

Cross-cultural features of consumer behavior in the catering services market

Características interculturales del comportamiento del consumidor en el mercado de servicios de catering

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Content

[1. Introduction](#)

[2. Methods](#)

[3. Results](#)

[4. Discussion](#)

[5. Conclusion](#)

[References](#)

ABSTRACT:

In the context of globalization, interaction boundaries among people of different ethnicities and countries are blurred, while the activities of companies expand beyond not only the region, but also the state, increasing the influence and interpenetration of different cultures. This concerns also the field of catering services. Currently, public catering services sphere becomes prospective, fast-growing, highly profitable sector of economy, which provides high number of guaranteed workplaces. The subject of the present study is developing a methodological approach to measure the impact of cross-cultural features on consumer behavior in the catering services market. The developed culture model reflects cultural values, characteristics of the material and social environment, adapted to the catering services market. The developed methodological approach has been tested on Chinese and Russian consumers. Based on to the research results, the regularities in the behavior of Chinese and Russian consumers in the catering services market were determined.

Keywords: cross-culture, consumer behavior, cultural values, culture model, catering services, fast food.

RESUMEN:

En el contexto de la globalización, los límites de interacción entre personas de diferentes etnias y países se difuminan, mientras que las actividades de las empresas se extienden más allá no solo de la región, sino también del estado, lo que aumenta la influencia y la interpenetración de diferentes culturas. Esto concierne también al ámbito de los servicios de restauración. Actualmente, la esfera de los servicios públicos de restauración se convierte en un sector de la economía prospectivo, de rápido crecimiento y altamente rentable, que proporciona un gran número de lugares de trabajo garantizados. El tema del presente estudio es desarrollar un enfoque metodológico para medir el impacto de las características interculturales en el comportamiento del consumidor en el mercado de servicios de catering. El modelo de cultura desarrollado refleja valores culturales, características del entorno material y social, adaptados al mercado de servicios de catering. El enfoque metodológico desarrollado ha sido probado en consumidores chinos y rusos. Sobre la base de los resultados de la investigación, se determinaron las regularidades en el comportamiento de los consumidores chinos y rusos en el mercado de servicios de catering.

Palabras clave: interculturalidad, comportamiento

1. Introduction

The development of modern technologies leads to changes in all areas of goods and services production and leaves an imprint on the consumer behavior model. Cross-cultural features of consumer behavior are also changing. Cross-cultural research is presented in the works of anthropologists, psychologists, sociologists, and marketers. The anthropologists focus in their cross-cultural studies on way of life, customs and beliefs of different peoples.

Psychologists consider attitudes, behavior stereotypes, and cultural values of people belonging to different ethnicities and subcultures, as well as factors that explain cross-cultural differences. Sociologists pay main attention to structural elements and factors that determine the functioning of society as an entire system, taking into account the needs and interests of people. Marketers investigate motives and cultural expectations of consumers. The issues of cross-cultural studies of consumer behavior are reflected also in the works of foreign scientists (Agarwal et al. 2010; Cheung et al. 2011; Gelade 2008; Gesteland 2012; Harrison 2006; Hofstede et al. 2002; Solomon 2012) and others.

Consideration of the cultural features of consumer behavior can be one of the factors to improve the competitiveness of companies in all spheres, including catering services. The rapid growth of the catering services sector led to the fact that competition in this market had become more acute, so there emerged a need for active use of the marketing complex for the development of catering facilities, taking into account the cross-cultural features of consumers. From the standpoint of the economy, catering services issues are considered in the works of Chastain 2014; Walker 2014; Lee 2015; Isaenko 2016; Neto 2016; Genbao 2009; Jingyu 2010; Fuyong 2017, Martyshenko et al. 2015. However, the study of the effect of culture model elements (cultural values, material and social environment) on consumer behavior in the field of catering services in the context of the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, Physical evidence) remains poorly studied. The purpose of this study is determining the influence of the culture model elements on consumer behavior in the field of catering services in the context of the 7Ps marketing mix.

