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00001-04945	INTERNATIONAL OVERVIEW OF BUSINESS PROFILES FROM THE PERSPECTIVE OF INSTAGRAM USERS	Renata Machova,Kamilla Santa,Patrik Basa,	2021	Marketing and Management of Innovations 2021, 3, 11 - 22	Slovakia
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00001-05400	FROM MARKETING TO CRISIS MANAGEMENT: HOW KEY MESSAGES CHANGED DURING CORONA PANDEMIC IN SAUDI FOOD INDUSTRY	Faisal Abdulhadi Almutair,	2021	Marketing and Management of Innovations 2021, 2, 179 - 190	Saudi Arabia	
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00001-05819	IMPACT OF GENDER ASPECTS OF SUSTAINABLE ENTREPRENEURSHIP ON COUNTRY INNOVATIVE DEVELOPMENT	Liudmyla Starchenko,	2020		Marketing and Management of Innovations 2020, 4, 304 - 311	Ukraine
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00001-05839	SOME ASPECTS OF INFORMATION SECURITY IN DIGITAL ORGANIZATIONAL MANAGEMENT SYSTEMS	Olena Skrynnyk,	2020		Marketing and Management of Innovations 2020, 4, 279 - 289	Germany
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00001-05895	USER SATISFACTION ON SOCIAL MEDIA PROFILE OF E-SPORTS ORGANIZATION	Krzystof Lukowicz,Artur Strzelecki,	2020		Marketing and Management of Innovations 2020, 4, 61 - 75	Poland
00001-05903	CUSTOMER ATTITUDE TO THE LOCAL CURRENCY IMPLEMENTATION	Aleksandr Kljucnikov,Mehmet Civelek,Vladimir Krajcik,Jiri Polach,	2020		Marketing and Management of Innovations 2020, 4, 76 - 89	Czech Republic
00001-05915	ANALYSING THE DEMAND OF AGRITOURISM FOR INTERNATIONAL	Gayane Tovmasyan,Samvel Avetisyan,Kristine	2020		Marketing and	Armenia

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00001-05933	ASSESSMENT OF THE IMPACT OF SELECTED SATISFACTION PARAMETERS ON THE COMPETITIVENESS OF FAMILY TOURISM	Zuzana Goncarova,Jana Pitekova,Maria Vrablikova,	2020	Marketing and Management of Innovations 2020, 4, 131 - 143	Slovakia
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00001-05960	BANKING REGULATIONS AND COUNTRY'S INNOVATIVE DEVELOPMENT: THE MEDIATING ROLE OF FINANCIAL DEVELOPMENT	Muslum Mursalov,	2020	Marketing and Management of Innovations 2020, 4, 168 - 180	Azerbaijan
00001-05961	INNOVATIVE TOOLS FOR INVESTMENT MANAGEMENT IN THE DIGITAL ECONOMY: A GUIDE FOR POST-SOCIALIST COUNTRIES	Mammadova Gulsum Mirdamad,	2020	Marketing and Management of Innovations 2020, 4, 181 - 190	Azerbaijan
00001-05970	STATE FINANCIAL MANAGEMENT AS THE BASIS FOR INNOVATIVE DEVELOPMENT: CROSSCOUNTRY ANALYSIS	Mirdamad Mirsadiq Sadigov,	2020	Marketing and Management of Innovations 2020, 4, 191 - 201	Azerbaijan
00001-05979	INNOVATION MECHANISM IN MONETARY POLICY FORECASTING: UNIFICATION OF ALL MACROECONOMIC PUZZLES IN SVAR MODEL	Angela Kuznyetsova,Olha Klishchuk,Andrew Lisnyak,Atik Kerimov,Azer Babayev,	2020	Marketing and Management of Innovations 2020, 4, 219 - 230	Ukraine

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00001-05984	DEFINING THE TYPES OF «FAKERS» IN SOCIAL MEDIA	Jose Ramon Saura,Jonathan Gomez Punzo,	2020	Marketing and Management of Innovations 2020, 4, 231 - 236	Spain
00001-05987	THE RISKS OF ETHICAL CREDIBILITY: INNOVATIONS IN COMPANIES MANAGEMENT	Helena Cierna,Erika Sujova,	2020	Marketing and Management of Innovations 2020, 4, 237 - 244	Slovakia
00001-05998	INNOVATIONS IN THE MANAGEMENT OF HIGHER EDUCATION: SITUATION ANALYSIS OF SYRIAN FEMALE STUDENTS EMPOWERMENT	Serene Dalati,Jurgita Raudeliuniene,Vida Davidaviciene,	2020	Marketing and Management of Innovations 2020, 4, 245 - 254	Syrian Arab Republic
00001-06004	THE KNOWLEDGE MANAGEMENT AND SAFETY COMPLIANCE IN OECD ECONOMIES: SOME EXPERIENCE FOR JORDAN INDUSTRIAL SECTOR	Shih Ming Pi,Ghassan Al-Zu`bi,	2020	Marketing and Management of Innovations 2020, 4, 255 - 265	Taiwan
00001-06011	INNOVATIONS FOR BUSINESS MANAGEMENT: MOTIVATION AND BARRIERS	Milan Fila,Michal Levicky,Ladislav Mura,Milan Maros,Marcela Korenkova,	2020	Marketing and Management of Innovations 2020, 4, 266 - 278	Slovakia
00001-06020	BUSINESS INNOVATIONS FOR UNFOLDING STRATUMS OF HUMAN DEVELOPMENT INDICATORS: A WORLDWIDE EMPIRICAL ANALYSIS	Muhammad Sajjad,Orangzab ,Muhammad Irfan Chani,	2020	Marketing and Management of Innovations 2020, 3, 11 - 21	Pakistan
00001-06028	INNOVATIONS AS A FACTOR FOR ECONOMIC GROWTH AND LABOR MARKET DEVELOPMENT	Stefan Raychev,Gergana Dimitrova,Blaga Madzhurova,Dobrinka Stoyanova,	2020	Marketing and Management of Innovations 2020, 3, 22 - 31	Bulgaria
00001-06034	ASSESSMENT METHODS OF INTELLECTUAL PRODUCT IN RESEARCH UNIVERSITIES	Oksana Zhylinska,Iryna Novikova,Alla Stepanova,Alona Vikulova,	2020	Marketing and Management of Innovations 2020, 3, 32 - 44	Ukraine
00001-06040	MANAGEMENT OF COMPANIES PERFORMANCE: IMPACT OF IMMATERIAL CAPITAL	Hajar Mouatassim Lahmini,Karima Mialed,Chams Eddoha Mokhlis,	2020	Marketing and Management of Innovations 2020, 3, 45 - 58	Morocco
00001-06048	EFFECTS OF BRAND HATE ON BRAND EQUITY: THE ROLE OF CORPORATE SOCIAL IRRESPONSIBILITY AND SIMILAR COMPETITOR OFFER	Mudassir Husnain,Fauzia Syed,Waheed Akhtar,Muhammad Usman,	2020	Marketing and Management of Innovations 2020, 3, 75	Pakistan

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00001-06060	CONSUMER INNOVATIVENESS: A LITERATURE REVIEW	Canan Eryigit,	2020	Marketing and Management of Innovations 2020, 3, 106 - 119	Turkey	
00001-06067	DIGITALIZATION IMPACT ON TRANSFORMATIONS OF MASS CUSTOMIZATION CONCEPT: CONCEPTUAL MODELLING OF ONLINE CUSTOMIZATION FRAMEWORKS	Gedas Baranauskas,	2020	Marketing and Management of Innovations 2020, 3, 120 - 132	Lithuania	
00001-06074	INNOVATION FINANCING STRUCTURE AS A FACTOR OF ECONOMIC GROWTH: CROSS COUNTRY ANALYSIS	Anar Rzayev, Anastasiia Samoilikova,	2020	Marketing and Management of Innovations 2020, 3, 133 - 156	Azerbaijan	
00001-06080	DETERMINANTS TO PROVIDE THE EFFICIENCY OF INTEGRATED DEVELOPMENT OF THE LIGHT INDUSTRY ENTERPRISES	Iryna Reshetnikova, Henefa Shvydanenko, Kateryna Boichenko,	2020	Marketing and Management of Innovations 2020, 3, 157 - 169	Ukraine	
00001-06091	INNOVATIONS IN EDUCATION MANAGEMENT: IMPACT OF EMOTIONAL INTELLIGENCE AND DEMOGRAPHIC VARIABLES ON OCCUPATIONAL STRESS AMONG UNIVERSITY TEACHERS	Anis ur Rehman,	2020	Marketing and Management of Innovations 2020, 3, 170 - 180	Saudi Arabia	
00001-06110	BRAND OF EUROPEAN HIGHER EDUCATION INSTITUTIONS AS A KEY FACTOR FOR FOREIGN STUDENTS	Inga Sina, Aija Sannikova, Fawad bin Sajjad,	2020	Marketing and Management of Innovations 2020, 3, 181 - 194	Latvia	
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00001-06127	THE «DUALES STUDIUM» ADAPTATION AS AN INNOVATION IN UKRAINIAN TERTIARY EDUCATION: MANAGEMENT ASPECTS AND RESULTS	Olena Davlikanova, Helmut Hofstetter,	2020	Marketing and Management of Innovations 2020, 3, 208 - 221	Ukraine	
00001-06136	PRODUCT SAMPLING EFFECT ON PURCHASE DECISION ALSO BY SOCIAL ASPECTS	Mariana Sedliacikova, Anna Kocianova, Michal Dzian, Maria Moresova, Josef Drabek,	2020	Marketing and Management of	Slovakia	

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00001-06146	ANALYSIS OF FACTORS DETERMINING THE IMPLEMENTATION OF TALENT MANAGEMENT	Jana Coculova,Nella Svetozarovova,Daniela Bertova,	2020	Marketing and Management of Innovations 2020, 3, 249 - 256	Slovakia	
00001-06164	INNOVATIONS IN MANAGEMENT OF THE COMPLEMENTARY DEVELOPMENT OF THE TERRITORIES ADJUSTED TO THE RIVER CARGO TRANSPORTATION	Yevhen Krykavskyy,Olha Prokopenko,Olena Shandrivska,Nadiia Vasylytsiv,Sylwia Nycz Wojtan,	2020	Marketing and Management of Innovations 2020, 3, 257 - 275	Poland	
00001-06179	INNOVATIONS IN FINANCIAL MANAGEMENT: RECURSIVE PREDICTION MODEL BASED ON DECISION TREES	Ivana Podhorska,Jaromir Vrbka,George Lazaroiu,Maria Kovacova,	2020	Marketing and Management of Innovations 2020, 3, 276 - 292	Slovakia	
00001-06183	THE LAW ASPECTS IN HEALTH MANAGEMENT: A BIBLIOMETRIC ANALYSIS OF ISSUES ON THE INJURY, DAMAGE AND HARM IN CRIMINAL LAW	Zamina Aliyeva,	2020	Marketing and Management of Innovations 2020, 3, 293 - 305	Azerbaijan	
00001-06189	OLYMPIC GAMES AS A DIGITAL MEDIA PRODUCT	Wang Yan,	2020	Marketing and Management of Innovations 2020, 3, 306 - 318	China	
00001-06193	INNOVATIVE APPROACHES IN THE ACCOUNTING AND AUDIT OF THE BOOK VALUE OF ASSETS: BIBLIOMETRIC ANALYSIS	Niyazi Ismayilov,	2020	Marketing and Management of Innovations 2020, 3, 319 - 331	Azerbaijan	
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00001-06208	INNOVATION MANAGEMENT IN EDUCATION: IMPACT ON SOCIO-LABOUR RELATIONS IN THE NATIONAL ECONOMY	Anna Vorontsova,Tetyana Mayboroda,Hlib Lieonov,	2020	Marketing and Management of Innovations 2020, 3, 346 - 357	Ukraine	
00001-06221	STAKEHOLDERS OF GREEN COMPETITIVENESS: INNOVATIVE	Olena Chygryn,Yurii Bilan,Aleksy Kwilinski,	2020	Marketing and	Ukraine	

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00001-06243	HOTEL MARKETING POLICY: ROLE OF RATING IN CONSUMER DECISION MAKING	Radovan Bacik,Richard Fedorko,Beata Gavurova,Maria Olearova,Martin Rigelsky,	2020	Marketing and Management of Innovations 2020, 2, 11 - 25	Slovakia
00001-06254	THE INNOVATIVE APPROACHES TO ESTIMATING BUSINESS MODELS OF MODERN BANKS	Olena Zarutska,Tetiana Pavlova,Alina Sinyuk,Valentyn Khmarskyi,Dariusz Pawliszczy,Marcin Kesy,	2020	Marketing and Management of Innovations 2020, 2, 26 - 43	Ukraine
00001-06263	INNOVATIVE ACTIVITIES WITHIN UKRAINIAN INSURANCE COMPANIES	Alla Starostina,Ruslana Pikus,Volodymyr Kravchenko,	2020	Marketing and Management of Innovations 2020, 2, 44 - 55	Ukraine
00001-06275	INNOVATION CORPORATE ENERGY MANAGEMENT: EFFICIENCY OF GREEN INVESTMENT	Radka Vanickova,	2020	Marketing and Management of Innovations 2020, 2, 56 - 67	Czech Republic
00001-06284	THE MODEL FOR SELECTION OF INNOVATION AND INVESTMENT STRATEGY OF MACHINEBUILDING ENTERPRISES: PRACTICAL ASPECT	Oleg Sorochak,Svitlana Kvak,Maryana Gvozd,	2020	Marketing and Management of Innovations 2020, 2, 68 - 84	Ukraine
00001-06297	INNOVATIONS IN WORKFORCE MANAGEMENT: CHALLENGES IN THE FOURTH INDUSTRIAL REVOLUTION	Jana Marie Safrankova,Martin Sikyr,Renata Skypalova,	2020	Marketing and Management of Innovations 2020, 2, 85 - 94	Czech Republic
00001-06340	MANAGEMENT OF INNOVATIONS IN PUBLIC GOVERNANCE: QUALITY MANAGEMENT SYSTEM, MANAGEMENT CONTROLLING AND INTERNAL AUDITING APPROPRIATION	Nabil Baldi,	2020	Marketing and Management of Innovations 2020, 2, 95 - 107	France
00001-06345	MANAGEMENT OF INNOVATIONS IN CROSS-CULTURAL COMMUNICATION WITHIN AN ORGANIZATION	Miroslav Jurasek,Tomislav Potocky,	2020	Marketing and Management of Innovations 2020, 2, 108 - 121	Czech Republic

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00001-06358	INNOVATIONS IN HUMAN RESOURCES MANAGEMENT: IMPACT OF SOCIAL MEDIA USE ON EMPLOYEES' PERFORMANCE	Maan Alkhateeb,Rania Abdalla,	2020	Marketing and Management of Innovations 2020, 2, 139 - 153	Palestine
00001-06373	MANAGEMENT OF AGRICULTURE INNOVATIONS: ROLE IN ECONOMIC DEVELOPMENT	Elena Sira,Ryszard Pukala,	2020	Marketing and Management of Innovations 2020, 2, 155 - 164	Slovakia
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00001-06382	INNOVATIONS IN HUMAN RESOURCES MANAGEMENT: INSTRUMENTS TO ELIMINATE MOBBING	Jolita Vveinhardt,Wlodzimierz Sroka,	2020	Marketing and Management of Innovations 2020, 2, 182 - 195	Lithuania
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00001-06394	INNOVATIONS IN MANAGEMENT OF BANKS DEPOSIT PORTFOLIO: STRUCTURE OF CUSTOMER DEPOSIT	Svitlana Andros,Liudmyla M. Akimova,Oksana Butkevich,	2020	Marketing and Management of Innovations 2020, 2, 206 - 220	Ukraine
00001-06398	INTERCONNECTION OF CONSUMER BEHAVIOUR OF DIFFERENT GENERATIONS AND MARKETING STRATEGY OF A FOOTBALL CLUB – EXPERIENCE IN SLOVAKIA	Tibor Zsigmond,Eniko Korcsmaros,Renata Machova,Zoltan Seben,	2020	Marketing and Management of Innovations 2020, 2, 221 - 234	Slovakia
00001-06408	MARKETING AND MANAGEMENT IN HIGHER EDUCATION: THE RELATIONSHIP BETWEEN THE QUALITY OF ONLINE PROGRAMMES AND STUDENTS' SATISFACTION	Afroze Nazneen,Tagreed Alsulimani,Rohan Sharma,	2020	Marketing and Management of Innovations 2020, 2, 235 - 246	Saudi Arabia
00001-06422	MANAGEMENT OF E-COMMERCE: IMPACT ON START-UP ECOSYSTEM	Bader A. Alyoubi,Ibraheem M. Alharbi,Adel A. Alyoubi,Alaa A. Qaffas,Najah K. Almazmomi,	2020	Marketing and Management of Innovations 2020, 2,	Saudi Arabia

