

TABLE OF CONTENTS

| | |
|---|----------------|
| Assessing Fashion Consumers' Propensity in Adopting Product Service Systems – A Cross Cultural Perspective | 01-11 |
| Mariachiara Colucci, Daria Demyanova, Emmanuel Sirimal Silva and Alessandra Vecchi | |
| The Impact of Brand Coolness on Brand Satisfaction and Brand Equity: A Perspective of Domestic Tourists Visiting Bali, Indonesia | 12-20 |
| Anon Khamwon | |
| The Relationship between Public Investment and Employment in Turkey: A Toda-Yamamoto Approach | 21-29 |
| Dilek Cil, Sinem Kocak and Cigdem Karis | |
| Can Benford's Law Reflect Major Economic Changes? | 30-40 |
| Stanislava Hronova, Richard Hindls and Lubos Marek | |
| Unraveling Brand Coolness Effects on Brand Love and Brand Equity: Insight from Bali, Indonesia | 41-48 |
| Rian Ka Praja and Anon Khamwon | |
| Taxation of Donations and Grants for the Financing of Earthquake Expenditures in Turkey | 49-57 |
| Betul Hayrullahoglu | |
| Evaluation of Residents for the Impact of Tourism Development and Their Participation in Local Governance | 58-74 |
| Parashqevi Draci and Arjana Kadiu | |
| Brand Experience, Brand Coolness, and Brand Equity: A Case of Bali, Indonesia | 75-82 |
| Pongpeera Fayphonsan and Anon Khamwon | |
| The Use of Twitter in the Context of the Public Information Model in Health Services: A Study on the Isparta City Hospital Twitter Account | 83-90 |
| Mutlu Dogan Gullupunar | |
| Could Indonesian Retailers Survive the Circular Economy Era with Sustainable Marketing Efforts? Building Up A Case Study for the Use of Digital Marketing at the Time of the Coronavirus Endemic to Increase Customer Satisfaction | 91-99 |
| Julius Jillbert, Lukman Nadjamuddin and Nirwati Yapardy | |
| Greening of Monetary Policy: From Market Neutrality to Green Rules | 100-107 |
| Marijana Ivanov, Fran Galetić and Mario Spremić | |
| Brand Coolness, Destination Value, and Brand Equity: Insight from Bali, Indonesia | 108-114 |
| Wijitra Aunkaeko and Anon Khamwon | |
| Current Trends and Development Perspectives of the Accounting Profession: A Roadmap for the Future | 115-132 |
| Petra Halar, Ivana Pavić and Nikolina Dečman | |
