions.....	3437
<i>Tatiana N. LARINA, Nikolai D. ZAVODCHIKOV and Pavel E. LARIN</i>	
Framing Strategies for Crowdfunding Campaigns: A Text Analytics Approach.....	3446
<i>Chang Heon LEE</i>	
Conflict Management: Practical Experience of Russian Enterprises.....	3454
<i>Elena Kolesnichenko, Alexander Khorev, Olga Rudakova and Nikolay Kharchenko</i>	
The Role of a Favorable Social and Psychological Climate within the Team in Increasing Work Efficiency..	3462
<i>Elena Kolesnichenko, Irina Trubina, Yuliya Sokolinskaya and Dmitry Eliseev</i>	
Participation as an Element of Effective Safety and Security Promotion at Polish School: Implementation of the Selected Participatory Management Assumptions.....	3471
<i>Ewelina WŁODARCZYK</i>	
Public Financing Management of Health Care System.....	3487
<i>Larisa BELOUSOVA, Svetlana MARKINA, Lubov AFANASJEVA and Irina RODIONOVA</i>	
Dealing With Conflict in Small Technology-Based Firms.....	3497
<i>Zoltan ROZSA</i>	
Econometric Models for the Development of Oil Wells Production.....	3505
<i>Marius BULEARCĂ, Cornelia NEAGU and Cristian SIMA</i>	
Debates on How Ecologists See Sustainability.....	3519
<i>Cornelia NEAGU, Marius BULEARCĂ and Cristian SIMA</i>	
Dividends and Index Returns: Theories and Empirical Study.....	3529
<i>Kateřina FOJTŮ and Stanislav ŠKAPA</i>	
Integrated Stock Management in the Supply Chain.....	3540
<i>Inna BABENKO and Irina MINAKOVA</i>	
Study of the Calendar Effects of the Russian Stock Market.....	3545
<i>Igor LUKASEVICH and Tatjana KOZENKOVA</i>	
Proposed Key Factor for Change Management.....	3555
<i>Youssef HASSANI and Mansour JIRIES</i>	
An Analysis of Several Behavioural Competency Frameworks from Different Geographical Regions and Industries.....	3565
<i>Alina-Georgiana PROFIROIU and Roxana HURDUBEI (IONESCU)</i>	
Optimization of Production Structure in an Agricultural Holding.....	3578
<i>Adrian TUREK RAHOVEANU</i>	
Theoretical Basics of Employee Motivation.....	3584
<i>Elena S. GAVRILYUK, Lydia V. MINCHENKO, Elena A. YANOVA and Darya V. KOCHETKOVA</i>	
Integrated Model for Innovation and Environment Management Systems.....	3593
<i>Dorin MAIER, Marieta OLARU, Mihaela MAFTEI, Robert BUMBAC and Andreea MAIER</i>	

A context-aware knowledge acquisition for planning applications using ontologies..... <i>Mohannad BABLI and Eva ONAINDIA</i>	3602
Effects of Stress on the Individual In The Event of Emergency..... <i>Petra BEŇOVÁ and Eva KOZÁKOVÁ</i>	3615
Problems of Tariff Classification in the Context of Economic Integration..... <i>Galina Yu. FEDOTOVA</i>	3621
Trade Policy into Integration Blocs and Geopolitical Challenges:The Impact on Forming Supply Chains of Agricultural Products from the EU to Russia..... <i>Victor KOVALEV, Oksana FALCHENKO and Irina SAVELYEVA</i>	3626
Assessment of the Market and Economic Potential of a Rotary Steerable System..... <i>Marina I. AKHMETOVA, Mikhail S. TURBAKOV, Irina V. ELOKHOVA and Aleksandra V. KRUTOVA</i>	3631
Trend in Gig Economy: Factor Influencing Work Life Balance Among Women Online Shop Owners..... <i>nursakinah OKTAVIANA SASMITA and amy MARDHATILLAH</i>	3637
The Market Value of Receivables in a Comparative Approach Based on Financial Ratios <i>Elena N. MITYUSHKINA, Aleksandra V. KRUTOVA, Marina I. AKHMETOVA and Irina V. Elokhova</i>	3645
Analysis of the Russian Derivatives Market: Dynamics and Development Features in 2016-2018..... <i>Dmitry A. Sergeev, Elena V. Kuznetsov and Aleksandr A. Smirnov</i>	3650
E-Human Resources Management in UAE Public Sector Organizations..... <i>ALAA ALDIN ABDUL RAHIM AL ATHMAY</i>	3660
Provincial Financial Establishments in the Collection of Certain Types of Duties in the Russian Empire in the Second Half of the 19th Century..... <i>Stanislav Vorodyukhin, Viktoria Lysenko, Natalya Ryazanova and Natalia Grigorenko</i>	3675
The Influence of Public Intervention on Market Structure and Governance: Case Study of Tourism, the Czech Republic..... <i>Lucie PLZÁKOVÁ</i>	3681
How Cultural Stereotypes Affect Business Communication..... <i>Júlia SZŐKE</i>	3692
Women's Entrepreneurship in Russia..... <i>Elena A. DAVYDENKO and Maria A. EVNEVICH</i>	3700
Precarious Side of Working as Non Permanent Teachers – Study of Non Permanent Teachers in State Junior High School, East Jakarta, Indonesia..... <i>umar BAIHAQKI and rusfadia saktiyanti JAHJA</i>	3704
Price Sensitivity Measurement as an Important Tool In The Process of Price Setting..... <i>Viera VALJASKOVA, Pavol KRAL and Jana KLIESTIKOVA</i>	3715
Problems of Financial Planning At the Enterprises of Services Sphere..... <i>Sergey V. KUZNETSOV, Tamara N. SELENTYEVA and Ekaterina A. MIKHEL</i>	3722
Analysis of the Company's Activities as an Open Economic System In Order To Form a Financial Strategy..... <i>Tamara N. SELENTYEVA, Ekaterina A. MIKHELb and Lyudmila G. MISHURA</i>	3727

