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According to Jasiulewicz and Lemanowicz (2016), the motives and barriers to consuming innovative food products come down to features of the innovation, consumer characteristics and environmental characteristics.

“Human capital quality is determined by the quality of the education system, than the investment in education and also participation rates in education.” (Justić Jozičić and Škare, 2016).

The research of hotel chains by Cosma Smaranda et al. (2016) reveals that the strategies for products, processes and some elements incorporated in physical evidence can be considered mainly standardized, while variables like pricing, distribution, promotion and personnel are mainly adapted to the foreign market expectations and requirements.

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