

Varazdin Development and Entrepreneurship Agency
in cooperation with
John Naisbitt University
University North
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Economic and Social Development

21st International Scientific Conference on Economic and Social Development



Editors:

Ana Jurcic, Dijana Oreski, Mihaela Mikic

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Book of Abstracts

Belgrade, 18-19 May 2017

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THE ROLE OF THE ENVIRONMENT IN TOURISM EXPERIENCE CO-CREATION

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ABSTRACT

Co-creation of experience has become an effective alternative to which tourism operators are increasingly turning. The main objective of this paper is to analyze in depth the components of a suitable environment that act as basis of various interactions that allow the co-creation of experience. This environment is nothing but a real environment that holds a physical and social surrounding, and a virtual environment that encompasses all the opportunities offered by the ICTs and promotes co-creation.

Keywords: *Co-creation, Physical surrounding, Social surrounding, Tourism experience, Virtual setting*

BUILDING CAPABILITIES TO BECOME RESILIENT ORGANIZATION IN A TURBULENT ENVIRONMENTS

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ABSTRACT

Several international organizations developed new solvency requirements for insurance (and reinsurance) companies: the International Actuarial Association (IAA) established the so-called Solvency Working Party for this purpose at the request of the Solvency & Actuarial Issues Subcommittee of the International Association of Insurance Supervisors (IAIS); IAA Insurer Solvency Assessment Working Party, formerly known as the IAA Risk-Based Capital Solvency Structure Working Party has developed a standardized framework for determining (required) solvency capital; The European Commission recently worked on the so-called Solvency 2 project, which led to a better risk-based capital approach to solvency requirements applicable to insurers within the European Union than the current framework. The Insurance Committee of the Groupe Consultative Actuarial European provided support for this project; this is also being stimulated by Basel 2 Accord. Much research and discussion are therefore currently taking place on the various types of risks which are relevant to insurance companies, and how adequate economic capital can be defined for them. This Paper is about the types of market and strategic risks that affect insurance companies and the practice in assessment and measurement these risks in the Serbian insurance companies. This paper presents researched issues relevant to building the resilient Serbian insurance organizations through better assessing

various risks. These includes the results of field research specifically on 20 biggest insurance companies provided in 2017 on engagement in enterprise market and strategic risks assessment. The major insurance sector developments, as well as the characteristics of risks and bridging theories. The main findings of the research suggest that the risk management practices of insurers are rather good. The vast majority of 85 percent respondents replied affirmatively to the question of whether a significant influence (like sustainability and increase) of different types of risks impacted their business in 2016 what confirmed the hypothesis of the research. Methods of descriptive statistical analysis of the observed data, mean and standard deviation, Statistical tests χ^2 (chi-square) for the testing of independence of the impact of individual risks to the business of insurance companies, and the Pearson's product moment correlation coefficients (r) have been used in the research for the distribution and the cross-correlation structure between various kinds of observed risks. The contribution of the Paper is in the support of Building a Resilient Insurance firms which play an important role as providers of protection against financial and economic risks and as financial intermediaries, as well as in the improvement of their risk management practices.

Keywords: *insurance market risks, strategy, solvency requirements, mismatches*

PEACEFUL SETTLEMENT OF LABOR DISPUTES IN THE REPUBLIC OF SERBIA AS A CONTRIBUTION TO THE LEGAL ENVIRONMENT OF BUSINESS

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ABSTRACT

In the paper, we will address the peaceful settlement of labor disputes in the Republic of Serbia as a contribution to the legal environment of business and the review of operations of the Agency for Peaceful Settlement of Labor Disputes, statistical indicators, all in the context as a contribution to the legal environment of business. The general view in the paper is that the peaceful settlement of labor disputes in the Republic of Serbia regarding the content, according to the legal approach, above all is in accordance with the standards of the International Labor Organization, but our situation and needs dictate the number of specific features that are reflected in the ways of implementation and the need to reform certain aspects of the institute for peaceful settlement of labor disputes in this segment. The process is influenced by trade unions, employers, founders, stakeholders, the government, citizens, the EU institutions and the UN. Entities dealing with the peaceful settlement of labor disputes in the Republic of Serbia are norm-regulated and are comprised of employees and employers but the regulatory position is under the influence of the wider environment and it can hinder the functioning of the active participants and make their behavior inconsistent with normative practices. With respect to the general interest, through the operations of the Agency for Peaceful Settlement of Labor Disputes, the imperative need to adjust the internal and external environment emerges, which results in benefits for the wider community, as a contribution to the legal environment of business.