Research on Optimizing the Quality of the Lots of Grain Cereals Seeds for Sowing..... <i>DUMITRIU (ION) Iuliana Manuela, STOICA (DINCĂ) Cristina, BĂCANU (ȘERBAN) Constanța, NICULA Marius and STANCIU Silvius</i>	3732
Aspects Regarding the Areas and Conditions for Wheat Seed Multiplication in Romania and In Braila County..... <i>Constanța BĂCANU (ȘERBAN), Cristina STOICA (DINCĂ), Iuliana Manuela DUMITRIU (ION), Marius NICULA and Silvius STANCIU</i>	3740
Potential Influence of Electric Cars on the Natural Environment: Chosen Aspects from Poland..... <i>Beata Ślusarczyk, Sebastian Kot and Damian Pilarz</i>	3737
The Impact of Selected Risk Factors on the Activity of Micro, Small and Medium-Sized Enterprises in Poland..... <i>Beata Ślusarczyk and Katarzyna Grondys</i>	3754
The Features of Construction Project Management for Industry - an Example of Poland..... <i>Mariusz Urbański and Marek Winiarski</i>	3766
The Renewable Energy Sector in Poland as a Place for The Creation of Green Jobs..... <i>Anna GAŚIOREK-KOWALEWICZ and Piotr KULYK</i>	3771
Confectionery Sector In Romania: Market Overview..... <i>Silvius STANCIU</i>	3783
Improving the Methodology for Assessing the Creditworthiness of the Potential Borrower in a Bank..... <i>Anna OBUKHOVA, Natalya KAZARENKOVA, Oleg ASEEV and Tatiana SVETOVITSEVA</i>	3795
Does Culture Influence the Development of Tourism in Romania?..... <i>Bianca AVRAM-POP, Simona SABOU and Liliana Adela ZIMA</i>	3801
Evaluation of the Current State and Potential of Innovative Development of the Enterprise..... <i>Yulia A. Dubolazova, Yuriy Yrievich Kuporov and Kochman Alexey Vladimirovich</i>	3812
The System of Balanced Development of Innovation Enterprises..... <i>Yulia A. Dubolazova, Yuri Yrievich Kuporov and Kochman Alexey Vladimirovich</i>	3818
Assessment of Innovation Impact on the Economic Development of the Forest Complex..... <i>Bezrukova T. L., Iarionov V.G., Zinovyeva I.S. and Kuksova I.V</i>	3822
Determination of Key Factors of Health and Well-Being Tourism Destinations..... <i>Lucie PLZÁKOVÁ and Lucie CRESPO STUPKOVÁ</i>	3829
A Hybrid Model Encryption for Enhancing Data Security in Cloud Computing..... <i>Ouadia Zibouh, Anouar Dalli and Hilal Drissi</i>	3840
To A Question on the Basic Concepts of the Enterprise Law..... <i>Nikolay N. Nadezhin</i>	3850
Passport Control as Activity of Law Enforcement Agencies in the Period of the Great Patriotic War: Historical and Legal Aspect..... <i>Igor Ozerov, Yulia Kirichenko, Andrey Barrinov and Alexey Medvedev</i>	3859
Dynamics of the Development of the Manufacturing Industry in the Regions of Russia..... <i>Yana Radyukova, Galina Golikova, Mikhail Makarov and Nikolay Pakhomov</i>	3868

The Scenario Method in the Estimation of Market Value of Debt Claims..... <i>Yana Radyukova, Vladislav Sutyagin, Yuri I. Treschevsky and Svetlana Zenchenko</i>	3874
Provincial Financial Establishments in the Collection of Certain Types of Duties in the Russian Empire in the Second Half of the 19th Century..... <i>Stanislav Vorodyukhin, Viktoria Lysenko, Natalya Ryazanova and Natalia Grigorenko</i>	3883
The Demographic Structure of the European Union..... <i>Dumitru Alexandru BODISLAV, Carmen Valentina RĂDULESCU, Florina BRAN, Marcela MITRIȚĂ, Loredana Maria POPESCU and Cristina Ștefania CUREA</i>	3889
Financing Models for Energy Efficiency Buildings..... <i>Arsen TLEPPAYEV</i>	3897
Standardization of Business Processes Based on the Use of Digital Platforms..... <i>Andrey POLYANIN, Tatyana GOLOVINA, Irina AVDEEVA, Yulia VERTAKOVA and Andrey KHARLAMOV</i>	3904
Risk Aspects of Banking Business..... <i>Katarina FRAJTOVA MICHALIKOVA and Jan CHUTKA</i>	3913
Assessment of Selected Models of Earnings Management in Economic Conditions of Slovakia..... <i>Katarina VALASKOVA, Tomas KLIESTIK and Maria KOVACOVA</i>	3922
Gender Diversity in the Board: A Review of Some Empirical Studies..... <i>Said TOUMI and Smail KABBAJ</i>	3932
Cultural Proximity in Inter-Organizational Ties..... <i>Petra KECSKÉS</i>	3942
Reasoning the Risk Chain Structure for BNM of Digital Images Portfolio..... <i>Victor S. VORONOV and Viktor V. IVANOV</i>	3950
Food Frauds in Romania Case Study: The Quality of Confectionery Products..... <i>Cezar Ionuț BICHESCU and Silviu STANCIU</i>	3957
The IT System Development for Arranging Scientific Research Contests..... <i>Mikhail KOCHITOV, Dmitry LUCHANINOV, Ruslan BAZHENOV, Vasili MASYAGIN, Oksana DUDAREVA, Viktor MENDEL and Burulbubu BIYMURSAEVA</i>	3966
Advantages of Modeling a Regional Development Strategy Based on “Smart” Benchmarking..... <i>Julia V. DUBROVSKAYA, Maria R. RUSINOVA and Elena V. KOZONOGOVA</i>	3976
Automation of the Process of Interregional Clusters Identification as a Tool for Spatial Development of the Economy..... <i>Elena V. KOZONOGOVA, Irina V. ELOKHOVA and Julia V. DUBROVSKAYA</i>	3983
The Peculiarities of Informational Impact: Just Providing Information or Enforcement?..... <i>Olga POLUNINA, Igor ROMANOV, Igor SUCHKOV, Lidiya CHEREKHOVSKAYA and Tatyana KARPOVA</i>	3990
Urban Gridding Management as a Social Problem of Chinese Society..... <i>Galina MENSHIKOVA, Evgeny MELNIKOV, Svetlana EVSTRATCHIK, Nikolai PRUEL and Haoran QIN</i>	3996
Knowledge Management as a Matter of Vital Importance for a Modern Organization..... <i>Zarina TAVASIEVA, Anatoly POZMOGOV, Mikhail KREER, Boris KALLAGOV and Zalina TEDEYEVA</i>	4001

