

Doctoral School: Business Administration
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AREAS OF INTEREST

Business Administration

- Business Opportunities
- Business Valuations

Economics of Small and Medium Enterprises

- Competitiveness
- Corporate Entrepreneurship
- Innovativeness

European Economics

- Mergers and Acquisitions
- New Firm Growth

Marketing

- Consumer behavior
- Global Marketing in Tourism

Service Economics

- Commercial Real Estate
- Risk management

Tourism Economics

- Techniques of Tourism Operation
- Offer, demand, provision, and
- Sustainable Tourism
- Tourism Theory and Practice: