

Special Issue on Management Studies

Many consumer trends are driving and influencing management, business and project decisions.

These trends are generating increasingly dynamic and significant changes, which in many cases are reshaping the system of consumer decisions and preferences in unprecedented ways.

Given that understanding consumer expectations and responding to them can be the key to competitiveness in most cases, it is particularly important to monitor and research these changes.

The special issue of the journal focuses on differentiated areas of management science such as logistics, financial decision making, project and brand management, marketing. The links and interactions between these areas give the special issue its unique character, indicating the mutually reinforcing impact of the disciplines, underlining the timeliness of multidisciplinary research.

The special issue will present case studies that illustrate key issues of digitisation, sustainability and environmental awareness from different disciplinary perspectives.

By presenting a number of primary and empirical findings, the studies also provide an excellent opportunity to apply their conclusions to the practice of higher education in the form of concrete case studies, thus helping to improve the practical application of theoretical knowledge.

The volume emphasises the importance of integrating disciplines and of applying research experiences in a collaborative approach. Such an approach is essential for understanding the complex system of changes and challenges in the consumer market and for identifying solutions that can be targeted at both professionals and academics.

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September 2022