Technologies of the Fourth Industrial Revolution: Ethical Issues and Social Transformations	4008
<i>Natalia YASTREB</i>	
Technological Basis of Knowledge Creation in Modern Computer Science.....	4014
<i>Natalia YASTREB and Ilya CHERNYSHOV</i>	
Differences in Socio-Economic Development of Russian Regions: Alignment Assessment and Realities.....	4019
<i>Anastasiya KULAKOVA</i>	
Research Paper: Employee's Motivation.....	4027
<i>Bogdan - Alexandru FURDUESCU</i>	
Production and External Trade of Dairy Products in Poland.....	4041
<i>Anna S. KOWALSKA, Anna OLSZAŃSKA and Piotr NABIAŁEK</i>	
The Relationship of Team Work to the Satisfaction of Managers in Small and Medium-Sized Enterprises in the Czech Republic.....	4051
<i>Jaroslav VRCHOTA and Petr ŘEHOR</i>	
Importance of the Social Aspects of Energy Efficiency with Particular Focus on Ukraine As A Country That Faces the Need for Changes in the Energy Sector.....	4061
<i>Katarzyna Kazojć and Norbert Obrycki</i>	
Smart Collection of Rent Receivables as an Element of the Sustainable Development Strategy of the City...	4068
<i>Michał Dziadkiewicz, Katarzyna Grondys</i>	
Supply Chain Management in Automotive Industry: Comparative Analysis of Dacia and Renault Brands....	4081
<i>Attila TURI, Marian MOCAN, Gilles GONCALVES and Larisa IVASCU</i>	
Efecto De La Confianza Y El Riesgo Percibido En La Intención De Compra Online De Estudiantes Universitarios En Chile.....	4092
<i>Cristian SALAZAR-CONCHA, Rodrigo OBANDO-CARTER, Francisca MANNET-OLIVARES and Patricio E. RAMÍREZ-CORREA</i>	
The Study of the Dynamics of the Number of Employees of Agricultural Organizations of the Republic of Bashkortostan.....	4096
<i>Larisa KHALITOVA and Nikolay PETROV</i>	
Attitude Et Comportement Environnementaux Des Citoyens : Cas Du Maroc.....	4113
<i>Fadoua LAGHZAoui, Sarah FEREHOUN and Mostafa ABAKOUY</i>	
Retail Distribution System Change: Causal Analysis	4133
<i>Davor DUJAK</i>	
Organizational and Economic Mechanism for Customs Control after The Release of Goods Administration in the Economic Security System	4149
<i>Gulzida NEMIROVA and Sergey NOVIKOV</i>	
Exploratory Analysis of Representativeness of Tourism Data in Open Street map.....	4161
<i>Alexander BUSTAMANTE, Laura SEBASTIA and Eva ONAINDIA</i>	
Tax on Property of Physical Persons: Problems and Consequences of Reformation.....	4171
<i>Dmitry ARTEMENKO, Fatima AGUZAROVA, Galina ARTEMENKO, Konstantin NOVOSELOV and Dmitry MAXIMOV</i>	

Fintech - Future Bank..... <i>Elena HLACIUC and Andreea ANTON</i>	4180
Quality Assurance in Higher Education through Accreditation: The Impact on National Standardized Tests in Colombia..... <i>Enrique DELAHOZ-DOMINGUEZ, Sergio GUILLEN-IBARRA and Tomás FONTALVO-HERRERA</i>	4189
State, Problems and Prospects of Development of the Russian Industry in the Context of the Import Substitution..... <i>Maxim PASHOLIKOV and Georgy DUDAKOV</i>	4198
Perfection of Strategic Management Regional Socially: By The Economic Systems..... <i>Marina A. CHAPLYGINA, Tatiana V. DOBRINOVA and Elena A. BOLYCHEVA</i>	4206
Modern Demographic Trends as a Source of Changes in the Approach to Human Resources Management... <i>Andrzej Skibiński</i>	4213
Business Agility: Parametric Strategic Management Concept Meets Agile-Methods..... <i>Alexander OBYDENOV</i>	4221
Model of Financial Behavior of Digital Generation..... <i>Olga Y. BAKHTINA</i>	4224
Management Accounting and Control System Design to Support Innovative Internationalization Strategies.. <i>Ana Filipa M. ROQUE, Maria-Céu G. ALVES and Mário RAPOSO</i>	4229
Considerations Regarding the Level of Innovation in Romania in the European Context..... <i>Dumitrita NUCA and Veronica GROSU</i>	4239
Problems of Using Agricultural Aviation in St. Petersburg and Leningrad Region..... <i>Tamara N. SELENTYEVA, Maxim V. IVANOV and Vadim V. TALOV</i>	4250
Internet Marketing in Building the Brand Image of E-Pharmacies: Case Studies..... <i>Marta HRYDZIUSZKO</i>	4258
A Risk Assessment Framework for Cloud Software as A Service Adoption Evaluation within the Financial Services Industry..... <i>Fredrick DANDE and Philip LEE</i>	4269
Tax Office and Management Control in Polish Reality..... <i>Iwona PRZYCHOCKA</i>	4277
Development And Problems of Farmers 'Activities In Ukraine..... <i>Yulia NESTERCHUK, Mykola KOROTIEIEV, Inna CHERNEHA, Serhiy SOKOLYUK, Olena ZHARUN and Nataliia BLENDA</i>	4287
Le Management Des Risques Des Collectivités Territoriales : Essai De Conception D'un Modèle Fondé Sur L'approche Processus..... <i>Fadoua LAGHZAoui and Hanane HADDAD</i>	4299
Peculiarities of Taxation of Media Resources in Education..... <i>Dmitry ARTEMENKO, Larisa AGUZAROVA, Fatima AGUZAROVA and Konstantin NOVOSELOV</i>	4310
The Importance of Information Technology in The Activities of Tax Authorities..... <i>Dmitry ARTEMENKO, Fatima AGUZAROVA, Konstantin NOVOSELOV, Yury KOLESNIKOV and Oleg SVIRIDOV</i>	4317

Spatial Transfer of Economic Value For The Purpose of Estimating the Utility Value of Water in Poland... <i>Piotr Kulyk and Łukasz Augustowski</i>	4322
Functioning Features of the Russian Battery Industry in the Foreign Economic Sphere..... <i>Tatiana V. DOBRINOVA, Artem A. GOLOVIN, Alexey A. GOLOVIN, Marina A. PARKHOMCHUK and Zarislava A. VASILEVA</i>	4329
The Effects of Economic Paradigm Change on The Civil Construction Market in Romania <i>Laurențiu DAVID and Frantz Daniel FISTUNG</i>	4342
Economic Justification of the Territorial Grain Cluster..... <i>Ivan GENERALOV, Sergey SUSLOV, Ruslan BAZHENOV, Elena FIRSOVA, Maxim SHATALOV, Andrey IGOSHIN and Nella SHNARKINA</i>	4354
The Use of Management Accounting and Control Systems in the Internationalization Strategy: A Process Approach..... <i>Ana Filipa M. ROQUE, Maria-Céu G. ALVES and Mário RAPOSO</i>	4361
Media Resources in Education: the Taxation Aspect..... <i>Dmitry ARTEMENKO, Fatima AGUZAROVA, Galina ARTEMENKO, Konstantin NOVOSELOV and Yulia VERTAKOVA</i>	4372
Development Strategies of Industrial Sectors of the Economy in Certain Areas of the Republic of Bashkortostan <i>Larisa Rafikovna KHALITOVA and Nikolay Aleksandrovich PETROV</i>	4377
Inevitability of Structural and Economic Reforms of Regional Economy..... <i>Zhahov Nikolay Vladimirovich, Krivoshlykov Vladimir Sergeevich, Aleeva Elena Alexandrovna and Nesenjuk Evgenia Sergeevna</i>	4392
Formation of the Region's Tax Revenues: New Conceptions..... <i>Bessonova Elena A, Vorobov Yuri N and Ivanov Maxim A</i>	4398
Study on the Analysis of Agricultural Holdings in the Republic of Moldova in the Context of Rural Development..... <i>Valentina BONDARI (SUPARSCHII) and Maria Magdalena TUREK RAHOVEANU</i>	4405
Dark Figure of Cybercrime: Bringing it into the Light..... <i>Natalia PETRISHCHEVA, Andrey BAYBARIN, Alexander GREBENKOV and Maria SINYAEVA</i>	4411
On Minors Committing Cybercrimes: Issues of the Age of Criminal Responsibility..... <i>Natalia PETRISHCHEVA, Andrey BAYBARIN, Alexander GREBENKOV and Maria SINYAEVA</i>	4419
Will ICO Be A Full IPO Replacement? Russian Experience in Implementing ICO..... <i>Ekaterina P. MOCHALINA, Galina V. IVANKOVA and Oleg V. TATARNIKOV</i>	4425
The Current State and Prospects of EU-Russia Trade Relations..... <i>Ekaterina R. KRASILNIKOVA, Alexandra G. NIKONOROVA, Evgenii A. KONNIKOV and Ekaterina A. AFONICHKINA</i>	4431
Universal Motives and Factors of Functioning of the Modern System of Public Administration..... <i>Larysa NOVAK-KALYAYEVA, Klavdia DUBYCH, Daria BIENKOWSKA, Halyna DZIANA and Sofiia OLIINYK</i>	4447