Keywords: *peaceful settlement of labor disputes, collective labor disputes, individual labor disputes, the Republic Agency for Peaceful Settlement of Labor Disputes, The Legal Environment of Business*

RESEARCH OF DEVELOPMENT AND GROWTH PERSPECTIVES OF THE LOCAL ICT SECTOR

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ABSTRACT

Eastern Croatia and its most important urban and university center city of Osijek have undergone a drastic transformation of the economic structure in the last quarter century. With the disappearance of traditional industries (metal processing, wood processing, textiles, graphics and part of the food processing industry) and the inadequate development of the primary sector (agriculture, forestry) a huge gap was created in the economics equality of the regions in Croatia. The young generations of educated people remain unemployed for a relatively long time, migrate to large urban centers (in this case to Zagreb) or even emigrate to European countries in search of employment. Under these conditions, a small enthusiastic groups and individuals appear who, relying solely on its own intellectual capital, leave the limitations of the local environment and begin to produce services that can be implemented in the global market. This capital primarily consists of the knowledge and skills of the creative use of ICT. Recognizing the limitations of small separate groups in this sector, began their association in order to achieve better positions in the regional and global market, find new market niches, as well as to create educational centers parallel to the official teaching at schools and universities. There was no classic cluster approach applied, but in early

2013 the non-profit, non-government association named Osijek Software City (OSC) was founded. Its aim is to increase the attractiveness of IT development profession in Osijek, encourage IT entrepreneurship, networking and design of cooperation programs. Today, Osijek Software City brings together more than 40 companies and dozens of individuals. The aim of this study is to assess the possibilities for further development of the regional ICT sector, analyze data on the number of businesses and employment in this sector, as well as to determine whether there is a possibility that this region becomes more competitive and attracts even more young and educated IT professionals and large companies.

Keywords: *Croatia, digital economy, employment, information technology, IT sector*

REPORTING ON RISK

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ABSTRACT

The importance of the risk management philosophy and practice is increasing largely due to growing common exposures to aggregate risk, what has motivated the specific research on Serbian practices. The paper presents the results of the qualitative field research on risk reporting, conducted in 2016 in Serbia. Through a series of interviews with 17 insurance companies the research examined current practice in risk reporting and the reporting hierarchy and integrity of functions

within the enterprise system. Beside filed provided interviews, there were used methods of Multiple Regression Analysis and X^2 test. The main results show that the risk shaping in this particular financial sector emerged, that there are various levels of risk reporting exist as well as their interconnections with other functions. The findings suggest that the risk management reporting practices of Serbian insurers are variable, generally behind best practices in adjacent sectors, and in some cases are causes of concern but that they have been improving significantly.

Keywords: Insurance, risk management, risk reporting , insurance market

FACEBOOK OR THE “BOOK OF FACES” AS A DATABASE FOR CUSTOMER PROFILES, MARKETING COMMUNICATIONS AND APPLICATIONS

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ABSTRACT

When they are online, Facebook users themselves voluntarily enter and update information about themselves, their family members and friends. Facebook as “an open and always available Book of Faces” can be observed as an updated database of consumers’ and companies’ behaviour. Companies can use Facebook database (“Book of Faces”) in order to do research into consumer behaviour, customer relationship marketing (CRM), marketing communications and applications. Companies may carry out their personalised communications with their fans in real time, as well as initiate communications between their fans and the creation of the user generated content (UGC) about the

company (by uploading positive comments, photos and so on). On the basis of Facebook applications, companies inform their fans and other interested users on Facebook about their products and events, encourage the engagement of fans (e.g. by organizing sweepstakes) for the purpose of creating the UGC and viral communications.

Keywords: *Application, Customer profiles, Database, Facebook, Marketing communications*

WORKING CONDITIONS AS KEY DRIVERS OF ECONOMIC GROWTH: EMPIRICAL EVIDENCE FOR EUROPE

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ABSTRACT

The paper focuses on designing a general framework of analysis for the working conditions in Europe, as main drivers of economic growth, with a decisive contribution to the increase in GDP per person employed. The economic literature attests a tight interdependence between job quality, mainly reflected through the working environment, work intensity, working program, skills, earnings or job difficulty and the labour productivity, job satisfaction, respectively performance and economic growth. Therefore, we have developed a complex cluster analysis based on the Ward method and Euclidian distance that allowed for a proper grouping of EU-28 countries according to the outcomes resulted on three job quality indices. Furthermore, we configured six macroeconometric models processed through the correlated panels corrected standard error method of estimation (PCSE) and OLS in

order to assess the impact of various measures of the working conditions upon the GDP per person employed. The results of the cluster analysis point out that Central and Eastern European countries tend to have a less flexible working program but with more hours worked and increased job difficulty compared to the other Member States, while the estimation results for the job quality impact models upon GDP per person employed highlight important positive effects of all four job quality dimensions considered as explanatory variables (fixed program, tight deadlines, paid training, job prospects), reflected in terms of significant improvements in the level of GDP per person employed for the 28 panel considered economies.