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00001-06434	CUSTOMER SATISFACTION AND BEHAVIOUR AT RETAIL OUTLETS: AN ADAPTIVE FUZZY REGRESSION MODEL WITH LINGO BASED ANALYSIS	Mohd Rizwanullah,Salah Abunar,Sayeeduzzafar Qazi,	2020	Marketing and Management of Innovations 2020, 2, 275 - 285	India
00001-06447	THE ROLE OF CRM FOG COMPUTING ON INNOVATION AND CUSTOMER SERVICE QUALITY: AN EMPIRICAL STUDY	Nader Aljawarneh,Munsif Sokiyna,Abdallah Mishael Obeidat,Khaled Abdel kader Alomari,Ahmad Tawfig Alradaideh,Ziyad Saleh Alomari,	2020	Marketing and Management of Innovations 2020, 2, 0 - 0	Jordan
00001-06454	INNOVATION ECOSYSTEMS FOR THE MOLDOVAN SMALL AND MEDIUM-SIZED ENTERPRISES	Iveta Ubreziova,Anna Diacikova,Oksana Sokil,Stefan Apostol,	2020	Marketing and Management of Innovations 2020, 2, 298 - 312	Slovakia
00001-06463	INNOVATION MANAGEMENT AND AUTOMATED ACCOUNTING IN THE CHAOTIC STORAGE LOGISTICS	Zenovii-Mykhailo Zadorozhnyi,Volodymyr Muravskiy,Nataliya Pochynok,Anna Hrytsyshyn,	2020	Marketing and Management of Innovations 2020, 2, 313 - 323	Ukraine
00001-06470	INNOVATIONS IN MANAGEMENT FORECAST: TIME DEVELOPMENT OF STOCK PRICES WITH NEURAL NETWORKS	Marek Vochozka,Jakub Horak,Tomas Krulicky,	2020	Marketing and Management of Innovations 2020, 2, 324 - 339	Czech Republic
00001-06484	BUSINESS MODEL MANAGEMENT OF LOW-COST CARRIERS: IN A SEARCH FOR THE IMPACTFACTORS OF PERFORMANCE (CASE OF AIRASIA GROUP AIRLINES)	Chen Yuh Wu,Iryna Heiets,Hanna Shvindina,	2020	Marketing and Management of Innovations 2020, 2, 354 - 367	Australia
00001-06492	INNOVATIONS IN TOURISM MARKETING: SHARING ECONOMY PLATFORM	Aleksandr Kljucnikov,Mehmet Civelek,Vladimir Krajcik,Lubomir Kmeco,	2020	Marketing and Management of Innovations 2020, 1, 11 - 25	Czech Republic
00001-06496	MANAGEMENT OF INNOVATION DEVELOPMENT IN THE SLOVAK REPUBLIC: CRITICAL EVALUATION OF THE INVESTMENT AID SYSTEM	Lenka Hvolkova,Ladislav Klement,	2020	Marketing and Management of Innovations 2020, 1, 26 - 39	Slovakia
00001-06501	THE RELATIONSHIP BETWEEN SOCIAL CAPITAL AND PSYCHOLOGICAL WELL-BEING: THE MEDIATING ROLE OF	Syed Khalil Ahmed ,Muhammad Majid Khan,Rao Aamir Khan,Bahaudin G Mujtaba,	2020	Marketing and Management of	Pakistan

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00001-06523	THE IMPACT OF PRODUCT CATEGORY LIFECYCLE AND MARKETING CAPABILITIES ON NEW PRODUCT PERFORMANCE: THE MEDIATING ROLE OF MARKETING PROGRAM PLANNING AND LAUNCH PROFICIENCY	Dorian Laurentiu Florea,Claudiu-Catalin Munteanu,Dora-Carmen Galvez Cruz,Gabriela Capatina,	2020	Marketing and Management of Innovations 2020, 1, 63 - 86	Mexico
00001-06533	INNOVATION DEVELOPMENT AND EFFICIENCY OF PUBLIC ADMINISTRATION: MANAGEMENT AND LEGISLATION FEATURES	Vitaliia Kondratenko,Olena Okopnyk,,Linda Ziganto,Aleksy Kwilinski,	2020	Marketing and Management of Innovations 2020, 1, 87 - 94	Ukraine
00001-06542	INVESTMENT MANAGEMENT OF BUSINESS DIGITAL INNOVATIONS	Iryna Sotnyk,Kostiantyn Zavrzhnyi,Volodymyr Kasianenko,Hynek Roubík,Oleksandr Sidorov,	2020	Marketing and Management of Innovations 2020, 1, 95 - 109	Ukraine
00001-06564	INNOVATIONS IN HUMAN RESOURCES MANAGEMENT: MEDIATING ROLE OF INTRINSIC MOTIVATION	Muhammad Sajjad,Anam Riaz,Orangzab ,Muhammad Irfan Chani,Rai Imtiaz Hussain,	2020	Marketing and Management of Innovations 2020, 1, 110 - 120	Pakistan
00001-06573	SOCIAL MEDIA AND INTANGIBLE CULTURAL HERITAGE FOR DIGITAL MARKETING COMMUNICATION: CASE OF MARRAKECH CRAFTS	Ichraq Hammou,Sabrine Aboudou,Youssef Makloul,	2020	Marketing and Management of Innovations 2020, 1, 121 - 127	Morocco
00001-06584	INNOVATION IN MARKETING RESEARCH: QUANTITATIVE AND QUALITATIVE ANALYSIS	Henryk Dzwigol,	2020	Marketing and Management of Innovations 2020, 1, 128 - 135	Poland
00001-06591	PRODUCT SAMPLING AS A SALE PROMOTION TOOL	Mariana Sedliacikova,Anna Kocianova,Michal Dzian,Josef Drabek,	2020	Marketing and Management of Innovations 2020, 1, 136 - 148	Slovakia
00001-06601	ENGAGEMENT MARKETING: THE INNOVATIVE PERSPECTIVE TO ENHANCE THE VIEWER'S LOYALTY IN SOCIAL MEDIA AND BLOGGING E-COMMERCE WEBSITES	Waqas Sadiq,Ibrahim Abdullah,Kashif Aslam,Salman Zulfiqar,	2020	Marketing and Management of Innovations 2020, 1, 149 - 166	Pakistan
00001-06611	INNOVATIONS IN HR MANAGEMENT: A CONTENT ANALYSIS	Asmaa Elmortada,Chams Eddoha Mokhlis,Ahmed	2021	Marketing and	Morocco

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00001-06625	CONSUMER BEHAVIOUR OF SENIORS ON THE COW'S MILK MARKET IN SLOVAKIA: SILVER PERSUADING TECHNIQUES	Alexandra Krivosikova,Jana Rybanska,Ludmila Nagyova, ,Andrej Geci,	2020	Marketing and Management of Innovations 2020, 1, 200 - 207	Slovakia
00001-06637	INNOVATIONS IN MANAGEMENT OF FISCAL EQUALISATION: DECENTRALISATION REFORM	Yuriy Petrushenko,Viktor Ventsel,Veronica Garbuz,Uliana Kolomiets,Wojciech Duranowski,	2020	Marketing and Management of Innovations 2020, 1, 208 - 221	Ukraine
00001-06643	INNOVATION AND MANAGEMENT BY REGIONAL RURAL BANKS IN ACHIEVING THE DREAM OF FINANCIAL INCLUSION IN INDIA: CHALLENGES AND PROSPECTS	Anis ur Rehman,	2020	Marketing and Management of Innovations 2020, 1, 222 - 234	Saudi Arabia
00001-06646	MANAGEMENT OF INNOVATIONS IN FINANCE EDUCATION: CLUSTER ANALYSIS FOR OECD COUNTRIES	Bohuslava Mihalcova,Peter Gallo,Jozef Lukac,	2020	Marketing and Management of Innovations 2020, 1, 235 - 244	Slovakia
00001-06652	DIGITALIZATION FOR HUMAN RESOURCEMANAGEMENT	Aallali Rachida,	2020	Marketing and Management of Innovations 2020, 1, 245 - 255	Morocco
00001-06661	ENERGY-EFFICIENT INNOVATIONS: MARKETING, MANAGEMENT AND LAW SUPPORTING	Volodymyr Panchenko,Yurii Harust,Yana Us ,Olena Korobets,Vladyslav Pavlyk,	2020	Marketing and Management of Innovations 2020, 1, 256 - 264	Ukraine
00001-06671	INNOVATIVE MANAGEMENT OF COMMON-POOL RESOURCES BY SMART CONTRACTS	Prause Gunnar,Hoffmann Thomas,	2020	Marketing and Management of Innovations 2020, 1, 265 - 273	Estonia
00001-06675	BRAND LOYALTY AT SMARTPHONES MARKET: LINKING BETWEEN BRAND PASSION, HEDONIC AND UTILITARIAN VALUES	Tolga Yalcintekin,Metin Saygili,	2020	Marketing and Management of Innovations 2020, 1, 274 - 284	Turkey

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00001-06694	SOCIAL MEDIA PLATFORMS AS HR MARKETING TOOL IN SELECTED HEALTHCARE SERVICE PROVIDERS	Jiri Bejtkovsky,	2020	Marketing and Management of Innovations 2020, 1, 294 - 302	Poland
00001-06710	THE ROLE OF COUNTRY BRAND IN PROVIDING ECONOMIC RESILIENCE	Shymon Svitlana,Evhenia Kolomiets Ludwig,Joanna Osiejewicz,Dariusz Krawczyk,Bozena Kaminska,	2020	Marketing and Management of Innovations 2020, 1, 303 - 311	Ukraine
00001-06716	THE POSITION OF INTELLECTUAL CAPITAL AMONG SAUDI BANKS	M. M. Sulphey ,Mohammad Naushad,	2019	Marketing and Management of Innovations 2019, 4, 11 - 21	Saudi Arabia
00001-06721	THE IMPACT OF THE INNOVATIVE TOTAL QUALITY MANAGEMENT TOOL IN SMALL AND MEDIUM-SIZED ENTERPRISES	Peter Gallo,Beata Balogova,Luba Tomcikova,Jozef Nemec,	2019	Marketing and Management of Innovations 2019, 4, 22 - 30	Slovakia
00001-06732	INNOVATIVE LITERACY LEVELS: GENDER, AGE AND EDUCATION MATTERS	Petra Krejci,Jarmila Sebestova,	2019	Marketing and Management of Innovations 2019, 4, 353 - 363	Czech Republic
00001-06743	DEVELOPING THE METHODOLOGY OF ASSESSING THE POTENTIAL OF COUNTRIES TO ATTRACT FOREIGN DIRECT INVESTMENT	Juliya Kasaeva,	2019	Marketing and Management of Innovations 2019, 4, 292 - 307	Ukraine
00001-06752	PUBLIC ADMINISTRATION IN EU: HARMONIZATION OF INCOME TAXES	Jaroslav Korecko,Radovan Bacik,Iveta Voznakova,	2019	Marketing and Management of Innovations 2019, 4, 280 - 291	Slovakia
00001-06757	PRODUCTIVE OF THE SERVICE SECTOR: THEORY AND PRACTICE OF CORRUPTION DECLINING	Petr Wawrosz,	2019	Marketing and Management of Innovations 2019, 4, 269 - 279	Czech Republic
00001-06760	MANAGEMENT OF ENVIRONMENTAL PERFORMANCE AND IMPACT OF THE CARBON DIOXIDE EMISSIONS (CO2) ON THE ECONOMIC GROWTH IN THE GCC COUNTRIES	Hichem Dkhili,Lasaad Ben Dhiab,	2019	Marketing and Management of Innovations 2019, 4,	Saudi Arabia

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00001-06773	RESEARCH ON THE INFLUENCE OF SOCIAL MEDIA ON GENERATION Y CONSUMER PURCHASE DECISIONS	Vida Davidaviciene,Ieva Meidute Kavaliauskiene,Regimantas Paliulis,	2019	Marketing and Management of Innovations 2019, 4, 39 - 49	Lithuania
00001-06803	BENCHMARKING OF SLOVAK REGIONS IN TERMS OF START-UP IMPLEMENTATION INDICATORS AND CREATIVE POTENTIAL INDICATORS	Jana Pitekova,Maria Vrablikova,	2019	Marketing and Management of Innovations 2019, 4, 50 - 68	Slovakia
00001-06818	BEYOND JUST BRANDING GIMMICK: POWER OF YOUTHS IN ECO-CERTIFICATION IN ABIA STATE, NIGERIA	Oteh Ogbonnaya Ukeh,Obasi Raymond Ozoemelum,Eze Chiazokam Justina,Onyemachi Okechukwu Duke Nduka,	2019	Marketing and Management of Innovations 2019, 4, 69 - 81	Nigeria
00001-06823	POSITIONING MATRIX AS AN ASSESSMENT TOOL FOR SECURITY LEVEL OF A PRODUCT PORTFOLIO COMPETITIVE POSITION	Maryna Lazareva,	2019	Marketing and Management of Innovations 2019, 4, 82 - 97	Ukraine
00001-06829	INNOVATION ACTIVITY DEVELOPMENT OF URBAN PUBLIC TRANSPORT SERVICE PROVIDERS: MULTIFACTOR ECONOMIC AND MATHEMATICAL MODE	Tetiana Borysova,Grygorii Monastyrskyi,Anetta Zielinska,Mariusz Barczak,	2019	Marketing and Management of Innovations 2019, 4, 98 - 109	Ukraine
00001-06836	TELECOMMUNICATIONS CUSTOMER CHURN AND LOYALTY INTENTION	Mbarek Rahmoun,Yasser Baeshen,	2019	Marketing and Management of Innovations 2019, 4, 110 - 117	Saudi Arabia
00001-06841	FACTORS OF DEMAND FOR CULTURAL EVENTS IN TOURISM: THE CASE OF THE CZECH REPUBLIC	Lubomir Kmeco,Jiri Mezulanik,Alena Kascakova,Mehmet Civelek,	2019	Marketing and Management of Innovations 2019, 4, 118 - 128	Czech Republic
00001-06847	EFFICIENCY OF MANAGEMENT OF LOAN FUNDS IN THE BANKING INDUSTRY OF UKRAINE: DATA OF THE FACTOR ANALYSIS OF CREDIT TURNOVER	Svitlana Andros,Ludmila Melnyk,Nataliia Butenko,Hanna Zaikina,Volodymyr Tykhenko,	2019	Marketing and Management of Innovations 2019, 4, 129 - 139	Ukraine
00001-06850	THE IMPACT OF TASK TECHNOLOGY FIT ON EMPLOYEE JOB PERFORMANCE	Bader A. Alyoubi,Mohammad Ali Yousef Yamin,	2019	Marketing and Management of	Saudi Arabia