2. Methods

To develop a methodological approach of cross-cultural research in the catering services market, it is necessary to identify the grounds for comparing the behavior of consumers of different cultures, as well as to develop research tools (questionnaire), and to determine the methods for data collection and analysis. When determining grounds to compare different cultures, the authors propose a culture model adapted to the catering services market (Moven 1995), which includes structural elements such as cultural values, as well as characteristics of the material and social environment.

When building the culture model, the authors used the classification of consumer values of Milton Rokich. This classification includes two blocks of values: terminal block (active life, wisdoms of life, health, interesting work, beauty of nature and art, love, financially secure life, the availability of good and faithful friends, public recognition, knowledge, productive life, development, entertainment, freedom, happy family life, happiness of others, creativity, and self-confidence) and institutional block (accuracy, mannerliness, high demands, cheerfulness, diligence, independence, the intransigence against the disadvantages in yourself and others, level of education, responsibility, rationalism, self-control, courage in upholding own opinions and attitudes, strong will, tolerance, honesty, delicacy, liberality, and efficiency in business).

Physical environment adapted to the catering services market includes the following indicators:

- level of country's economic development;
- level of country's technological and scientific development;
- level of prevalence of public catering establishments in the country;

- level of application of modern technologies and equipment in public catering establishments in the country.

The social environment is assessed by the following indicators:

- development level of diplomatic relations between given country and other countries;
- level of political stability in the country;
- level of state regulation and control of catering services in the country;
- level of living standards of the population;
- level of influence of religious confession of the population of a given country on tastes and preferences in the field of catering services.

In order to determine the influence of the culture model on the behavior of consumers in the catering services market represented, in particular, by fast food format, the questionnaire included questions characterizing the preferences of consumers in the context of the 7Ps marketing mix:

- Product (a large number of menu items; availability of grilled dishes; deep-fried foods (cooked in oil) ; salads; soups (broths); pizza; a broad selection of toppings for pizza; a large selection of burgers; availability of fish courses; chicken courses; meat courses; vegetarian dishes; national dishes; a wide selection of desserts; large selection of drinks; wide choice of sauces; availability of sets and set-meals; children's sets and meals (with a toy and matching décor); high quality and taste of cooked food;
- Price (low cost of the average check; fair value for money of the services provided; possibility of free delivery of the order);
- Place (possibility of ordering catering services through an Internet service or a call-center to take away; possibility of home-delivery and office-delivery service; location of the food court in the shopping center; location of the public catering establishments in a stand-alone building; availability of convenient parking spaces);
- Product promotion (availability of the catering establishment website; conducting promotions by the catering establishment; availability of discount cards; availability of advertising in the press, on city Internet portals, on TV, and social networks; high ranking among other fast food catering establishments of the city);
- People (qualified administrative personnel (manager, front-of-the-house manager); polite and attentive personnel at cash desks; qualified kitchen personnel; availability of health books for personnel; neat appearance of employees; availability of specialized personnel uniforms);
- Process of the services rendering (short time needed to prepare the order; high speed of order delivery to home or office; the presence of the waiter to clean up tables; round-the-clock operation of the catering establishment; and possibility of paying for the order by credit card);
- physical evidence (availability of games room for children, availability of restrooms, compliance with sanitary norms and rules, clean unharmed furniture, a large number of seats, pleasant unobtrusive interior, unobtrusive sound, eye-catching bright interior, upbeat modern music in hall, no unpleasant odors; and open access to a Wi-Fi network).

The questionnaire used a five-point Likert-type scale, the format of which is as follows: strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4), and strongly agree (5). The sample size was 384 Russian and 384 Chinese respondents.

3. Results

Based on the developed methodological tools, the authors conducted a questionnaire survey of Chinese and Russian respondents. The results obtained made it possible to determine the impact of culture model elements on consumer behavior in the catering services market. In consequence of the questionnaire survey the authors constructed matrices of cross-cultural analysis, reflecting the relationship between the culture model of a particular country and consumer behavior in the catering services market through the prism of the 7Ps marketing

mix (Product, Price, Place, Promotion, People, Process, Physical evidence) (Table 1).