Keywords: *Economic growth, Job quality, Productivity, Working conditions, Welfare.*

AGILITY IN CUSTOMER SERVICE USING CLOUD BASED CRM SYSTEMS AND ENTERPRISE COLLABORATION TOOLS

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ABSTRACT

Contemporary worlds of both the real and the virtual ones merge. Here comes the fourth revolution which equals to digitization. The digitization of customer service means for many companies the necessity of integration with the current exponential changes. Digitization impose changes in business models. Contemporary

technologies like Internet of things, artificial intelligence, cloud computing and big data open new opportunities for enterprises but are very challenging at the same time. But especially for companies operating in a virtual environment customer service based on modern technologies became obligatory. These new technologies allowing full customization of the offer and highest level of customer service with acceptable costs and inputs. Using of these new technologies determine the position of the companies in the market. Instant share of knowledge, files, and customer related data across enterprise become crucial for gaining competitive advantage these days in turbulent and unpredictable business environment. Connect all employees with experts from whole organization regardless of their role or location is the best and most effective way to react quickly and proactively for customer's needs and expectations. Collaborate on sales opportunities, customer service cases and requests, marketing campaigns and innovative projects with embedded applications and custom workflows within one common integrated system open new markets. Agile (agility) become very popular term worldwide as proper usage of agile methodologies in business (especially in customer service) may lead to market success. This paper is devoted to the role of new technologies in the processes of customer service and enterprise social networks and collaboration. But also key issues in the introduction and use of these technologies are described. Authors presents how properly implemented instant communication tools can accelerate productivity and overall performance of the business including but not limited to sales and customer service processes. The article is based on case studies, research and experience authors have using one of the top CRM solution - Salesforce. In particular enterprise collaboration platform introduced by Salesforce called Chatter.

Keywords: Agile, Chatter, Cloud, CRM, Digitalization, Salesforce, Social

ASSESSMENT OF THE EFFECTIVENESS OF THE USE OF THE ASSETS OF THE NATIONAL FUND OF KAZAKHSTAN AND WAYS TO IMPROVE IT

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ABSTRACT

In the context of globalization, Kazakhstan's economy requires comprehensive measures to increase the assets profitability of the National Fund, the quality of its management and the use of assets. Now the efficiency of its using is low. This study analyses the profitability of NFK's funds, as well as ways to increase it by using a new model of its formation and distribution. It consists in the accumulation in it, not only rents from oil and gas, but also from all raw materials, the addition of investment functions, the revision of the policy of funds allocating, and the formation of a more optimal portfolio of savings allocations.

Keywords: *Efficiency, Kazakhstan, Model, National Fund, Optimal Portfolio, Return on Assets*

(IN)VISIBLE FACTORS IN IMPLEMENTING ECONOMIC REFORMS – SOME THEORETICAL CONSIDERATIONS

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ABSTRACT

Economic growth resulted in an increasing number of externalities and changes in life and technology creating new social problems to be solved. While increased stock of knowledge made radical changes in production technologies and offered a foundation for the world of plenty, on the other side the institutional framework needed to deal with increasingly complex issues societies were facing. The overview of different theoretical insights, mostly from institutional economics, will be presented in this paper. This paper contributes to the discussion on the facilitation of the process of managing economic reforms through a better understanding of hidden factors that influence economic outcomes.

Keywords: *Belief system, Economic reforms, Institutional change, Public policy, Trust*

SUSTAINABLE DEVELOPMENT IN SERBIA IN CORRELATIONS WITH FOREIGN DIRECT INVESTMENT

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ABSTRACT

Foreign direct investment as the most common form of international capital movements are very important factors in the development of each economy. Given the fact its characteristics in terms of the impact on long-term economic development, foreign direct investment offer the possibility of achieving goals of sustainable development. In the terms that the effects of foreign capital does not manifest in the same way at all levels in the host country, the paper gives the importance of foreign direct investment for strengt the capacity of local communities in achieving the goals of sustainable development. The point of the paper is to show movement of foreign direct investments in municipalities and cities in Serbia and to provide useful recommendations for improving the business climate to attract foreign direct investment in local communities. Starting from the fact that the needs of local communities in Serbia to attract foreign direct investment are big, at the end of the paper it is given that investment location are the most important determinants of the host country by foreign investors when making investment decisions.

Keywords: *Foreign direct investment (FDI), goals od sustainable development, local communities, determinations of FDI*

COMPARATIVE ANALYSIS OF CREDIT RISK ASSESSMENT IN THE ASSESMENT OF BUSINESS PERFORMANCE OF BORROWER - SERBIA – BOSNIA AND HERZEGOVINA

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ABSTRACT

The aim of preparation of this work is reflected in the comparative analysis of parameters and elements that are used in the function of the evaluation of business performance of the borrower as well as in the analysis of ways and methods to minimize credit risk in order to reduce the number of nonperforming loan requests by the bank. We are witnesses to the fact of the growth of so-called "bad loans" due to inadequate assessment and evaluation of the possibilities for repayment of the loan. Therefore, this paper is to point out the most important elements to be analyzed in order to adequately assess creditworthiness.

Keywords: *banks, liquidity, performance, capital adequacy, risk, nonperforming loans*

FOREIGN DIRECT INVESTMENTS AS WELL AS SIGNIFICANT FACTOR IN THE ECONOMIC DEVELOPMENT

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ABSTRACT

Investments are crucial for economic growth. In the contemporary environment of intensive international financial connections and with the expansion of transnational companies a substantial part of investments are made by foreign companies. Beneficial factors for foreign direct investments are natural resources, the geographical position, specifics of the labour force, technology level and other specific for certain countries conditions. The intensive globalization process in the last decades contributes for an easier movement of capital by cutting restrictions. Object of the research are investigating the nature of FDI in Serbia and Bulgaria and their role for economic growth and the effects they have local economies.