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00001-06902	FEATURES OF FORESIGHT METHODOLOGY APPLICATION IN THE FORESTRY COMPLEX OF UKRAINE: SECTORAL AND SPATIAL ASPECT	Yevhen Mishenin,Inessa Yarova,Halyna Mishenina,	2019	Marketing and Management of Innovations 2019, 4, 229 - 240	Ukraine
00001-06907	INNOVATION MANAGEMENT OF THE BANKRUPTCY: CASE STUDY OF VISEGRAD GROUP COUNTRIES	Maria Kovacova,Katarina Valaskova,Pavol Durana,Jana Kliestikova,	2019	Marketing and Management of Innovations 2019, 4, 241 - 251	Slovakia
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00001-06924	MANAGEMENT OF INNOVATIONS IN EDUCATION: STUDENTS SATISFACTION AND CAREER ADOPTABILITY	Hasan Tutar,Omer Karademir,Sevilay Guler,Salih Tutar,	2019	Marketing and Management of Innovations 2019, 4, 321 - 335	Turkey
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00001-06992	MARKETING OF UKRAINIAN HIGHER EDUCATIONAL INSTITUTIONS REPRESENTATION BASED ON MODELING OF WEBOMETRICS RANKING	Sergiy Kvitka,Galina Starushenko,Viktor Koval,Hanna Deforz,Olha Prokopenko,	2019	Marketing and Management of Innovations 2019, 3, 60 - 72	Poland
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00001-07251	IMPACT OF ANCILLARY SERVICES ON THE HOTEL RATING IN VISEGRAD GROUP COUNTRIES	Richard Fedorko,Radovan Bacik,Maria Olearova,Martin Rigelsky,Peter Breyl,	2019	Marketing and Management of Innovations 2019, 2, 99 - 107	Slovakia
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00001-07314	THEORETICAL AND METHODICAL APPROACHES TO THE DEFINITION OF MARKETING RISKS MANAGEMENT CONCEPT AT INDUSTRIAL ENTERPRISES	Volodymyr Tkachenko,Aleksy Kwilinski,Iryna Tkachenko,Polina Puzyrova,	2019	Marketing and Management of Innovations 2019, 2, 228 - 238	United Kingdom
00001-07319	THE POTENTIAL OF USING BLUETOOTH-BASED SYSTEM AS A PART OF PROXIMITY MARKETING IN THE SLOVAK REPUBLIC	Lubica Gajanova,Margareta Nadanyiova,Jana Kliestikova,Judit Olah,	2019	Marketing and Management of Innovations 2019, 2, 239 - 252	Slovakia
00001-07329	PARADOX OF NEPOTISM IN ENTERPRISES IN POLAND AND UKRAINE: SOCIAL CAPITAL PERSPECTIVE	Grzegorz Ignatowski,Bartlomiej Stopczynski,Joanna Trebska,	2019	Marketing and Management of Innovations 2019, 2, 295 - 313	Poland
00001-07335	MARKETING COMMUNICATIONS OF ADMINISTRATIVE ORGANS OF LOCAL GOVERNANCE AND LOCAL COMMUNITY	Aleksandra Kuzior,Bartosz Sobotka,Anastasiia Filipenko,Paulina Kuzior,	2019	Marketing and Management of Innovations 2019, 2, 314 - 325	Poland
00001-07341	THE DETERMINANTS OF TOURISM DEVELOPMENT: THE EXAMPLE OF POTENTIAL CANDIDATES FOR THE EU MEMBERSHIP	Ludmila Melnyk,Inna Novak,Maryna Gomeniuk,Olha Pidlubna,Olha Bezpaloa,	2019	Marketing and Management of Innovations 2019, 2, 326 - 336	Ukraine
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00001-07451	MARKETING INSTRUMENT OF IMPROVING HOTEL MANAGEMENT SERVICE: EVIDENCE OF VISEGRAD GROUP COUNTRIES	Radovan Bacik,Lubomir Kmeco,Richard Fedorko,Maria Olearova,Martin Rigelsky,	2019	Marketing and Management of Innovations 2019, 1, 208 - 220	Slovakia	
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00001-07477	ASSESSMENT OF THE VALUE LOSS RISK IN RESPONSE TO THE ENTERPRISE'S INNOVATIVE TRANSFORMATIONS	Larysa Hrytsenko,Iryna Boiarko,Oleksiy Ryabenkov,Oksana Didenko,	2019	Marketing and Management of Innovations 2019, 1, 229 - 237	Ukraine	
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00001-07597	ANTECEDENTS & PERSPECTIVES OF AMBIDEXTROUS LEADERSHIP	Michael Hans Gino Kraft,	2018	Marketing and Management of Innovations 2018, 4, 5 - 13	Hungary
00001-07604	INTUITIVE DECISION-MAKING INSIDE PUBLIC UTILITY ORGANIZATIONS IN SLOVENIA	Stanislav Galic,Sameer Mohammed Majed Dandan,Annmarie Gorenc Zoran,	2018	Marketing and Management of Innovations 2018, 4, 14 - 25	Slovenia
00001-07610	INNOVATIVE APPROACHES TO ANALYSIS OF JOB QUALITY: FACTORS, ELEMENTS AND OUTCOMES	Anastasiia Shvets,	2018	Marketing and Management of Innovations 2018, 4, 26 - 42	Netherlands

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00001-07621	PUBLIC-PRIVATE PARTNERSHIP AS THE INNOVATIVE INSTRUMENT OF EFFECTIVE MANAGEMENT OF BELARUSIAN AGRO-INDUSTRIAL COMPLEX	Tatsiana Tsetsiatynets,Dmitry Chizh,	2018	Marketing and Management of Innovations 2018, 4, 54 - 65	Belarus
00001-07630	WORK SAFETY MANAGEMENT – SOCIAL AND EDUCATIONAL CONTEXT	Tadeusz Piatek,	2018	Marketing and Management of Innovations 2018, , 66 - 72	Poland
00001-07635	SCENARIO MANAGEMENT OF CASCADE WOOD USE: COMPARISON OF SOCIAL AND ECONOMIC INDICATORS	Robert Babuka,Andrea Sujova,Vaclav Kupcak,	2018	Marketing and Management of Innovations 2018, 4, 73 - 85	Czech Republic
00001-07642	ASSESSMENT OF THE TECHNOLOGICAL READINESS OF THE COUNTRIES OF THE WORLD FOR THE RADICAL INNOVATIONS	Mykolay Vashchenko,Karina Taraniuk,Yuriy Danko,Karina Taraniuk,	2018	Marketing and Management of Innovations 2018, 4, 86 - 97	Poland
00001-07648	INNOVATION DETERMINANTS OF FINANCIAL INCLUSION IN TOP TEN AFRICAN COUNTRIES: A SYSTEM GMM APPROACH	Ibrahim Hassan Bakari,Adamu Idi,Yusrah Ibrahim,	2018	Marketing and Management of Innovations 2018, 4, 98 - 106	Nigeria
00001-07651	OFFLINE AND ONLINE APPROACHES TO QUALITY PERCEPTION OF SLOVAK UNIVERSITY HOSPITALS	Robert Stefko,Frantisek Pollak,Beata Gavurova,	2018	Marketing and Management of Innovations 2018, 4, 107 - 115	Slovakia
00001-07657	MECHANISM OF MODERNIZATION OF INDUSTRIAL SPHERE OF INDUSTRIAL ENTERPRISE IN ACCORDANCE WITH REQUIREMENTS OF THE INFORMATION ECONOMY	Aleksy Kwilinski,	2018	Marketing and Management of Innovations 2018, 4, 116 - 128	United Kingdom
00001-07661	Modern trends of impact on economic development of countries: e-commerce and R&D	Tetiana Zatonatska,Oleksandr Rozhko,Nataliia Tkachenko,	2018	Marketing and Management of Innovations 2018, 4, 129 - 135	Ukraine
00001-07668	A VIRTUAL POWER PLANT AS A COOPERATION NETWORK	Edyta Ropuszynska Surma,Magdalena Weglarz,	2018	Marketing and Management of Innovations 2018, 4,	Poland