Table 1
Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market

7Ps marketing mix elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
Product	4.17	4.07	3.86	4.13	3.68	3.87
Price	4.49	4.23	4.17	4.14	4.00	3.98
Place	4.27	4.16	3.96	4.07	3.78	3.91
Promotion	4.07	4.11	3.76	4.02	3.58	3.86
People	4.51	4.19	4.20	4.10	4.02	3.94
Process	4.45	4.19	4.14	4.10	3.96	3.94
Physical evidence	4.40	4.24	4.09	4.15	3.91	3.77
Average	4.34	4.17	4.03	4.10	3.85	3.90

The results of the study allow drawing a conclusion about the strong influence of the culture model elements on the behavior of Russian and Chinese consumers in the catering services market (estimates of the influence of the culture model on the behavior of the analyzed consumers vary within the range from 3.85 to 4.34 points). It should be noted that among the elements that form the culture model, the system of cultural values has greater impact on the behavior of both Russian and Chinese respondents in the catering services market (estimates of the impact of the cultural values system on the behavior of respondents range from 4.17 to 4.34 points). However, the degree of impact of the culture model elements such as the material and social environment on the behavior of Chinese consumers in the catering services market is slightly higher than that of Russian consumers.

Consider the effect of culture model on consumer behavior in the catering services market in the context of the 7Ps marketing mix (Table 2).

Table 2
Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the product

Culture elements Products	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
A large number of menu items	4.41	4.12	4.10	4.14	3.92	3.88
Availability of grilled dishes	3.79	4.16	3.48	4.22	3.30	3.91
Availability of deep-fried foods (cooked in oil)	3.69	4.04	3.38	4.06	3.20	3.79
Availability of salads	4.43	3.92	4.12	4.04	3.94	3.67

Availability of soups (broths)	4.25	3.92	3.94	4.12	3.76	3.87
Availability of pizza	4.49	4.00	4.18	4.08	4.00	3.75
Wide selection of toppings for pizza	4.35	4.00	4.04	4.10	3.86	3.75
Wide selection of burgers	4.05	4.06	3.74	4.08	3.56	3.81
Availability of fish courses	3.91	3.96	3.60	4.08	3.42	3.71
Availability of chicken courses	4.29	4.10	3.98	4.04	3.80	3.85
Availability of meat courses	4.41	4.14	4.10	4.24	3.92	3.89
Availability of vegetarian dishes	3.71	4.12	3.40	4.16	3.22	3.67
Availability of national dishes	3.91	4.14	3.60	4.16	3.42	3.89
Wide selection of desserts	4.49	4.04	4.18	4.32	4.00	4.79
Wide selection of drinks	4.49	4.08	4.18	4.14	4.00	3.83
Wide selection of sauces	4.03	4.22	3.72	4.22	3.54	3.97
Availability of sets and set-meals	3.97	4.10	3.66	4.14	3.48	3.85
Availability of children's sets and meals (with a toy and matching décor)	3.91	4.08	3.60	4.06	3.42	3.83
High quality and taste of cooked food	4.61	4.12	4.30	4.22	4.12	3.87
Average	4.17	4.07	3.86	4.13	3.68	3.87

In consequence of the study it was revealed that cultural values affected consumer behavior to a greater extent in comparison with the material and social environment. For Russian respondents such regularity manifests itself with respect to positions such as high quality and taste of cooked food, and a large selection of drinks and desserts. A large selection of sauces, the presence of grilled dishes, meat and national courses is typical for the taste of Chinese respondents. It should be noted that the preferences of consumers in the selection of food products are essentially determined by cultural features.

In the course of the study it was established that the price parameters were very important for consumers in the catering services market, particularly of fast-food format in comparison with other elements of the 7Ps marketing mix - Product, Place, Promotion, Process, Physical evidence (Table 3).

Table 3

Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the price

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Culture elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
Price						
Low average check	4.45	4.16	4.13	4.07	3.96	3.91
A fair quality-to-price ratio of provided services	4.59	4.28	4.27	4.19	4.10	4.03
Possibility of free delivery of the order	4.43	4.24	4.11	4.15	3.94	3.99
Average	4.49	4.23	4.17	4.14	4.00	3.98

Among the price parameters, a fair quality-to-price ratio of services is the most important for respondents in the analyzed countries. Russian consumers, in comparison with Chinese, are more guided by price factors when choosing food products.