Liberté De Choisir Son Avenir Professionnel Et Alternance Dans l'Enseignement Supérieur Dans Le Contexte D'un Petit Territoire Insulaire: Enseignements Et Perspectives Issus De L'exemplarité du CFA Universitaire en région Corse.....	4456
<i>Christophe Storaï and Laetitia Rinieri</i>	
Board Diversity and Financial Performance: Case of Moroccan Banks.....	4473
<i>Said TOUMI and Smail KABBAJ</i>	
Global Security Governance: Conceptual Approaches And Practical Imperatives.....	4484
<i>Anatoliy KALYAYEV, Gennadiy EFIMOV, Volodymyr MOTORNYI, Rostyslav DZIANYY and Liudmyla AKIMOVA</i>	
Alternative Solutions for Financing the Activity of Political Parties and Election Campaigns in Romania....	4495
<i>Ecaterina Cornelia UNGUREANU and Liliana Mihaela MOGA</i>	
Correlations between the European Agriculture Financing and the Social Entrepreneurship Evolution.....	4506
<i>Lucia DURAC, Adriana MOCANU PUSTIANU and Liliana Mihaela MOGA</i>	
An Alternative to "Chernoff Faces" in the Graphical Representation of Economic and Financial Ratios.....	4518
<i>Eduardo B. ALBUQUERQUE, Paulino SILVA and Joel B. FERNANDES</i>	
Graphical Representation of Multivariate Data (Agrafo), Adapted To the Portuguese Furniture Industry.....	4534
<i>Rúben SILVA and Eduardo B. ALBUQUERQUE</i>	
Validity of Okun's Law During The Financial Crisis of 2007 – Simulation of Structural Shock at The GDP Level of the European Union.....	4544
<i>Andrei GIURESCU and Dumitru Alexandru BODISLAV</i>	
European Multi-Level Governance and the Path to Development.....	4561
<i>Ciprian ROTARU, Stefania Cristina CUREA, Victor Adrian TROACA, Iulian GOLE, Raluca GEORGESCU and Cristina DIMA</i>	
Organizational Culture: Prerequisite of an Innovative Behavior in Business.....	4569
<i>Dorin MAIER, Robert BUMBAC, Cristian ILIE and Andreea MAIER</i>	
The Features of Construction Project Management for Industry - an Example of Poland.....	4577
<i>Mariusz Urbański and Marek Winiarski</i>	
The Role of Social Networks in the Political Life of Society.....	4582
<i>Larisa DESFONTEINES and Yuliya SEMENOVA</i>	
Administrative Efficiency of IPS Providers of Health Entities accredited in quality in Colombia.....	4586
<i>Tomás J. FONTALVO HERRERA, Enrique DE LA HOZ DOMINGUEZ and Orianna FONTALVO ECHAVEZ</i>	
Corporate Social Responsibility and Customer-Based Brand Equity.....	4594
<i>Denis VASIUKOV, Paula Odete FERNANDES and Olga PASHKINA</i>	
Dynamic Examination of Foreign Investment in Russia.....	4605
<i>Vladimir Vasilievich KOVARDA, Roman Alekseevich LAPTEV and Inna Nikolaevna NEKHOROSHIKH</i>	
Features of Promotion of Regional Development in Russia.....	4612
<i>Vladimir Vasilievich KOVARDA, Roman Alekseevich LAPTEV and Inna Nikolaevna NEKHOROSHIKH</i>	

Influence of Functioning Parameters of Furniture On-Line Stores on Indicators of Their Efficiency in Russia.....	4617
<i>Evgeniy V. Popov, Tatiana L. Bezrukova, Irina V. Sibiryatkina and Elena A. Kolesnichenko</i>	
Conocimientos Sobre La Explotación Sexual Comercial Asociada A Viajes Y Turismo En Estudiantes De Educación Superior.....	4624
<i>Jazmín SANTA-ALVAREZ, Carolina PERLAZA-LOPERA and Jose Alejandro CANO</i>	
Análisis De Actitudes Y Prácticas Para Identificar, Prevenir Y Denunciar La Explotación Sexual Comercial Por Estudiantes De Educación Superior En Turismo.....	4637
<i>Jazmín SANTA-ALVAREZ, Carolina PERLAZA-LOPERA and Jose Alejandro CANO</i>	
Romania Householders' Attitudes towards Renewable Energy Costs, Mainly Biomass.....	4648
<i>Georgiana MOICEANU, Nicoleta Daniela IGNAT and Gigel PARASCHIV</i>	
The Role of Marketing within the Emergency Department (ED).....	4654
<i>Ligia Sanda Marinela POP (MICLE), Lucia BUBULAC, Octavian NEGOITA and Victor Lorin PURCAREA</i>	
Learning Dynamic Capabilities in Healthcare Organizations: A Qualitative Research.....	4660
<i>Ruben LOUREIRO, João J. M. FERREIRA and Jorge SIMÕES</i>	
Active Participation in the Governance Process at EU Level.....	4668
<i>Andrei GIURESCU</i>	
Evaluation of Legislations from the Perspective of Organizational Understanding to Managing Cybersecurity Risk.....	4677
<i>Traian Mihai POPESCU, Alina Mădălina POPESCU, Gabriela PROȘTEAN and Daniela Elena POPESCU</i>	
Comparative Analysis of Approaches to the Employees' Distribution among the Organization's Projects...	4690
<i>Aleksei M. GINTCIAK, Marina V. BOLSUNOVSKAYA and Sergey G. REDKO</i>	
Financial Logistics Theory as Innovative Approach to Management.....	4695
<i>Olga KALININA, Irina KAPUSTINA, Anna BUROVA, Svetlana FIRSOVA, Sergey BARYKIN and Anna SEDYAKINA</i>	
Author Name Disambiguation Using Predictive Models.....	4703
<i>George TALABÁ and Marin FOTACHE</i>	
La Performance Des Relations Client-Fournisseur : Une étude exploratoire dans le contexte industriel marocain.....	4711
<i>Noureddine AMINE and Abdelali SAMR</i>	
Methodology of Analysis of Factors in the Macroevironment of the Reproduction System for Rural Areas.....	4726
<i>Valentina SHARAPOVA, Nataliya SHARAPOVA and Ivan BORISOV</i>	
State Regulation of Wages in the Agro-Industrial Complex of Russia.....	4734
<i>Nataliya SHARAPOVA and Valentina SHARAPOVA</i>	
Population Migration, Cause of The Decline of the Romanian Village.....	4739
<i>Alina Mariana P. POPA (PODARU) and Adrian TUREK RAHOVEANU</i>	
Consumer Protection Model in Romania against Subliminal Messages in TV ads.....	4744
<i>Patricia S. LUP and Gabriela I. PROȘTEAN</i>	

The Evolution of ICT Indicators on the Portuguese Business Environment in the 21st Century.....	4752
<i>Paula O. FERNANDES, Alcina NUNES and Nuno MOUTINHO</i>	
Can the Balanced Scorecard Be a Solution for the Small Vegetable Farms Performance Optimization?.....	4764
<i>Ana Maria Loredana PREDA and Adrian TUREK RAHOVEANU</i>	
Research Concerning Agricultural Subsidies for Romanian Farmers between 1990-2007.....	4772
<i>Marius NICULA, Cristina STOICA (DINĂ), Constanța M BĂCANU (SERBAN), Iuliana Manuela ION (DUMITRIU) and Silviu STANCIU</i>	
The Cultural Marketing in the Relational Management: A Preliminary Minho Cultural Approach.....	4780
<i>Armandina SILVA, Bruno SOUSA and Paula Odete FERNANDES</i>	
India's Medical Tourism Analysis and Forecasting.....	4788
<i>Manoj AHIRE, Paula Odete FERNANDES and João Paulo TEIXEIRA</i>	
The Influence of Online Revenge Acts on Consumers Psychological and Emotional States: Does Revenge Taste Sweet?	4797
<i>Zaid Mohammad Obeidat, Muhammad Turki Alshurideh, Rami Al Dweeri and Ra'ed Masa'deh</i>	
Strategy Map for Protection of the Biosphere Reserve of The Iberian Meseta.....	4816
<i>João Paulo TEIXEIRA, Joaquín ROMANO Velasco, Emilio Pérez CHINARRO and Paula Odete FERNANDES</i>	
Internal Corporate Brand Building in Higher Education Institutions: Case Study of UNEC.....	4826
<i>Adalat MURADOV, Elshan BAGIRZADEH and Turan SULEYMANOV</i>	
Drives and Obstacle for the Development of Marketing in Russian Retailing.....	4838
<i>Irina A. KRASYUK and Yuliya Y. MEDVEDEVA</i>	
Taxing agricultural machinery: A case study of Romania.....	4845
<i>Anca-Marina IZVORANU, Henriette Cristiana CĂLIN and Raluca Nicoleta JIANU</i>	
The Impact of Local Action Groups in Romania and Slovakia.....	4854
<i>Anca-Marina IZVORANU, Henriette Cristiana CĂLIN and Raluca Nicoleta JIANU</i>	
Research on the Impact of Adult Education in Career Development.....	4861
<i>Panaït Mihai Vlad and Adrian Turek Rahoveanu</i>	
Evaluation of Usability of Mobile Devices through Models.....	4865
<i>Meseret Yihun AMARE and Stanislava SIMONOVA</i>	
Dynamic Management and Logistics Aspects of the Entities Activity of Industrial Defense Potential in Poland.....	4873
<i>Joanna NOWAKOWSKA-GRUNT and Tomasz JAŁOWIEC</i>	
La Confianza Y El Riesgo Percibido En El Comportamiento Del Consumidor: Un Estudio Preliminar En El Comercio Electrónico.....	4883
<i>Vânia Vilas BOAS, Bruno SOUSA and Paula Odete FERNANDES</i>	
Study of the Role of University Teachers in the Conditions of Technological Transformation: the Case Study of Kazakhstan.....	4895
<i>Madina TULEGENOVA, Gulnara SADYKHANOVA and Zhanna ZEINULLINA</i>	
Cultural Sensitivity to Persuasive System Design for Continued Use of Smartphone Applications.....	4904
<i>Serri FAISAL and Ghassan AL-QAIMARI</i>	

Assessment of Industries with Competitive Advantages of Kazakhstan and Eurasian Economic Union Member Countries.....	4918
<i>Zhansaya TEMERBULATOVA, Bulat MUKHAMEDIYEV, Gulnara SADYKHANOVA and Perizat SALIBEKOVA</i>	
Development of innovative IT projects in the Republic of Kazakhstan within the context of human capital development.....	4927
<i>Raushan ASSANOVA, Bulat MUKHAMEDIYEV and Gulnara SADYKHANOVA</i>	
Modernization of Educational Programmes: A Useful Tool for Quality Assurance.....	4936
<i>Gulden MANARBEEK, Saltanat KONDYBAYEVA, Gulnara SADYKHANOVA, Gulnaziya ZHAKUPOVA and Bakhyt BAITANAYEVA</i>	
Assessment of the Effect of FDI on the Welfare in the Regions of Kazakhstan.....	4946
<i>Dinara RAKHMATULLAYEVA, Gulnara SADYKHANOVA, Aiman EREZHEPOVA and Iliyas KULIYEV</i>	
Le Management De La Qualité Des Services Publics Territoriaux : Vers La Conception D'un Modèle Théorique.....	4957
<i>Fadoua LAGHZAoui and Najoua EL ABBAS EL GHALEB</i>	
Entrepreneurial Approaches for Littering Reduction: The Deposit System Solution.....	4969
<i>Raluca IGNAT, Carmen Lenuța TRICĂ, Cristian Teodor and Valentin LAZĂR</i>	
Financial Stability of the Enterprise as an Opportunity to Ensure Competitiveness.....	4978
<i>Laila BIMENDIYEVA, Gulnara SADYKHANOVA and Aruna BEKMETOVA</i>	
The Prospects of Small and Medium-Sized Business Development in the Conditions of the European Economic Union.....	4984
<i>Maiya ARZAYEVA, Akmaral MUSTAFINA and Gulnara SADYKHANOVA</i>	
The Use of Digital Marketing in Higher Education Institutions (HEIs) in Indonesia: An Exploratory Analysis.....	4992
<i>Andriani KUSUMAWATI</i>	
Integration of Science and Education in the Modern Kazakhstan.....	5002
<i>Sofia Duisenova, Bibigul Kylyshbayeva, Ernazar Ishanov, Zauresh Nagaibayeva and Zinakul Bisembayeva</i>	
An ICT Platform to Support Cultural Heritage in Rural Communities: The Viv@vó – Living in the Grandma's House Case Study.....	5011
<i>Carlos R. CUNHA, Aida CARVALHO, Luís AFONSO, Daniel SILVA, Paula Odete FERNANDES, Luís Carlos PIRES, Carlos COSTA, Ricardo CORREIA, Elsa RAMALHOSA, Alexandra I. CORREIA and Alexandre PARAFITA</i>	
The Role of Information and Communication Technologies in the Creation and Support of Touristic Routes.....	5024
<i>Aida CARVALHO, Carlos R. CUNHA, Vítor MENDONÇA and Elisabete Paulo MORAIS</i>	
Machine Learning based Method for Detecting Arabic Paraphrases.....	5035
<i>Adnen MAHMOUD and Mounir ZRIGUI</i>	
Digitalization Process Strategic Map: Case of Russian Arctic Region.....	5049
<i>Irina M. ZAYCHENKO, Aleksandr V. KOZLOV and Anna M. SMIRNOVA</i>	
Architectural Approach to the Digital Transformation of the Modern Medical Organization	5058
<i>Igor V. ILIN, Oksana Yu. ILIASHENKO and Victoria M. ILIASHENKO</i>	