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00001-07674	INTERNET-BASED RELATIONSHIP QUALITY: A MODEL FOR JORDANIAN BUSINESS-TOBUSINESS CONTEXT	Muhammed Alnsour,	2018	Marketing and Management of Innovations 2018, 4, 161 - 178	Jordan
00001-07680	IMAGE OF WOMEN`S VOLLEYBALL IN LITHUANIA PERCEIVING ITS CUSTOMER BEHAVIOUR	Laima Jeseviciute Ufartiene,Ilona Skackauskiene,	2018	Marketing and Management of Innovations 2018, 4, 179 - 190	Lithuania
00001-07685	INNOVATION IN PUBLIC FINANCE MANAGEMENT OF SUSTAINABLE HUMAN DEVELOPMENT	Liudmyla Kozarezenko,Yuriy Petrushenko,Oksana Tulai,	2018	Marketing and Management of Innovations 2018, 4, 191 - 202	Ukraine
00001-07689	SLOVAK RETAIL BUSINESS ACROSS PANEL REGRESSION MODEL	Ladislav Mura,Martina Marchevska,Mariana Dubravska,	2018	Marketing and Management of Innovations 2018, 4, 203 - 211	Slovakia
00001-07705	An empirical perspective on consumer`s attitude towards online shopping	Sharuti Choudhary,Supriya Dhillon,	2018	Marketing and Management of Innovations 2018, 4, 212 - 220	India
00001-07712	INNOVATIONS IN THE RISK MANAGEMENT OF THE BUSINESS ACTIVITY OF ECONOMIC AGENTS	Pavlo Berzin,Olena Shyshkina,Olha Kuzmenko,Hanna Yarovenko,	2018	Marketing and Management of Innovations 2018, 4, 221 - 233	Ukraine
00001-07716	THE ECONOMIC PERSPECTIVE OF THE CHANGES IN COST OF CAPITAL ON THE BEHAVIOUR OF REAL ESTATE PRICES	Dirk Zwerenz,	2018	Marketing and Management of Innovations 2018, 4, 234 - 243	Germany
00001-07725	ENVIRONMENTAL INNOVATION AS A PART OF MINERAL RESOURCES ACCOUNTING AND FINANCIAL REPORTING DEVELOPMENT FOR NATURAL CAPITAL INVOLVEMENT IN MANAGEMENT DECISION-MAKING PROCESS	Svetlana Vejera,Alena Malei,Olga Romanova,Volha Sushko,	2018	Marketing and Management of Innovations 2018, 4, 244 - 262	Belarus
00001-07730	TEACHING LAW, ETHICS, AND SOCIAL RESPONSIBILITY IN A SCHOOL OF BUSINESS: A VALUE-DRIVEN APPROACH TO	Frank J. Cavico,Bahaudin G Mujtaba,	2018	Marketing and Management of	United States

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00001-07737	GREEN MARKETING MIX EFFECT ON CONSUMERS BUYING DECISIONS IN BANGLADESH	Afzal Hossain,Md Yusuf Hossein Khan,	2018	Marketing and Management of Innovations 2018, 4, 298 - 306	Bangladesh
00001-07740	LIVING STANDARDS OF EU COUNTRIES` RESIDENTS: IMPACT OF EDUCATION AND INNOVATION	Aldona Migala Warchol,Monika Pasternak Malicka,	2018	Marketing and Management of Innovations 2018, 4, 307 - 315	Poland
00001-07746	THE ESSENCE OF RETAIL AND DEVELOPMENT OF RETAIL BANKING INNOVATIVE MECHANISMS IN UKRAINE	Angela Kuznyetsova,Natalia Kozmuk,Iryna Zherybylo,Olena Sydorova,Marta Zvarych,	2018	Marketing and Management of Innovations 2018, 4, 316 - 331	Ukraine
00001-07751	INNOVATIVE PROJECT MANAGEMENT: EU COMMON DEFENCE POLICY	Wieslaw Jan Lewicki,	2018	Marketing and Management of Innovations 2018, 4, 332 - 338	Poland
00001-07757	IMPORTANCE OF FOREIGN DIRECT INVESTMENT IN FINANCING FOR INNOVATIVE DEVELOPMENT OF THE REPUBLIC OF BELARUS	Olena Hrechyshkina,Maryia Samakhavets,	2018	Marketing and Management of Innovations 2018, 4, 339 - 348	Belarus
00001-07760	STRUCTURAL-FUNCTIONAL ANALYSIS AS INNOVATION IN PUBLIC GOVERNANCE (CASE OF BANKING SUPERVISION)	Elena Zarutska,Tetiana Pavlova,Alina Sinyuk,	2018	Marketing and Management of Innovations 2018, 4, 349 - 360	Ukraine
00001-07768	INNOVATIONS IN ASSESSING THE EFFICIENCY OF THE INSTRUMENTS FOR THE NATIONAL ECONOMY DE-SHADOWING: THE STATE MANAGEMENT ASPECT	Valentyna Levchenko,Tetiana Kobzieva,Anton Boiko,Tetiana Shlapko,	2018	Marketing and Management of Innovations 2018, 4, 361 - 371	Ukraine
00001-07777	STAKEHOLDER ANALYSIS DURING A REORGANIZATION PROJECT IN LOCAL GOVERNMENT INSTITUTIONS – KEY METHODOLOGICAL ASPECTS	Jacek Strojny,Agnieszka Jedrusik,	2018	Marketing and Management of Innovations 2018, 4, 372 - 381	Poland
00001-07783	OPTIMIZATION OF THE FINANCIAL DECENTRALIZATION LEVEL AS	Tetiana Vasylieva,Yurii Harust,Nataliia Vynnychenko,Alina	2018	Marketing and	Ukraine

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	AN INSTRUMENT FOR THE COUNTRY'S INNOVATIVE ECONOMIC DEVELOPMENT REGULATION	Vysochyna,			Management of Innovations 2018, 4, 382 - 391	
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00001-07820	ACADEMIC INVENTORS AND PATENT RIGHTS: STRUCTURE OF COLLABORATION IN ACADEMIC PATENTS AND UNIVERSITY PATENTS IN BRAZIL	Kelyane Silva,Alexandre Guimaraes Vasconcellos,	2018		Marketing and Management of Innovations 2018, 3, 21 - 33	Brazil
00001-07825	RANKING OF GLOBAL EFFICIENCY OF THE BEST UNIVERSITIES IN EUROPE	Miguel Blanco Canto,Lydia Bares Lopez,	2018		Marketing and Management of Innovations 2018, 3, 34 - 47	Spain
00001-07844	MULTI-CRITERIA OPTIMIZATION OF THE BALANCED SCORECARD FOR THE ENTERPRISE'S ACTIVITY EVALUATION: MANAGEMENT TOOL FOR BUSINESS-INNOVATIONS	Halyna Us,Lyudmyla Malyarets,lia Chudaieva,Olena Martynova,	2018		Marketing and Management of Innovations 2018, 3, 48 - 58	Ukraine
00001-07850	Valuation of intangible assets according to Czech accounting standards and IFRS in the context of explanatory power of financial statements	Gabriela Dlaskova,Eva Cipovova,	2018		Marketing and Management of Innovations 2018, 3, 59 - 67	Czech Republic
00001-07855	METHOD OF DELPHI AS AN INNOVATIVE TOOL FOR MANAGING ASYMMETRIC INFORMATION IN FINANCIAL RELATIONSHIPS OF POTENTIAL INVESTORS AND SMALL BUSINESS ENTITIES	Nataliya Pedchenko,Victoria Strilets,Nina Rudenko,	2018		Marketing and Management of Innovations 2018, 3, 68 - 80	Ukraine
00001-07862	Marketing determinants of the development of the investment market: innovations in the assessment of demand and supply (case study for the construction industry)	Yuri Chirichenko,Nadiia Fisunenکو,	2018		Marketing and Management of Innovations 2018, 3, 81 - 94	Ukraine
00001-07870	PERCEIVED SERVICE VALUE, CUSTOMER ENGAGEMENT AND BRAND LOYALTY IN HEALTH CARE CENTRES IN EGYPT	Yomna Mohsen,Hassan Mohamed Hussein,Abeer A. Mahrous,	2018		Marketing and Management of Innovations 2018, 3, 95 - 105	Egypt
00001-07876	DECLINING TREND IN THE WILLINGNESS OF YOUNG PEOPLE TO GO INTO BUSINESS	Pavla Breckova,	2018		Marketing and Management of Innovations 2018, 3, 109 - 118	Czech Republic

