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Editors

Consumer Behavior, Organizational Strategy and Financial Economics

Proceedings of the 21st Eurasia Business
and Economics Society Conference

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Preface

This is the ninth issue of the Springer's series Eurasian Studies in Business and Economics, which is the official book series of the Eurasia Business and Economics Society (EBES, <http://www.ebesweb.org>). This issue includes selected papers presented at the 21st EBES Conference that was held on January 12–14, 2017, at the Department of Finance, Budapest University of Technology and Economics (BME), Budapest, Hungary, with the support of the Istanbul Economic Research Association. Distinguished colleague Prof. Peter Szilagyi, CEU Business School, Hungary, and the University of Cambridge, UK, joined the conference as the keynote speaker. All accepted papers for the issue went through a peer-review process and benefited from the comments made during the conference as well.

During the conference, participants had many productive discussions and exchanges that contributed to the success of the conference where 185 papers by 343 colleagues from 46 countries were presented. In addition to publication opportunities in EBES journals (*Eurasian Business Review* and *Eurasian Economic Review*, which are also published by Springer), conference participants were given an opportunity to submit their full papers for this issue.

Theoretical and empirical papers in the series cover diverse areas of business, economics, and finance from many different countries, providing a valuable opportunity to researchers, professionals, and students to catch up with the most recent studies in a diverse set of fields across many countries and regions.

The aim of the EBES conferences is to bring together scientists from business, finance, and economics fields, attract original research papers, and provide them publication opportunities. Each issue of the Eurasian Studies in Business and Economics covers a wide variety of topics from business and economics and provides empirical results from many different countries and regions that are less investigated in the existing literature. The current issue covers fields such as:

- (i) CONSUMER BEHAVIOR
- (ii) ORGANIZATIONAL STRATEGY
- (iii) FINANCIAL ECONOMICS
- (iv) INDUSTRIAL AND PUBLIC POLICY

Although the papers in this issue may provide empirical results for a specific country or regions, we believe that the readers would have an opportunity to catch up with the most recent studies in a diverse set of fields across many countries and regions and empirical support for the existing literature. In addition, the findings from these papers could be valid for similar economies or regions.

On behalf of the series editors, volume editors, and EBES officers, I would like to thank all presenters, participants, board members, and the keynote speaker, and we are looking forward to seeing you at the upcoming EBES conferences.

Istanbul, Turkey

Ender Demir

Eurasia Business and Economics Society

EBES is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. EBES was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics but also encouraging the intellectual development of scholars. In spite of the term “Eurasia,” the scope should be understood in its broadest terms as having a global emphasis.

EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. To reach its goal, EBES benefits from its executive and advisory boards which consist of well-known academicians from all around the world. Every year, with the inclusion of new members, our executive and advisory boards became more diverse and influential. I would like to thank them for their support.

EBES conferences and journals are open to all economics, finance, and business scholars and professionals around the world. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since 2012, EBES has been organizing three conferences every year: one in late May or early June, one in January, and one in late September or early October. Since our first conference, around 9132 colleagues from 92 different countries have joined our conferences and 5240 academic papers have been presented. Also, in a very short period of time, *EBES has reached 1713 members from 84 countries.*

Since 2011, EBES has been publishing two academic journals. One of those journals, *Eurasian Business Review—EABR*, is in the fields of industry and business, and the other one, *Eurasian Economic Review—EAER*, is in the fields of economics and finance. Both journals are published thrice a year, and we are committed to having both journals included in SSCI as soon as possible. Both journals have been published by *Springer* since 2014 and are currently indexed in the *Emerging Sources Citation Index* (Thomson Reuters), *SCOPUS*, *EconLit*, *Google Scholar*, *EBSCO*, *ProQuest*, *ABI/INFORM*, *Business Source*, *International Bibliography of the Social*

Sciences (IBSS), OCLC, Research Papers in Economics (RePEc), Summon by ProQuest, and TOC Premier.

Furthermore, since 2014 Springer has started to publish the conference proceedings series (*Eurasian Studies in Business and Economics*) which includes selected papers from the EBES conferences. Please note that the 10th, 11th, 12th, 13th, 14th, 15th, 16th, and 17th EBES Conference Proceedings are accepted for inclusion in the Thomson Reuters' *Conference Proceedings Citation Index*. The 18th and subsequent conference proceedings are in progress.

On behalf of the EBES officers, I sincerely thank you for your participation and look forward to seeing you at our future conferences. In order to improve our future conferences, we welcome your comments and suggestions. Our success is only possible with your valuable feedback and support.

I hope you enjoy the conference and Budapest, Hungary!

With my very best wishes,

Jonathan Batten, PhD
President

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