Keywords: *Investment, foreign direct investment, economic growth, Serbia and Bulgaria*

THE INFLUENCE OF INNOVATION ON THE ENTERPRISE COMPETITIVENES

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ABSTRACT

Research subject of this paper is the establishment of innovations as a factor of competitiveness and the realization of company's market share, bearing in mind that the size of market share cannot be defined once and for all, as well as that competition is going through constant changes. Research objective of this paper is to define innovations as the crucial factor for increasing company's market share and its competitiveness in the long run. Research was carried out in 2016 based on a specially designed questionnaire on a sample of 100 organizations in the territory of Serbia. There were 96 returned and validly filled out questionnaires that were taken into consideration during data processing. Methods used in this research are hypothetic-deductive, analytic-deductive and comparative methods, historical and statistical-descriptive methods and finally methods of comparative statistics (χ^2 test, ANOVA). In key results of the research it is confirmed that the innovation of the organisation and innovative activities of its employees influence the increase of its market share and competitiveness, with significant differences of the values depending on the organisation size, years of operating, level and different kind of industry the organisation operates in. Paper contribution can be seen

in support of organization's innovativeness and competitiveness as the function of business success, the linkages between innovative capacity, innovativeness and business. Positive results support also the greater investments into new and innovative projects of business subjects, from innovations of products, technology and material, organization and methods of management, to market innovations.

Keywords: *competitiveness, firm objectives, innovation, knowledge, market share, market design, statistical methods*

TOWARDS EUROPEAN CENTRAL BANK EUROSYSTEM 4.0

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ABSTRACT

The history of banking refers to the development of banks and banking throughout history, with banking defined by contemporary sources as an organization which provides facilities for acceptance of deposits and provision of loans. Today, far too many banks create silos for each channel – including separate reporting lines and separate sales goals. The practices in the European Union (EU) nations suggest that the key financial ratios currently applied across member states are quite heterogeneous and the variables taken into account to define them are not identical. The European currency EURO could fail because of financial mismanagement by various EU governments. The Eurosystem uses three categories of instruments. The worldwide economic damage of total erosion of the euro zone is approximately 20 trillion euros. Therefore, European Union needs Eurosystem 4.0 within the current trend of automation and data exchange in banking technologies. Eurosystem 4.0 include cyber-banking-physical systems, the Internet of banking things and cloud banking computing. The ability of companies and people to connect and communicate with each other via the Eurosystem 4.0 of Companies (EoC) or the Eurosystem 4.0 of People (EoP).

Keywords: *P2P Lending, Banking, Technology, ECB*

ECONOMIC GROWTH AND DEVELOPMENT - 4 WHEEL MODEL WITH SPECIAL EMPHASIS ON INVESTMENT IN HUMAN CAPITAL AND TECHNOLOGICAL INNOVATION

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ABSTRACT

The complexity of today's environment requires an integrative approach in the analysis in order to define new models of economic growth and development. Considering the numerous studies in the categorization of developed, developing and underdeveloped countries, it can be seen that as a criterion it is usually taken the GDP per capita. However, a deeper analysis leads to the other variables, such as life expectancy, education, health care, the use of modern technology and etc. which are in direct correlation with the development of a country. Considering, this fact, it is clear that the creation of new economic models for sustainable development must include the human aspects, which have been largely neglected, so far in economic theory. Past models were based primarily on the use of the basic factors of production. As the example of this is Switzerland, the first ranking country in the Global Competitiveness Index for the last eight years. But also the same ranking country in the efficiency of the work force, innovation and readiness in accepting the new technologies. Switzerland is fourth ranking in index of education and eight of the health care index. These indicators show us precisely the importance of human capital in creating a new framework for economic development. The new model of economic growth and development must include the four aspects, namely: human capital, innovation and technology,

capital investment and natural resources. An important role in the formation of such a model of sustainable economic growth and development must have the government, as the main strategist in defining desirable priorities.

Keywords: *Economic theories, economic growth, human capital, technology innovations*

MARKETING PERSPECTIVE: FACTORS AFFECTING ENVIRONMENTALLY CONSCIOUS CONSUMER BEHAVIOR

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ABSTRACT

In this paper, 41 empirical articles, from 2000 to 2017, on environmentally conscious purchase behavior are reviewed. With the increase in environmental problems, consumers become more ecologically conscious and through their individual behavior they contribute to their solving. Green purchasing power grows steadily and it is accompanied by theory and business with the aim to identify moderators of green purchase behavior. Since there is no unified stance on this topic, it is an interesting field for a new research, which can give a new insight or a guideline to policy makers, marketers and managers and help them to encourage green purchasing. Besides being a review of factors that were of interest to the researchers in the observed period, this paper can be basis and a guideline for future studies, new marketing strategies as well as for legislators.