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00001-07896	Methodological provisions for conducting empirical research of the availability and implementation of the consumers` socially responsible intentions	Lyudmyla Potrashkova,Diana Raiko,Leonid Tseitlin,Olga Savchenko,Szabolcs Nagy,	2018	Marketing and Management of Innovations 2018, 3, 133 - 141	Ukraine
00001-07903	NATIONAL BRAND AS A MARKETING DETERMINANT OF MACROECONOMIC STABILITY	Oleksii Lyulyov,Olena Chygryn,Tetyana Pimonenko,	2018	Marketing and Management of Innovations 2018, 3, 142 - 152	Ukraine
00001-07909	RISK MANAGEMENT AND FINANCING AMONG START-UPS	Ryszard Pukala,Elena Sira,Roman Vavrek,	2018	Marketing and Management of Innovations 2018, 3, 153 - 161	Poland
00001-07920	INNOVATION MARKETING TO ENHANCE COMPETITIVENESS: CASE OF ARMENIA AND UKRAINE	Shushanik Isahakyan,Olena Shkarupa,	2018	Marketing and Management of Innovations 2018, 3, 162 - 173	Armenia
00001-07927	MANAGEMENT AND MOTIVATION OF HUMAN RESOURCES IN CASE OF A SLOVAK MULTINATIONAL CORPORATION	Renata Machova,Silvia Tobias Kosar,Andrej Hevesi,	2018	Marketing and Management of Innovations 2018, 3, 174 - 185	Slovakia
00001-07947	NEUROLOGICAL ASPECTS OF FINANCE, TRANSMITTERS, EMOTIONS, MIRROR NEURONAL ACTIVITY IN FINANCIAL DECISION	Ana Njegovanovic,	2018	Marketing and Management of Innovations 2018, 3, 186 - 198	Croatia (Hrvatska)
00001-07954	LEGAL PREREQUISITES OF THE MANAGEMENT OF NATURAL RESOURCES OF THE MOON AND OTHER CELESTIAL BODIES	Maciej Nyka,	2018	Marketing and Management of Innovations 2018, 3, 199 - 207	Poland
00001-07963	ENVIRONMENTAL PERFORMANCE AND INSTITUTIONS QUALITY: EVIDENCE FROM DEVELOPED AND DEVELOPING COUNTRIES	Hichem Dkhili,	2018	Marketing and Management of Innovations 2018, 3, 333 - 344	Tunisia
00001-07967	THE EFFECTS OF INNOVATION ON MARKET COMPETITION: THE CASE OF THE INSURANCE COMPARISON WEBSITES	Donatella Porrini,	2018	Marketing and Management of Innovations 2018, 3,	Italy

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00001-07980	ACTIVITY MANAGEMENT OF THE ACTION PLAN FOR A SUSTAINABLE FIGHT AGAINST TAX FRAUD AND TAX EVASION IN SLOVAKIA AS COMPARED WITH THE EU	Jan Dobrovic,Anton Koraus,Rastislav Rajnoha,	2018	Marketing and Management of Innovations 2018, 3, 313 - 323	Slovakia
00001-07983	THE IMPACT OF SELECTED REGULATIONS ON THE DEVELOPMENT OF PAYMENTS SYSTEMS IN POLAND	Mateusz Folwarski,	2018	Marketing and Management of Innovations 2018, 3, 302 - 312	Poland
00001-07990	MODELS FOR ANALYSIS OF IMPACT OF THE E-COMMERCE ON INDICATORS OF ECONOMIC DEVELOPMENT OF UKRAINE, POLAND AND AUSTRIA	Tetiana Zatonatska,	2018	Marketing and Management of Innovations 2018, 2, 44 - 53	Ukraine
00001-07999	PROBLEMS AND PROSPECTS FOR THE IMPLEMENTATION AND DEVELOPMENT OF SMART ACCOUNTING SYSTEM AT MUNICIPAL TRANSPORT	Glib Zadorozhko,Yury Nikolaev,Oleksandr Barabash,Oleksii Goncharenko,	2018	Marketing and Management of Innovations 2018, 3, 208 - 215	Ukraine
00001-08039	SMALL BUSINESS IN UKRAINE: PECULIARITIES AND PROBLEMS OF DEVELOPMENT IN THE CONDITIONS OF THE FOURTH INDUSTRIAL REVOLUTION	Iryna Fedulova,Galina Piatnytska,Lyudmila Lukashova,	2018	Marketing and Management of Innovations 2018, 3, 216 - 228	Ukraine
00001-08040	MARKETING INNOVATION ACTIVITY OF URBAN PUBLIC TRANSPORT: RESULTS OF THE EMPIRICAL STUDY	Tetiana Borysova,Grygorii Monastyrskiy,	2018	Marketing and Management of Innovations 2018, 3, 229 - 240	Ukraine
00001-08046	THE EVALUATION OF THE IMPACT OF FINANCIAL TECHNOLOGIES INNOVATIONS ON CEECs CAPITAL MARKETS	Arvydas Paskevicius,Greta Keliuotyte Staniuleniene,	2018	Marketing and Management of Innovations 2018, 3, 241 - 252	Lithuania
00001-08048	TRANSNATIONAL BANKS` INFLUENCE ON THE DEVELOPMENT OF THE ECONOMY AND THE FINANCIAL SECTOR OF DEVELOPING COUNTRIES (ON THE EXAMPLE OF POLAND, BRAZIL, TURKEY)	Alvaro Justiniano L. Fernandes,	2018	Marketing and Management of Innovations 2018, 3, 253 - 259	Germany
00001-08055	ECONOMIC IMPACTS OF ICT INDUSTRY: CASE OF ARMENIA	Hasmik Hovhanesian,Armine Chobanyan,	2018	Marketing and Management of Innovations 2018, 3, 260 - 267	Armenia
00001-08059	URBAN TOURISM: THE PERSPECTIVE ON TOURISM IMPACTS IN CAMBRIDGE, UNITED KINGDOM	Sheikh Md. Abdul Hakeem,Md Yusuf Hossein Khan,	2018	Marketing and Management of	United Kingdom

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00001-08071	CONSUMER BEHAVIOUR IN INNOVATIVE PRODUCTS PURCHASING PROCESS	Margarita Dunska,Jelena Salkovska,Anda Batraga,Liga Braslina,	2018	Marketing and Management of Innovations 2018, 3, 276 - 289	Latvia	
00001-08085	THE STATE`S STRUCTURAL POLICY INNOVATIONS INFLUENCED BY THE ECOLOGICAL TRANSFORMATIONS	Luc Hens,Oleksandra Karintseva,Mykola Kharchenko,Oleksandr Matsenko,	2018	Marketing and Management of Innovations 2018, 3, 290 - 301	Belgium	
00001-08092	ANTI-CRISIS FINANCIAL MANAGEMENT ON ENERGY ENTERPRISES AS A PRECONDITION OF INNOVATIVE CONVERSION OF THE ENERGY INDUSTRY: CASE OF UKRAINE	Alexander Masharsky,Galyna Azarenkova,Kateryna Oryekhova,Sergii Yavorsky,	2018	Marketing and Management of Innovations 2018, 3, 345 - 354	Russia	
00001-08097	ENTREPRENEURSHIP IN RELATION TO CONTEMPORARY CONCEPTS OF EDUCATION	Pavel Krpalek,Katarina Krpalkova Krelova,Katerina Berkova,	2018	Marketing and Management of Innovations 2018, 2, 11 - 22	Czech Republic	
00001-08100	METHODICAL APPROACH TO DEFINE EXTERNAL ENVIRONMENT FRIENDLINESS LEVEL OF ENTERPRISE DEVELOPMENT	Aleksandra Kosenko,Roman Poberezhnyi,Mykhailo Pantelieiev,Nataliia Poberezhna,	2018	Marketing and Management of Innovations 2018, 1, 15 - 26	Ukraine	
00001-08101	THE IMPACT OF BREXIT ON COUNTRY RISK OF GREAT BRITAIN IN INVESTING AT STOCK MARKET	Bozena Chovancova,Patrik Slobodnik,	2018	Marketing and Management of Innovations 2018, 2, 23 - 30	Slovakia	
00001-08107	CONSUMER BEHAVIOUR AT ALCOHOLIC BEVERAGES MARKETS OF CZECH REPUBLIC AND SLOVAKIA: TARGETING CONSUMER SEGMENTS	Michaela Sugrova,Ludmila Nagyova,Nada Hazuchova,Jana Stavkova,	2018	Marketing and Management of Innovations 2018, 2, 31 - 43	Slovakia	
00001-08114	ASSESSMENT WELFARE OF THE POPULATION IN THE SYNERGETIC SYSTEM OF SOCIO-ECONOMIC EXCLUSION	Viktoriia Druzhynina,Ganna Likhonosova,Galyna Lutsenko,	2018	Marketing and Management of Innovations 2018, 2, 54 - 68	Ukraine	
00001-08130	MANAGEMENT OF EDUCATIONAL INNOVATIONS: EFFECTS OF INFUSING ``CRITICAL THINKING`` INTO ISLAMIC FINANCE CURRICULA	Lukman Olorogun,Nasir Yunusa,Hauwa Galadima Audu,Adam Andani Mohammed,	2018	Marketing and Management of Innovations 2018, 2, 69 - 78	United Arab Emirates	
00001-08142	PREFERENCES FOR JOB LIFE QUALITY AND MOTIVATION IN	Imran Aslan,Demet Morsunbul,	2018	Marketing and	Turkey	

