

Table of Contents

Welcome to the Second Edition	6
Investigating Internship Onboarding in Hospitality Establishments: Impact on Organisational Attractiveness <i>doi:10.2440/013-0006</i>	8
The Influence of Tariff Changes on International Market Performance <i>doi:10.2440/013-0007</i>	11
AI-based Smart Home Technologies in the Telecommunication Industry – A Multiple Case Study <i>doi:10.2440/013-0008</i>	14
Ethically operating Businesses in Europe are Financially more successful – A study on the impact of ethical business behavior on a Firm's financial Performance <i>doi:10.2440/013-0009</i>	29
Executive Education Defined: A Complete Plan for the Future <i>doi:10.2440/013-0010</i>	130
The Impact of Social Media Marketing Activities on Consumer Behavioral Intention of Tax Consulting Services <i>doi:10.2440/013-0011</i>	142
Internship Satisfaction Post-Pandemic: A Systematic Literature Review <i>doi:10.2440/013-0012</i>	179
Foundations of Academic Philosophy for Researchers <i>doi:10.2440/013-0013</i>	204
Instructions for Authors	230