Keywords: *Environmentally conscious consumer, Green purchase behavior*

STRATEGIES OF CHINESE COMPANIES WHEN ENTERING GLOBAL MARKETS

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ABSTRACT

Almost forty years ago, the Chinese economy slowly but steadily started to open itself to investments of foreign companies. It was a long process, in which both foreign managers and Chinese businessmen learned a lot. Since the establishment of the People's Republic of China in 1949 until 1978, there was no presence of foreign companies and investments at the Chinese market. During this period, China was focused on domestic development with domestic resources along with the state planned economy. So it was difficult to completely change the way of functioning of the Chinese economy and to have a successful cooperation with foreign companies and investors, when China opened its market to foreign investments. Since the opening of Chinese market, foreign companies used the only possible way to enter this market and that was joint venture. After Chinese Government pulled out this restriction for operating on its market, international companies used many different strategies to operate in China. Then, ten years ago, a reverse process began, in which now strong Chinese companies started to enter different international markets. Chinese companies are increasingly becoming important international business competitors, having enterprises or subsidiaries in countries such as the United States of America, United Kingdom, Germany, France, Sweden etc. In their process of growing and going abroad, the Chinese companies are using different strategies for doing their business - such as mergers, acquisitions, joint ventures or, if possible, direct investments. The aim of this paper is to show how Chinese companies from different business fields first succeeded in China and after that to reveal what type of strategies they were using when entering global markets.

It will be shown that, besides direct export, which was the most important strategy of Chinese companies in former times, they are changing their approach and nowadays they are becoming more versatile in doing their business abroad.

Keywords: *China, companies, global market, strategies*

ASSESSMENT OF SOCIAL ADVERTISING EFFICIENCY PRESENTED BY CELEBRITY ENDORSERS USING THE COMMUNICATION MODEL COMMAP

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ABSTRACT

The aim of presented research is to assess the efficiency of selected social advertising campaigns endorsed by popular Slovak celebrities. In order to determine likeability of particular campaigns, one endorsed by Lukáš Latinák (campaign „Blue butterfly“ supporting muscular dystrophy patients) and the second endorsed by Michaela Čobejová (campaign „Different country, different customs“ concerning international law protection of children and youth), we used the method of Communication Style Mapping – i.e. COMMAP model first presented by Eric DuPlessis. The perception of selected celebrity endorsers was measured by using semantic differential method. Research outcomes present the measure of social advertisement likeability within each dimension of the COMMAP model in relation to the perception of given celebrity endorsers by adolescent age group.

Keywords: *celebrity, COMMAP, efficiency, endorsement, social advertising*

ANALYSIS OF FOREIGN DIRECT INVESTMENT OPPORTUNITIES IN MACEDONIA

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ABSTRACT

The relationship between foreign direct investment (FDI) and economic growth is the subject of longstanding debates. These foreign investments represent one of the main factors for economic development that can have positive implications for employment and growth in gross domestic product by creating jobs, boosting productivity and competitiveness, industrial specialization, transfer of sophisticated technology and providing fast access to the global market. FDI have a big part in the movement of capital across national borders and become an important source of private external finance for developing countries. There is no longer the question whether to open the doors of the national economy for foreign direct investment but what measures and strategies should be taken to attract foreign investors. Governments must have properly conceived macroeconomic policies to attract foreign direct investment, as net benefits of FDI depends, beside the comparative advantages of the host country, also from the its economic policy towards FDI. The countries from the Balkan, including Macedonia, are making great efforts to attract foreign investors, which will enable: inflow of capital, encouraging economic growth and development, renewal of outdated technology, acquisition of new managerial skills and etc. Investment inflow from abroad in these countries is much lower compared to the countries of the European Union, and because of that there is a necessity for greater activities to promote and attract foreign investors in each country with the help of government measures and policies. The primary goal of this paper is to analyze investment opportunities in Macedonia, in the context of an analysis of the benefits and opportunities arising from investment for foreign investors. The secondary goal is to evaluate and expose the real

conditions for doing business in Republic of Macedonia with accent on the possibilities and the limitations that could burden the foreign investors. All of this will be supported with the results of the empirical research that was implemented in 23 companies with over 10 percent of already invested foreign capital in Republic of Macedonia.

Keywords: Capital, FDI – foreign direct investment, Growth, Investor, Opportunities, Republic of Macedonia.

CUSTOMER RELATIONSHIP MANAGEMENT IN LIBRARIES AND DOCUMENT INFORMATION CENTERS: AN EMPIRICAL RESEARCH IN KONYA SELCUK UNIVERSITY LIBRARY

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ABSTRACT

Customer Relationship Managment is a marketing managment principle which helps firms to establish and maintain beneficial relationships with customers. Since libraries are considered as service firms CRM could be an applicable and beneficial marketing approach for such organizations. Benefits can be summarized as identifying the need and improving the efficieny of the service. In order to identify the relationship between CRM and libraries an empirical research at Selcuk University Library was developed. The aim of this research is to identify the meaning of customer relationship and it's link to libraries and document information centers.

In the research customers' satisfaction level was evaluated based on three factors which are service factors, employee factors and pyhsical factors. Questionnary was used as research method.

Keywords: *Customer Relations, Customer Satisfaction, Library Services*

EVALUATION ON TIME MANAGEMENT SKILLS OF UNIVERSITY STUDENTS

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ABSTRACT

Rapid developments in information and technology lead to different effects in different areas of life. Human life is also affected significantly by these changes. This rapid process of change affects people's lifestyle and also leads to dramatic changes in work life. In addition, technological advances significantly change and accelerate ways of doing business. Therefore, people are faced with problems about using time more effectively and efficiently. In this context, time management skills of the students of Kadınhanı Faik İçil Vocational School were evaluated in this study. Population of the survey is 1400 students studying at Kadınhanı Faik İçil Vocational School in the field of social and natural sciences in the 2015-2016 academic year.

