### Table of Contents

1. Andreeva, Larisa, Andreeva, Alina - *Marketing strategies of development of Russian banks under the conditions of the new economic conjuncture* ........................................5

2. Andreeva, Olga - *Adaptive stability as the conceptual model for managing Russian corporate structures in modern geoeconomic environment* .....................................................12

3. Anghel, Iulia - *Reinventing European identity: globalization, glocalization and the new politics of borderlands* .................................................................29

4. Baydas, Abdulvahap - *Customer satisfaction in private health organizations: an empirical study* .................................................................43

5. Bezrukova, Tatyana - *Providing innovational activity of enterprises of the real sector of the economy* .................................................................57

6. Diaw, Alassane, Lobont, Oana-Ramona and Moldovan, Nicoleta Claudia - *Some relevant risk factors and causal mechanisms to understand crime in Romania* ........64

7. Florea, Silvia - *Finding a way to win: on competition, internationalization and MOOCs* .................................................................70

8. Gornostaeva, Zhanna, Zhidkov, Vladimir - *Service technologies as factor of service and tourism companies’ competitiveness* .................................................................78

9. Ioana, Adrian, Constantin Nicolae, Preda, Anda-Elena, Besea, Liviu-Marian - *Economic and social aspects regarding mathematical models in aluminum alloy technology* ....87

10. Korsak, Viktor I. - *Franchising as a tool for sustainable regional development* ........94

11. Morozova, Irina, Litvinova, Tatiana - *Features of the methods of entrepreneurial activity forecasting application on the market of agricultural machinery* ..........100

12. Muça, Brunilda, Doraci, Galantina - *Some theoretical problems of informal economy* .................................................................108


14. Ostrovskaya, Victoria, Yurev, Vladislav, Stepicheva, Olga, Denisov, Nikolay - *Marketing of innovations as a key area of strategic management of modern enterprise* ......................................................................................................................124

15. Parahina, V., Boris, O., Bezrukova, T., Bezrukov, B., Kirillova, C.- *Assessment of social and innovational orientation of enterprises and companies* .........................132

16. Pasi, Giulio - *Challenges for European welfare systems - a research agenda on social impact bonds* .................................................................141

17. Popkova, Elena, Kozhevnikova, Tatiana, Malyskhina, Elena - *New quality of economic growth in the tree of goals of economic development* .................................151
18. Popkova, Elena, Mamontov, Vladimir, Kozhevnikova, Tatiana - Characteristic features of new quality of economic growth at the present stage in the context of globalization

19. Simionescu (Barbu), Irina, Enescu, George - Psychosocial risks and sustainable development policies

20. Söderlind, Ulrica - The Georgian cuisine according to some national and international cookbooks

21. Troyanskaya, Mariya - Contemporary view of the use of tax benefits

22. Tyurina, Yuliya - Harmonization of the relations between the state and individuals in the context of taxation theory

23. Wells, Peter J., Gilder Eric - Beaujolais Ed-Nouveau: Decanting the importance of lifelong learning in the challenging, changing Europe of 2020