The Enterprise It Architecture Development Based on the BI and ERP Systems Integration..... <i>Oksana Yu. ILIASHENKO and Victoria M. ILIASHENKO</i>	5068
Researches on the Legal Framework of Agritourism Activity in France, Italy and Romania..... <i>Ioana-Alexandra TOADER and Dorina MOCUTA</i>	5079
Innovative Business Model as a Factor in the Successful Implementation of IIoT in Logistics Enterprises.... <i>Igor V. ILIN, Daniil D. BOLOBONOV and Alexander K. FROLOV</i>	5092
Capabilities Evaluation in an Enterprise Architecture Context for Digital Transformation of Seaports Network..... <i>Svetlana MAYDANOVA, Igor ILIN and Aleksandr LEPEKHIN</i>	5103
Improvement of the Business Model of Network Retail in FMCG Sector..... <i>Igor ILIN, Olga VORONOVA and Tatyana KNYKINA</i>	5112
Additive Manufacturing and Its It Support Within the Enterprise Architecture..... <i>Anastasia LEVINA, Aleksandr LEPEKHIN and Sofia KALYAZINA</i>	5122
Reference Model of Healthcare Company Functional Structure..... <i>Alissa DUBGORN, Igor ILIN, Anastasia LEVINA and Alexandra BORREMANS</i>	5129
ITSM-Approach in IT Infrastructure Management of Telecommunications Services in Healthcare..... <i>Alexandra BORREMANS, Alissa DUBGORN and Irina ZAYCHENKO</i>	5138
The Role of Organizational Capital in Managing Family Users..... <i>Paula Pyłacz and Katarzyna Mizera</i>	5150
Gender (In) Equality: The Case of Hospitality..... <i>Susana SILVA, Cândida SILVA, Rui CORREIA and Joaquim RIBEIRO</i>	5156
Development of Hardware and Software Complex for Predicting Failures in Data Storage Systems of Smart Cities..... <i>Marina V. BOLSUNOVSKAYA, Svetlana V. SHIROKOVA and Aleksandra V. LOGINOVA</i>	5165
Multidimensional Innovations in Russian Higher Education Institutions..... <i>Daria K. KOZLOVA, Polina P. PETRUSHA and Kristina Y. IVANOVA</i>	5173
The Development of the Romanian Educational System in Terms of the Social Infrastructure..... <i>Ioana Cristina FLORESCU, Violeta BRAN, Grațiel Mihaela FERARU and Laurențiu TEȘCAN</i>	5180
Geotourism Visitor's Motivations: the Case of Paiva Walkways..... <i>Dália LIBERATO, Verónica BERNARDO and Pedro LIBERATO</i>	5192
The Implication of Smartphone Usage, General Self-Efficacy, Self-Regulation, and Cyberloafing to Smartphone Addiction..... <i>Alvin GUNAWAN, Marco LASIMON and Sabrina O. SIHOMBING</i>	5207
Reviewing the Literature on Theories of Mating Relationships: A Computer-Mediated Communication Perspective..... <i>Ayman BAJNAID, Giuseppe Alessandro VELTRI, Tariq ELYAS and Ra'ed MASA'DEH</i>	5222
Aspects on the Promotional Strategy and Capitalization of Vegetable Seeds in Tecuci Vegetable Area, Galați County– Romania..... <i>Elena LEONTE, Aurel CHIRAN, George UNGUREANU, Maria ROBU and Cristian DELIBAȘ</i>	5235

The Status of Pregnant Women (Employees) in Employment Relations in Slovakia.....	5239
<i>Silvia TRELOVÁ and Lenka PROCHÁZKOVÁ</i>	
Approaches in assessing farms activity in rural Romania.....	5246
<i>Cristian Silviu SIMIONESCU, Adrian TUREK RAHOVEANU and Magdalena TUREK RAHOVEANU</i>	
Local Development Strategy: A Key Element of Rural Development.....	5254
<i>Mihaela Felicia G. STANCIU (FLORESCU) and Adrian TUREK RAHOVEANU</i>	

Modeling Islamic Tourism with Particular Reference to the Most Populated Islamic Country

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Abstract

The literature on spiritual tourism and destination marketing is growing with the research interest to explain why people travel and choose any specific spiritual destination. However, research on Islamic religious tourism is observed to be scarce even though Muslims engaging in Islamic religious tourism are highest in numbers. More significantly, Indonesia has the largest Muslim population and the most Muslim religious tourists in the world, but no research has been reported to study their travel behavior. The literature on Muslims, mainly Indonesians, traveling for spiritual journeys within their country or overseas was reviewed in this research. Hence, this conceptual paper presents a research model which aims to understand the factors that motivate Indonesians who travel for Islamic spiritual tourism. The model comprises of the personal and external factors. There are three personal factors, namely religious belief, learning and inspiration to visit the holy site. The three external factors are identified as social status, the role of family and financial costs. Relationships between these factors are discussed, together with the research propositions. Research implications of the conceptual model are also highlighted in this paper. In the future, these factors will be empirically tested.

Keywords: Islam, tourism, spiritual journey, Indonesia.

Introduction

The new consumer movement that is rapidly emerging is the significant growth of global Muslim consumerism and buying power. The rise of the Muslim consumer can be credited to the modernization of oil-rich Arabian states, rising affluent Muslims in Western countries, democratization in various Muslim countries and above all the rise of Islamic spirit and spirituality. The term 'Islamic' for a long time has been used to express religious, autocratic, rigid, political, and violent aspects is now being associated with business and marketing practices (Alserhan, 2010; Zamani-Farahani & Henderson, 2010; Al-Hamarneh & Steiner, 2004; Shakry, 2001). Shakry (2001) explained 'Islamic' in marketing context as based upon the revival of Islamic values, financially beneficial for Muslims, and enhancing the confidence and identity of Muslims worldwide.