Time Management Inventory (SSI) which is designed to measure students' time management skills is used for collecting the data. SSI is developed by Britton ve Tesser (1991) and later it used by Alay and Koçak (2002) and Başak et al. (2008).

Keywords: *Time Management, University Students, Strategic Management*

ANALYSIS OF INDUSTRIAL CONCENTRATION IN THE CASE ADRIS GROUP PLC.

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ABSTRACT

The aim of this paper is through the practical and research part show market structure prevailing in the markets. The objective is through a theory to explain and apply through an example of how companies cope in markets of different structures by analyzing the different market structures come to the problem with which every company faces in its operations. Analyzing the company, we can see how the interplay between the environment, resources and the leadership leads to a final decision on the market. Company is subject to external and internal factors that directly or indirectly act on the business. In the modern economy, the most common market structure is monopolistic competition, which is characterized by a large number of companies of different sizes, none of which does not have a large market share. As is similar to perfect competition that distinguishes the products or services which are not identical, so that each company can sell at different prices. In the process of analysis of company considered information company that are available in the financial statements, web site alone company. Using and processing the data itself aims to show the competitiveness of the market in which it operates company.

Sources for data collection in this study, foreign and domestic literature on microeconomics, basic economics, managerial economics, accounting. Literature was collected through secondary data sources, primarily using the book library Faculty of Economy in Zagreb, professional publications published on the website. The data required for analysis of the company Adris group plc. were collected on the website of the company, using their financial statements, and Zagreb Stock Exchange website.

Keywords: industrial concentration; Croatian market

CORRUPTION AS A JEOPARDIZING FACTOR OF HEALTH CARE SYSTEM DEVELOPMENT IN REPUBLIC OF SERBIA

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The basic problem of the research in this paper is corruption in the health care system of Republic of Serbia, with a focus on criminal offenses against official duty, viz. criminal offenses under Article 367. and 368. of the Criminal Code of Republic of Serbia: bribery committed by health workers. The subject of the paper researches corruption as a jeopardizing factor for the development of the health care system. The objective of the paper is to acquire a suitable, scientific and social knowledge of the various forms of corruption and mechanisms that the state authorities should use in the combat against this type of threat to society as a whole. Health care refers to the organized and comprehensive action of the society whose aim is to achieve the highest level of preserving the health of citizens and families. Therefore, the main hypotheses in this study are that a higher level of corruption in the health sector means a lower level of health care in society, that is,

if the quality of health care is poorer, the slower economic development of society will be. What is particularly emphasized in the paper is that the combat against corruption in the health care system is one of the conditions for joining the EU. The data in this paper have been obtained through content analysis of the documents by associations of patients, judicial bodies and other organizations related to corruption in the health care system of Republic of Serbia.

Keywords: *Corruption, Health care system, Economic development, receiving Bribes, giving Bribes, a Patient*

MANAGING THE INFLUENCE OF SALES PROMOTION IN THE TERMS OF STATE RECESSION ON BUYING BEHAVIOR OF CONSUMERS

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ABSTRACT

The importance of this paper is to determine a managing course and the intensity of the impact of price reduction for food products onto consumers' behavioral responses. The following responses such as brand loyalty, brand switching, and purchase acceleration, stockpiling and product trial have been analyzed in this paper. The recession in Serbian economy, that has been present over the course of several years, has had a significant impact on the behavior of consumers in a

way that consumers are buying more products at sales. According to the research results of certain authors, retailers have used price sales as the most popular and often the most stimulating instrument of short term demand, and it has seen an increase ever since. Following the analysis of scientific literature that has covered this particular subject matter, three hypothesis regarding the impact of price reduction onto behavioral responses of consumers have been defined. An empirical research in order to test the hypotheses has been carried out over the sample of 100 consumers.

Keywords: price reduction, buying behavior

SUSPENDED SENTENCE WITH PROTECTIVE CUSTODY

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ABSTRACT

The subject matter of this paper is alternative criminal sanctions that are considered to be the future of Serbian penal policy, due to the fact that their primary aim is to achieve high level of offenders' reintegration in society. It is not only Serbia, but its neighboring countries as well that face this problem of finding out new and efficient sanctions. In the paper it has been pointed out to the efficiency of suspended sentence and its special modality – suspended sentence with protective custody. The implementation of this sanction throughout the period of 10 years is analyzed in the paper. Furthermore, the paper describes both advantages and disadvantages of this sanction and the reasons

for its poor implementation are explained. In addition, the authors give suggestion how to increase the implementation of this cautionary measure. Finally, some directions of the development of suspended sentence with protective custody as a very significant admonitory measure are presented.

