Table of Contents
Research on Tools and Techniques for Economic Decision Analysis

Preface

Acknowledgment

Section 1: Finance

Chapter 1
Investment Decision Making- A Review of Contemporary Literature
*Aleksandar Šević, Trinity College Dublin, Ireland*
*Srdan Marinković, University of Nis, Serbia*

Chapter 2
Application of Markowitz portfolio theory by building optimal portfolio on the US stock market
*Martin Širůček, Faculty for Business and Economics, Mendel University in Brno, Czech Republic.*
*Lukáš Křen, Faculty for Business and Economics, Mendel University in Brno Czech Republic*

Chapter 3
Do Judgmental Factors Lead to a Good Decision on Investing in a Currency or Mislead the Financial Player? An Application in Turkey
*Aykan Akincilar, Gazi University, Turkey*

Chapter 4
The effects of prudential supervision on bank resiliency and profits in a multi-agent setting
*Alexandru Monahov, University Nice Sophia Antipolis, GREDEG-CNRS, France*

Section 2: Economic Policy

Chapter 5
Measuring Governance: The Application of Grey Relational Analysis on World Governance Indicators
*Vesna Jankovic-Milic, Faculty of Economics, University of Nis, Serbia*
*Marija Džunić, Faculty of Economics, University of Nis, Serbia*

Chapter 6
Export-led Recovery in Portugal. Can it Also Sustain Growth?
*Gonçalo Carvalho, Faculty of Economics, University of Coimbra, Portugal*
*Marta Simões, Faculty of Economics, University of Coimbra, Portugal*
*António Portugal Duarte, Faculty of Economics, University of Coimbra, Portugal*
Chapter 7
Modeling Labor Market Flows on the Basis of Sectoral Employment in Europe
Mirko Savic, University of Novi Sad, Serbia
Jovan Zubovic, Institute of Economic Sciences, Belgrade, Serbia

Chapter 8
Using a typology to understand the environmental attitudes and economic prospects of mussel farmers in Greece
Alexandros M. Theodoridis, School of Veterinary Medicine, Faculty of Health Sciences, Aristotle University of Thessaloniki, Greece
Athanasios Ragkos, Alexander Technological Educational Institute of Thessaloniki, Greece
Panagiotis Angelidis, School of Veterinary Medicine, Faculty of Health Sciences, Aristotle University of Thessaloniki, Greece
Christos Batzios, School of Veterinary Medicine, Faculty of Health Sciences, Aristotle University of Thessaloniki, Greece
Vagis Samathrakis, Alexander Technological Educational Institute of Thessaloniki, Greece

Section 3: Firms and Networks

Chapter 9
Decision making under risk and uncertainty in the oil and gas industry
Christopher Boachie, Central University, Ghana

Chapter 10
Crisis communication and crisis management during the crisis, case study of Croatia
Ivana Bilić, Faculty of Economics, University of Split, Croatia
Franka Vrkić, Faculty of Economics, University of Split, Croatia

Chapter 11
Multi-Criteria Decision Making Approach for Choosing Business Process for the Improvement : Upgrading of the Six Sigma Methodology
Marija Radosavljevic, Faculty of Economics, University of Nis, Serbia
Aleksandra Andjelkovic, Faculty of Economics, University of Nis, Serbia

Chapter 12
Rethinking social capital measurement
Laurence Saglietto, University Nice Sophia Antipolis, France
Delphine David, University of Paris 13 Sorbonne Paris Cité, France
Cécile Cezanne, University of Paris 13 Sorbonne Paris Cité, France

About the Contributors
Index