Pew Global Organisation (2005) found that most Muslims were proud to be Muslims rather than citizens of their own countries. The terrorist attacks of 9-11 and the subsequent wars are frequently discussed as the driving forces behind these changes in the Islamic world (Al-Hamarneh & Steiner, 2004; Scott & Jafari, 2010). This re-awareness of the Islamic values and spirituality is reflected in the Muslim consumerism around the world (Alserhan, 2010; Haq & Wong, 2011; Battour, Ismail, & Battor, 2010). Several corporations and their businesses are adopting the Islamic label as a critical feature of their operations and business cultures (Temporal, 2011). The Islamic Banking and Finance is a glaring example of the stretch strategy embraced by various banks around the world. The tourism

industry has also recognized the Islamic and Muslim consumerism and recently accepted it as a new tourism segment.

Today all facts and figures indicate the high growth rate as well as the economic and social development of Indonesia in responding the current trend (Rajiani & Kot, 2018). All market signs signify the importance of Indonesia as a future global leader in economics, politics, education, and trade. To achieve the goals of global success for Indonesia, it has to be recognized that the influence of Islam in the daily lives of Indonesians is reflected in every field including tourism. In the areas of global business and trade, the Indonesian tourism industry stands out. The tourism in Indonesia has always offered an economic and financial lifeline to the country at all times. Indonesia enjoys the largest Muslim population in the world, and a high majority of Muslims adopt Islamic standards in their daily lives. Indonesia enjoys a diversity of geographic, cultural, historical and topographic resources that provides many Muslim spiritual tourists with different tastes and preferences. This paper highlights the factors that motivate Indonesians for Islamic spiritual tourism.

Islamic Spiritual Tourism

The recent emergence of Islamic tourism, supported by the rise in Islamic Banking and Finance and the economic growth presented by many Muslim countries, points towards a need to study tourism behavior of Islamic spiritual tourists. Islamic tourism has recently being recognized in the research and business sectors as tourism related to Muslims and non-Muslims traveling to learn Islam, its spirituality, history, culture, and heritage. The term Islamic spiritual tourism may sound new, but the practice is as old as the religion. The meaning of spiritual tourism is vital to conceptualize Islamic spiritual tourism. Spiritual tourism has recently been recognized as a type of special interest tourism though people have been practicing it long before tourism was recognized as a separate activity. Although spiritual tourism is in an evolving stage, the current literature provides a definition of a spiritual tourist that can be adopted in this research project; 'someone who visits a specific place out of his/her usual environment, with the intention of spiritual meaning and/or growth, without overt religious compulsion, which could be religious, non-religious, sacred or experiential in nature, but within a Divine context, regardless of the main reason for travelling' (Haq & Jackson, 2009: p. 145). This definition covers tourists who visit sacred places and events seeking the Divine presence, even without classifying themselves as followers of a religion.

The above-given definition of a spiritual tourist could be used to identify a Muslim spiritual tourist as someone who travels for his or her spiritual development by seeking closeness with Allah. For example, Hajj is compulsory for a Muslim who is capable of traveling, but many Muslims who experienced Hajj or Umrah indicated that their intention was not to fulfill a religious obligation but to seek proximity to Allah, thereby identifying them as Muslim spiritual tourists. This definition lays a foundation for this study to explore the factors affecting buying behavior of Muslim spiritual tourists in Indonesia. Muslims are recognized as the most rapidly growing religious group in the world, and Indonesia enjoys the position of the country with the most number of Muslims.

Among other religious observations, Muslims constitute the most massive global spiritual tourism market, which includes the pilgrimage to Makkah known as Hajj and Umrah. Muslim spiritual tourists from Indonesia again have the largest number of visitors for Hajj and Umrah every year. Spiritual journeys and tourism in Islam could be divided into three types that are the Hajj/Umrah, Rihla or Ziyara (Haq & Wong, 2010; Bhardwaj, 1998; Kessler, 1992). Hajj is essential, if viable, visit for all Muslims to the holy city of Makkah, while a Muslim can go for a spiritual trip of Umrah anytime during the year, but he/she can perform Hajj only during the specified days of the month of Hajj, Zul-Hajj (Haq & Jackson, 2009; Clingingsmith, Kwaja, & Kremer, 2008). A Muslim's spiritual journey in search of knowledge, commerce, health or research has been defined as the Rihla (Kessler, 1992). The spiritual journeys of Muslims visiting the mausoleums, mosques or monasteries belonging to spiritual Muslims of the past are called Ziyara (Timothy & Iverson, 2006; Bhardwaj, 1998; Kessler, 1992). The Ziyara further branches out into two categories of spiritual travels. First are the journeys to meet Islamic religious and spiritual scholars, to attend Islamic festivals, events, seminars

or gatherings, or to follow in the footsteps of the prophets, Sufis and spiritual celebrities (Bhardwaj, 1998). Second are journeys to holy places in search of spirituality to improve their quality of life (Timothy & Iverson, 2006; Bhardwaj, 1998).

In this study, any Muslim from Indonesia, traveling for any of the above three types of Islamic travels will be considered as an Islamic spiritual tourist. This paper attempts to present the factors that will motivate this Muslim from Indonesia for Islamic spiritual tourism.

The case of Indonesia for Spiritual Tourism especially for Umrah

Every year Indonesia receives a high quota for Hajj from Saudi government (Priyambodo, 2011). However, Indonesian would be a Hajj pilgrim have to wait on the waiting list for more than ten years before going to Mecca for Hajj. This situation is the main factor for Muslims in Indonesia to perform Umrah (Yaqub, 2012). As such, the demand for Umrah is increasing because it can be undertaken at any time of the year. Moreover, this is also a lucrative source of revenue for tour operators (Fealey, 2008).

Other reasons to perform Umrah are to use Mecca as a place to get married, a place for a honeymoon, to seek a place for peacefulness, and as a shopping place (Kusumastuti, 2008).

The motivation for spiritual tourism

Since the 1980s, tourism researchers have examined tourists' motivation in destination choice, mode of travel, expectations, information source and the effect of socio-demographic characteristics on motivation. Pilgrimage and religious tourism have religious dogma motivation, though people also travel to religious destinations for other motives, such as education, knowledge, and awareness (Haq & Jackson, 2009). Destinations linked to Islamic spiritual tourism are not only religious places, but they include Islamic events and gathering where people feel more spiritually fulfilled (Haq & Wong, 2010). The review of the literature on Muslim spiritual tourism categorizes religious tourism as a pilgrimage and a religious practice depending upon the intention of the tourist.

Several factors have been found to indicate the motivation of tourists to select a place or an event with different motives and intentions. In his landmark and original study, Moutinho (1987) offered a workable model to study consumer behavior of tourists and concluded with external and personal factors that influence tourism behavior. The external factors included culture, social class, reference groups and family roles (Moutinho, 1987, p.6). The personal factors included personality, learning, motivation, perception, and attitudes (Moutinho, 1987, p.6). Moutinho (1987) examined different aspects of tourists' behavior and attitudes; his findings were used by many other tourism researchers. Haq and Jackson (2006) used Moutinho's model to study the external factors that could be used in spiritual tourism segmentation. Based on an exploratory study conducted on spiritual tourists in Australia, Pakistan and the UK, Haq and Jackson (2006) presented three external factors that were significant in segmenting spiritual tourism; they were: culture, social class and reference groups including families. These factors mentioned above regarding the motivation of tourists for destination selection are considered in this research study on Indonesian Muslim spiritual tourists.

The current tourism literature stresses the buying decisions of tourists and pilgrims, but limited studies have specifically explored the Islamic spiritual tourists' buying decisions. Pilgrimage is one of the five pillars of Islam and consists of Hajj and Umrah, as discussed earlier. A quick study of the Holy Quran would indicate several instructions to the believers to travel around God's earth to see His Blessings and adversities that will help to strengthen the faith. The Prophet of Islam also gave explicit instructions regarding leisure and travels; for example, 'most of the people do not know how to use two of the bounties: their health and their spare time' (Vukonic' 1996, p.3), seek knowledge even if you have to travel to China, 'travel, thus you will be healthy and enabled for everyday experience' (Vukonic' 1996, p.41). Recently, many scholars have expressed their understanding of the philosophy of Hajj and Umrah, their connection to the original message of the Islamic faith, their political and social dimensions and personal expectations and observations from spiritual tourism to Makkah. After investigating the external factors influencing spiritual tourism segmentation, Haq and Jackson (2009) studied the behavioral aspect of Muslim spiritual tourists going for Hajj on a sample

focused on Australian and Pakistani Muslims. Based on the study Haq and Jackson (2009) delivered the themes of the philosophy of Hajj linked with the core belief, the inspiration associated with local culture and links to Islam, and the social status and the financial costs involved in travel decisions.

Findings

All critical factors that help a tourist, a spiritual tourist, or a Muslim spiritual tourist have been identified in the literature survey given earlier. The findings of this study based on the literature review and both authors' understanding of Islamic spiritual tourism in Indonesia, identify the personal and external motivating factors for Indonesian Islamic spiritual tourists. The primary personal factor recognized in this study is the strength of the individual's belief. Indonesian Muslims are similar to Muslims from other nations that they have a principal focus on their belief in Islam. Since Islam stresses upon traveling to strengthen the belief; the motivation is intrinsically linked to the belief.

The second personal factor motivating Indonesian Muslims for spiritual tourism is learning and education about Islam as the goal for their travels. Since learning and education have always been central objectives of the Islamic faith, Muslim tourists are eagerly motivated by these objectives. The importance of learning by traveling has been specified by the Prophet Muhammad. In today's world, many Muslims realize that the religious education of Islam about praying and fasting is readily available, but the knowledge of Islamic spirituality that develops the behavior and attitude of a Muslim is hard to find and access. To learn the spiritual message of Islam, there is a need to travel through geographic and cultural boundaries. This quest for spiritual empowerment of Muslims by learning is the second critical motivating factor for Muslim spiritual tourists.

The third personal factor found in this study is the inspiration from the travels. Inspiration is the cornerstone of Islamic faith and Muslims generally believe that they are inherently inspired to be the viceroys of God on earth and they have to present the best role models among humans based on their spiritual characters and personalities. Similarly, Prophet Mohammad is also seen as an inspirational personality for all Muslims till eternity rather than just a holy person with blessings. This inspiration to do good for all as Muslims cannot come by reading books and staying in one location. Many Indonesian spiritual tourists look forward to being inspired to be good Muslims and be good for their families and society at large from their Islamic spiritual tourism experience.

Discussion and Conclusion

Based on the similar analytical process mentioned above and adopting from Haq and Jackson (2009), this paper further suggests that three external factors will be significant to motivate Indonesian Muslims for Islamic spiritual tourism. The three external factors are social status, the role of family and financial costs. Although it is strictly discouraged in Islam, yet the consciousness about the social status dominates all Muslim societies. Earlier studies have agreed that many Muslims travel for Hajj and other types of Islamic tourism improve their social status (Haq & Jackson 2009; Haq & Jackson 2006). The same spirit of becoming socially accepted, or even famous among their peers, is a key motivating factor for Indonesian Muslims. Here the established variables are appreciated as they are since the Muslim spiritual tourists are assumed to have similar consumer behavior regardless of the national and cultural backgrounds.

Moreover, if we look at into the consumer behavior theory, status consumption is an essential concept in consumer behavior because consumers can be motivated and influenced by the status of the products or services in their purchase decision (Heaney, Goldsmith, & Wan Jusoh, 2005). Eastman et al. (1999) define status consumption as "the motivational process by which individuals strive to improve their social standing through conspicuous consumption of consumer products that confer or symbolize status for both individuals and surrounding others" (p. 42). In Turkey, for example, consumers use cellular phones as status symbols compared to other motives such as mobility and business (Özcan & Koçak, 2003). In the case of a spiritual visit to Makkah, consumers may use this activity as a mean to improve their social status in the community.

The role of family is very dominant in all Muslim cultures. Even in today's modern and individualistic world, families play a very influencing role in many individuals and professional decisions of Muslim men and women. Earlier research also supports this factor as many Muslims have been observed to be keen to embark on their spiritual tourism but could not go ahead due to family reasons, while some Muslims go on spiritual tourism without any prior planning due to family reasons (Haq & Jackson 2009; Haq & Jackson 2006). Indonesian society is also family oriented, and hence the role of the family will always be recognized as a key motivating factor. The last external factor is the financial cost involved. Many spiritual tourists generally do not accept the financial cost to be a motivating factor, but the influence of money on religious tourism motivation cannot be denied. The fact that most Indonesians wait for 12 years to get their turn for the Hajj and avoid paying for the Premium Hajj is an excellent example to support this notion. Moreover, people with more money can travel more to Islamic spiritual destinations within Indonesia and overseas.

Future Research

Empirical research to test the findings of this paper is an obvious future research direction. The motivating factors for Indonesians to travel for Islamic spiritual tourism could be tested by directly inquiring from the individuals. A mixed method approach could be used where survey questionnaires could be given to individuals for quantitative analysis and interviews could be conducted with the tourism providers for qualitative analysis.

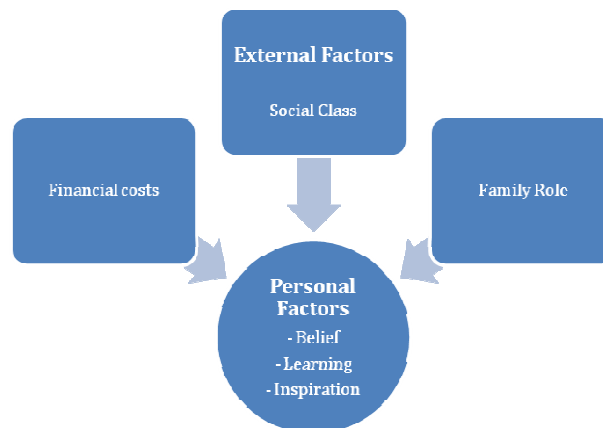


Figure 1: Personal and external factors motivating Islamic Spiritual Tourism for Indonesians

Source: Developed for this paper

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