Keywords: *criminal sanctions, offenders' reintegration in society, suspended sentence with protective custody*

IMPLEMENTATION OF ICT INNOVATION TRENDS IN CROATIAN HOTEL INDUSTRY

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ABSTRACT

In the last decade, the impact of ICT (Information Communication Technology) has been recognized and as one of the major challenges in hotel and hospitality industry. Regarding tourism in general, ICTs are necessary components of doing business. Information technology is nowadays everywhere and by adding communication technology, the possibility of how it can be used in tourism as a global phenomenon is endless. If the right ICT is correctly applied, every hotel can obtain visible organizational benefits. This paper describes the implementation of ICT innovation trends that need to be used in the hotel industry of Croatia. The aim of this paper is to analyse and describe the possibilities of implementation of ICT in Croatian hotels.

Keywords: *hotels, hospitality, Croatian tourism, ICT, innovation trends*

COMPLEXITY, CHAOS AND ECONOMIC MODELING

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ABSTRACT

Complexity is one of the most important characteristic of the economic behavior. Complexity involves chances and risks, and also nonlinearity. Modern economy is a very complex system, and its interactions with the greater social and natural environment, requires us to move beyond the familiar economic relationships studied by mainstream economics. Complex adaptive system (CAS) is a set of many different components, interacting in nonlinear way, in the absence of any external regulatory or supervisory influence. The behavior of CAS cannot be explained by a behavior of specific components, instead, CAS shows emergent behaviors. And the modern economy has all properties of the CAS. The CASs, as large dynamic systems, have the natural tendency to evolve to critical state between order and disorder, often also called the edge of chaos, where either a large or small event, perhaps even unmeasurable change, can trigger a chain reaction of unpredictable magnitude, and change in the CAS behavior at some later point in the future. A model is a simplified picture of the real world. But, modeling of economic, political and social phenomena is very complex, because humans are more complicated and unpredictable than nature phenomena. This paper is the attempt to examine the significance of complexity and chaos for analyzing modern economy, and on that basis, the real possibilities for economic modeling and forecasting, especially in the field of economic development.

Keywords: *chaos, chaos theory, complexity, complex adaptive system, economic modeling*

INCREASING THE PROFITABILITY OF MULTINATIONAL COMPANIES THROUGH TAX HAVENS

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ABSTRACT

The multinational companies are very important part of the international business and international banking. Also, due to its size and scope of business, they are representing the most important entity that occurs in the international market. The main goal of all companies, including multinational companies, is the maximization of profits and expand to as many markets, while reducing costs. Barriers in these company goals is reflected through certain fees which occur in the business. Due to the increasing that fees, multinational companies have begun to resort to tax evasion. An instrument that is most commonly used for minimizing costs, is "tax haven". The authors of this article investigated thoroughly the benefits that this type of business offers. Will be mentioned and geographic locations of "tax havens", as well as the benefits that each of location offers. Based on terminological clarification of terms, will be analyzed examples of companies that have increased their profitability, due to such operations.

Keywords: *international bussines, multinational companies, profit maximization, minimization of costs, tax havens*

GLOBALIZATION AND CHALLENGES OF THE MODERN WORLD THE PROTECTION OF NON- STANDARD WORKERS

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ABSTRACT

The aim of the paper before us is to present the changes in the labor market that have been brought about by the economic crisis, the change in employment and some of the ways of their regulations. In the introductory part the consequences of the crisis that are, as it appears, obvious and affect all countries are presented. In the second part, legal regulation of entering into employment in Serbia, legal regulation of fixed-term contracts, the possibilities of converting it into a contract of indefinite duration, legal understanding of the Supreme Court of Cassation of this issue, legal regulation of work outside employment, the statistics of employed men and women on contracts of indefinite duration, fixed-term contracts, seasonal jobs and occasional tasks are briefly introduced. Third part deals with the legal protection of the workers who have been employed on fixed-term contracts for a large number of years and the decision from the judicial practice of the Supreme Court of Cassation of Republic Serbia that refers to the possibility of shifting from fixed-term employment into indefinite employment, as well as some of the understandings expressed in the decisions of the European Court of Justice of the fixed-term contract and its conversion into indefinite contract that this Court stated based on the request of Member States regarding the interpretation of the Framework Agreement on fixed-term work. The forth part offers the problems that non-standard workers face and solutions proposed by certain countries in order to protect these workers. Conclusion and suggestions are to be found in the fifth part of the paper.

Keywords: *Atypical, non-standard, flexible employment forms; the definition of “fixed-term workers”, the employment transformation*

SOCIAL ENTREPRENEURSHIP IN SERBIA - THE ENTREPRENEURIAL SPIRIT LEADING TO SOCIAL CHANGES

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ABSTRACT

This paper highlights the importance of social entrepreneurship (often called the "third economy"), which has been rapidly developing worldwide in the past 10 years. The social entrepreneurship in the EU is in great expansion and it generates a large number of jobs and opens up new opportunities for economic development. Nearly 1/10 of all jobs in Europe are being opened in the sphere of social economy, and today this sector employs more than 9 million people (permanently employed). The paper also points to the differences between social entrepreneurship and the traditional approach to entrepreneurship, as well as the importance of the adoption of the new legislation in the Republic of Serbia, which would regulate this area (through the analysis of key issues and dilemmas in that process), for the purpose of facilitating its full contribution to the development of the entrepreneurial spirit and social changes.