The study revealed an emerging trend in the organization of sales at enterprises offering catering services. Analysis of consumer preferences has shown that the most popular services are the possibility of ordering ready meals for takeaway online or through call-center, as well as home and office delivery. This circumstance is explained by the increase in the pace of life (Table 4).

Table 4

Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the place (distribution)

Culture elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
Possibility of ordering ready meals for takeaway online or through call-center	4.47	4.20	4.16	4.11	3.98	3.95
Possibility of home- and office-delivery service	4.55	4.26	4.24	4.17	4.06	4.01
Location of the food court in the shopping center	4.23	4.08	3.92	3.99	3.74	3.83
Location of the catering establishments in a stand-alone building	4.17	4.12	3.86	4.03	3.68	3.87
Availability of convenient parking spaces	3.91	4.12	3.60	4.03	3.42	3.87
Average	4.27	4.16	3.96	4.07	3.78	3.91

It is worth noting that marketing complex elements such as the personnel, providing services, and the physical evidence of the service are more important for consumers

compared to the sale of food products, as they create favorable atmosphere for their leisure. In the field of catering services, the promotion of enterprises rendering catering services is an integral part of the marketing complex. Features of the target audience of fast food enterprises, mainly young people, determine their preferences in the promotion channels (Table 5).

Table 5

Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the promotion

Culture elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
Promotion						
Availability of the catering establishment website	4.27	4.14	4.06	4.23	3.78	3.88
Conducting promotions by the catering establishment	4.31	4.15	3.96	4.33	3.82	3.86
Availability of discount cards	4.37	4.16	4.00	4.07	3.88	3.91
Availability of advertising in the press	4.03	4.03	3.22	3.77	3.26	3.71
Availability of advertising in city online portals	3.75	4.10	3.72	4.03	3.48	3.87
Availability of advertising on TV	3.53	4.06	3.44	3.67	3.04	3.81
Availability of advertising in social networks	3.97	4.09	3.66	4.05	3.54	3.93
High ranking among other fast food establishments of the city	4.31	4.11	4.00	3.97	3.82	3.87
Average	4.07	4.11	3.76	4.02	3.58	3.86

Among measures of the promotion complex, consumer preferences are associated with promotions and discount programs to stimulate sales, which is characteristic of both Russian and Chinese consumers. It should be noted that in addition to sales promotion activities, the role of communications related to digital technologies when making decision on the choice of services and catering establishment is quite high. Traditional promotion channels such as television and the press are less popular among consumers.

Special attention should be paid to the marketing complex element such as people (personnel) (Table 6). Today the main reason for repeated visit of the guest is personnel's professionalism as well as high quality of service (Table 6).

Table 6

Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the people (personnel)

Culture elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
Personnel						

Qualified administrative personnel (manager, front-of-the-house manager)	4.41	4.12	4.10	4.03	3.92	3.87
Polite and attentive personnel at cash desks	4.55	4.22	4.24	4.15	4.06	3.99
Qualified kitchen personnel	4.63	4.24	4.32	4.19	4.14	4.03
Availability of health books for personnel	4.51	4.20	4.20	4.07	4.02	3.91
Neat appearance of personnel	4.57	4.16	4.26	4.05	4.08	3.90
Availability of specialized personnel uniforms	4.41	4.18	4.10	4.09	3.92	3.92
Average	4.51	4.19	4.20	4.10	4.02	3.94

In the course of study, it was established that the skills of the kitchen personnel were the most important factor when choosing a catering establishment, because this determined the taste of food. Friendly and neat personnel create a pleasant atmosphere that is important in the organization of leisure activities. It should be noted that the influence of the culture model on the preferences of Russian consumers is manifested to a greater extent (average scores of 4.02-4.51 points compared to the estimates of Chinese consumers of 3.94-4.19 points).

Catering plays an increasingly important role in modern society. This is due to changes in lifestyle, food culture, and formats of consumer leisure. In this regard, the correct organization of services becomes an important factor in the catering competitiveness (Table 7).