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00001-08146	ACADEMIC CAPITALISM: DEVELOPMENT TRENDS IN UKRAINE AND EUROPEAN PRACTICE	Iryna Novikova,Victor Martyniuk,Alexander Bediukh,Olena Kharina,	2018	Marketing and Management of Innovations 2018, 1, 27 - 44	Ukraine
00001-08148	THE FUTURE OF INVESTING – SUSTAINABLE AND RESPONSIBLE INVESTING	Sylvie Formankova,Oldrich Trenz,Oldrich Faldik,Jan Kolomaznik,Patrik Vanek,	2018	Marketing and Management of Innovations 2018, 2, 94 - 102	Czech Republic
00001-08159	MANAGEMENT ACCOUNTING OF THE SETTLEMENTS WITH CONTRACTORS IN INNOVATIVE ENVIRONMENT OF BUSINESS COMMUNICATIONS	Zenovii-Mykhailo Zadorozhnyi,Volodymyr Muravskiy,Oleg Shevchuk,Yuliya Sudyn,	2018	Marketing and Management of Innovations 2018, 2, 103 - 112	Ukraine
00001-08165	INNOVATIONS IN COUNTRY'S SOCIAL DEVELOPMENT LEVEL ESTIMATION	Kostiantyn Kyrychenko,Yaryna Samusevych,Liliia Liulova,Kseniya Bagmet,	2018	Marketing and Management of Innovations 2018, 2, 113 - 128	Ukraine
00001-08172	EVALUATION OF DEPOSIT MARKET COMPETITION: BASIS FOR BANK MARKETING IMPROVEMENT	Iryna Didenko,Yana Kryvykh,Anna Buriak,	2018	Marketing and Management of Innovations 2018, 2, 129 - 141	Ukraine
00001-08176	THE IMPACT OF PROJECT MANAGERS' COMPETENCIES, EMOTIONAL INTELLIGENCE AND TRANSFORMATIONAL LEADERSHIP ON PROJECT SUCCESS IN THE INFORMATION TECHNOLOGY SECTOR	Ayesha Afzal,Muhammad Majid Khan,Bahaudin G Mujtaba,	2018	Marketing and Management of Innovations 2018, 2, 142 - 154	Pakistan
00001-08179	EVALUATING THE DEVELOPMENT OF SMART COMMUNITIES: A PUBLIC VALUE PERSPECTIVE	J. Sadiqi ,	2018	Marketing and Management of Innovations 2018, 2, 155 - 167	United Kingdom
00001-08192	THE EFFECT OF JOB CHARACTERISTICS ON EMPLOYEE LOYALTY: THE MEDIATION ROLE OF VERTICAL TRUST AND PERCEIVED SUPERVISORY SUPPORT	Dagmara Lewicka,Aldona Glinska Newes,Donna L. Morrow,Joanna Gorka,	2018	Marketing and Management of Innovations 2018, 2, 168 - 185	Poland
00001-08196	ANALYTICAL VIEW OF ONLINE MARKETING TOOLS IN THE DIMENSION OF MARKETING CAMPAIGNS' PERSONALIZATION IN SLOVAKIA	Beata Gavurova,Radovan Bacik,Richard Fedorko,Martin Rigelsky,	2018	Marketing and Management of Innovations 2018, 2, 186 - 200	Slovakia

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00001-08207	GEOMETRIC MODELLING OF PORTFOLIO AND RISK IN MARKET EQUILIBRIUM	Atefeh Hasan Zadeh,	2018	Marketing and Management of Innovations 2018, 2, 210 - 217	Iran
00001-08218	INNOVATIONS IN THE FINANCING OF LIFELONG LEARNING SYSTEM: EXPENDITURE OPTIMIZATION MODEL	Anna Vorontsova,Serhiy Lyeonov,Tetiana Vasylieva,Artem Artyukhov,	2018	Marketing and Management of Innovations 2018, 2, 218 - 231	Ukraine
00001-08223	RISK ASSESSMENT OF THE BANK`S INVOLVEMENT IN LEGALIZATION OF QUESTIONABLE INCOME CONSIDERING THE INFLUENCE OF FINTECH INNOVATIONS IMPLEMENTATION	Olesia Lebid,Iryna Chmutova,Oleksandra Zuieva,Oleksandr Veits,	2018	Marketing and Management of Innovations 2018, 2, 232 - 246	Ukraine
00001-08232	INNOVATIVE INSTRUMENT OF COLLABORATIVE ALLIANCE MANAGEMENT IN THE ``STATEREGION-ENTERPRISE`` SYSTEM OF WITHDRAWAL OF THE RENT INCOME IN THE EXTRACTING INDUSTRY	Irina Wiebe,Viktor Oliinyk,Yulia Halynska ,	2018	Marketing and Management of Innovations 2018, 2, 247 - 261	Germany
00001-08242	INNOVATIVE MANAGEMENT IN GLOBAL FINANCIAL CSR GOVERNANCE	Angela Kuznetsova,Kateryna Kalynets,Natalia Kozmuk,Lubov Vozna,	2018	Marketing and Management of Innovations 2018, 2, 262 - 269	Ukraine
00001-08248	THE FIFTH GLOBAL KONDRATIEV. LOW ECONOMIC PERFORMANCE, INSTABILITY AND MONOPOLIZATION IN THE DIGITAL AGE	Miguel Angel Rivera Rios,Jose Benjamin Lujano Lopez,Josue Garcia Veiga,	2018	Marketing and Management of Innovations 2018, 2, 270 - 291	Mexico
00001-08255	UKRAINIAN PRICE CONTROL POLICY	Uliana Kolomiets,	2018	Marketing and Management of Innovations 2018, 2, 292 - 312	Czech Republic
00001-08259	PILLARS OF INTERNAL MARKETING AND THEIR IMPACT ON STAFF PERFORMANCE	Odai falah ALghaswyneh,	2018	Marketing and Management of Innovations 2018, 2, 313 - 326	Saudi Arabia
00001-08273	CHALLENGES AND PROSPECTS OF NEUROMARKETING: BANGLADESH PERSPECTIVE	Mohammad Osman Gani,Mohammad Zahedul Alam,Md. Mahabub Alom,Mohammad Omar Faruq,	2019	Marketing and Management of Innovations 2018, 2,	Japan

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00001-08286	Identifying the effective drivers on internet advertising using structural equation modeling: an empirical investigation	Fazel Rahmani,Ahmad Askari,	2018	Marketing and Management of Innovations 2018, 2, 351 - 364	Iran
00001-08293	CURRENT TRANSFORMATIONS OF BANKING MANAGEMENT: STRATEGIC ANALYSIS OF EXTERNAL FACTORS OF DIRECT INFLUENCE ACTIVITIES	Tetiana Goncharenko,	2018	Marketing and Management of Innovations 2018, 2, 365 - 377	Ukraine
00001-08299	THE CONSUMER PROTECTION AS A DRIVER OF INNOVATIVE DEVELOPMENT: CASE STUDY FOR CONSUMERS OF FINANCIAL SERVICES	Serhiy Poliakh,	2018	Marketing and Management of Innovations 2018, 2, 378 - 387	Ukraine
00001-08309	STUDENT AS STAKEHOLDER: ``VOICE OF CUSTOMER`` IN HIGHER EDUCATION QUALITY DEVELOPMENT	Irina Degtjarjova,Inga Lapina,Davis Freidenfelds ,	2018	Marketing and Management of Innovations 2018, 2, 388 - 398	Latvia