Table 7

Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the service process

Culture elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	China	Russia	China
Service rendering process						
Short time needed to prepare the order	4.59	4.28	4.28	4.19	4.10	4.03
High speed of order delivery to the home or office	4.39	4.24	4.08	4.15	3.90	3.99
Presence of the waiter to clean up tables	4.41	4.14	4.10	4.05	3.92	3.89
Round-the-clock operation of the catering establishment	4.35	4.12	4.04	4.03	3.86	3.87
Possibility of paying for the order by credit card	4.49	4.18	4.18	4.09	4.00	3.93

For Russian consumers, the most important factors in providing services are the short time needed to prepare the order and the ability to pay for the order by credit card. This is largely determined by the analyzed format of catering establishments rendering services in the fast food format. For Chinese consumers, important factors are short time needed to prepare the order (similar to the preferences of Russian consumers), as well as the high speed of order delivery to the home or office.

The choice of catering establishment depends also on the interior of the establishment, as it is an undeniable factor of their popularity (Table 8).

Table 8
Matrix for assessing the impact of the culture model on the behavior of Russian and Chinese consumers in the catering services market relatively to the physical evidence

Culture elements	Cultural values		Material environment		Social environment	
	Russia	China	Russia	Russia	China	Russia
Physical evidence						
Availability of games room for children	3.81	4.06	3.50	3.97	3.32	3.89
Availability of restrooms	4.45	4.18	4.14	4.09	3.96	4.05
Compliance with sanitary norms and rules	4.57	4.26	4.26	4.17	4.08	3.97
Clean unhurt furniture in the hall	4.59	4.33	4.28	4.24	4.10	3.96
Large number of seats in the hall	4.51	4.24	4.20	4.15	4.02	3.93
Pleasant unobtrusive interior	4.54	4.22	4.23	4.13	4.06	1.87
Unobtrusive sound	4.47	4.31	4.16	4.22	3.98	3.99
Eye-catching bright interior	4.29	4.16	3.98	4.07	3.80	3.81
Upbeat modern music in the hall	4.19	4.12	3.88	4.03	3.70	3.94
Lack of unpleasant odors	4.41	4.36	4.10	4.27	3.92	4.01
Open access to a Wi-Fi network	4.56	4.42	4.25	4.33	4.06	4.07
Average	4.40	4.24	4.09	4.15	3.91	3.77

The results of the survey conducted among Russian consumers have shown the importance of high-quality and clean furniture in the hall, compliance with sanitary standards and rules, as well as the availability of open access to a Wi-Fi. Among all factors ensuring comfort and convenience, Chinese consumers are distinguished by requirement of the availability of an open access to Wi-Fi, unobtrusive background music, and absence of unpleasant odors.

4. Discussion

When studying cultural features affecting the behavior of consumers in different markets,

the culture model of J. Moven (Moven 1995) and I. Alyoshin (Alyoshina 2011), which includes cultural values, material and social environment, is often used. In the course of the study the authors found that the culture model was influenced mainly by cultural values (the impact of the material and social environment was insignificant). This conclusion leads to the expediency of using the set of cultural values to assess the impact on consumer behavior without taking into consideration the impact of the material and social environment, which will simplify the research tools and the process of study.

When assessing the influence of the culture model elements on consumer behavior in the catering services market in the context of the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, Physical evidence), the definition of valid constructs in the research tool (questionnaire) still remains debatable. The authors of the present study proposed indicators to assess consumer behavior, taking into account the specific features of fast food services.

Further research lines can be associated with extension of geographical and national boundaries of the study, cover of a larger number of respondents from different countries, and consideration of different formats of catering services.

5. Conclusion

The following has been done in the frameworks of the present research:

1. A technique for studying the influence of culture model elements on consumer behavior in the catering services market has been developed and tested in the context of the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, Physical evidence).
 2. It is established that cultural values have the greatest influence on consumers' choice. Analysis of consumer preferences has shown that consumers are largely guided by emotional components of the service, which are determined by the competence, friendliness of the personnel, the services providing process, and the general atmosphere of catering establishments.
 3. In the course of study it has been revealed that cultural values influence the perception of catering services. Thus, Chinese consumers, to a greater extent, value peripheral properties of services, such as open access to Wi-Fi, clean furniture, pleasant music and smells, while Russian consumers, to a greater extent, pay attention to the personnel as an attribute of the food quality.
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[Index]

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