Keywords: *changes, social economy, social entrepreneurship, social enterprises, the law on social entrepreneurship*

EXTENSIVE KNOWLEDGE IN MARKETING MANAGEMENT

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ABSTRACT

Marketing management is the practical application of marketing techniques. This is the analysis, planning, implementation and control of the program prepared to design, build and maintain mutually beneficial exchanges with target markets. The work of the company in most cases occurs in the middle of changing and uncertain conditions. In other words, there is a vague state of so much uncertainty leads to increased danger. Therefore, the obligation of the company is to investigate the information in different ways. Undertake such must receive sufficient information to help make positive decisions for the purpose of its existence and generating profit. One of the ways of getting information is a system for collecting marketing data and information; we will try to define object types, activities and ways of functioning of the system for collecting marketing data and information. The system for collecting marketing data and information is part of company marketing information system. To enable it to cope with the activities of the competition must rule extensive knowledge related to the environment, and that a lot of knowledge includes information obtained through the system to collect marketing data and information whose responsibility is to create special conditions for the company.

Keywords: *informations, information system, knowledge, marketing*

BUSINESS PERFORMANCE OF THE INSURANCE COMPANIES IN CROATIA

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ABSTRACT

Achieving efficacy of insurance companies in contemporary business conditions requires a high quality database of financial and non-financial data in order to establish useful managerial reports and aid the process of decision making in business. The function of controlling acts towards achieving greater efficacy in business. Controlling includes activities of gathering, analyzing, storing and reporting, preparing and presenting business information necessary for making decisions. Controlling, as the managerial part of a business, is certainly an important factor in achieving efficacy of insurance companies. The premise is that companies with organized controlling function have higher level of business success than those without such activities.

Due to small number of theoretical research on the influence of controlling in increase of insurance companies` efficacy in Croatia, this paper will address insurance market in Croatia, establish the link between a company`s efficacy and liquidity, indebtedness and activity indicators over the period of seven years. The methods used are inductive and deductive, analysis and synthesis, compilation and comparative methods.

Keywords: *controlling, control, insurance company, efficacy, liquidity*

ROLE OF AUDITING IN CONTROLLING PUBLIC SPENDING PROCESS STUDY OF THE FINANCIAL SECRETARIAT OF LIBYA- GHARYAN

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ABSTRACT

This research deals with the role of the audit in the maintenance of public money in accordance with the laws and regulations the institutions and government agencies. The Audit is a branch of the humanities as it is an independent professional one require some kind of specialized education. The Audit screening process for the collection of information in order to verify the argument, and then show a neutral technical opinion on the validity and fairness of the financial statements, according to a set of objective criteria to reflect the needs of the users of those statements. Research problem is based on inadequate implementation of law and financial regulations in the Libyan government bodies and the lack of accounting policies that help in the reduction of public spending in addition to the lack of staff expertise to the concept of financial law of the state and the lack of specific knowledge of the type of embezzlement, who spoke in the public world and the lack of interest by the reviewers to apply auditing methods magazines using modern control systems and the absence of a periodic review of the records of public bodies of the computer technologies.

Keywords: *audit, finance, government, Libya and audit, public spending*

INFLUENCE OF THE NATIONAL SECURITY STRATEGIES OF THE USA FROM 2002 AND 2006 ON THE SOCIAL AND ECONOMIC DEVELOPMENT OF AP KOSOVO AND METOHIJA

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ABSTRACT

This work will point out the national security strategies of the United States of America, which were created during 2002 and 2006, as well as what they each were characterized by, although they did not differ essentially, and they are still preferential interests of the USA, with the focus to perceive how and in what way they influenced the social and economic development of the Autonomous Province of Kosovo and Metohija. The goal of this work is to perceive the influence of the economy from safety aspects, especially at the time when in Kosovo and Metohija, which is still an integral part of the Republic of Serbia, the illegal privatization of state – owned enterprises of the Republic of Serbia is being performed.

Keywords: *security, national security, USA, Kosovo and Metohija, the Republic of Serbia*

LEGAL – ECONOMIC ASPECTS OF CLARIFYING THE FATE OF MISSING PERSONS: PROJECT RUDNICA – RASKA

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ABSTRACT

The Commission on Missing Persons of the Government of the Republic of Serbia was formed by the Decision of the Government of the Republic of Serbia on 8th of June 2006, with the mandate enabling it to deal with resolving the issue of persons missing during the armed conflicts on the territory of FRY and AP Kosovo and Metohija. The Commission on Missing Persons monitors, studies and prepares proposals to address the question of missing persons, collects information and provides notifications of persons missing during the armed conflicts on the territory of FRY and AP Kosovo and Metohija, fulfils the commitments deriving from international agreements and agreements related to issue of missing persons, coordinates the work of relevant bodies and organizations in the process of searching for missing persons, exhumation and identification, cooperates with the competent

authorities, families and associations of missing persons to address the status issue of missing persons and humanitarian questions of their families. The Commission has president and members, who are representatives of the relevant ministries. Section for missing persons in Commissariat for refugees and migration performs professional and administrative technical operations, including coordination of activities in the fieldwork, for the purposes of the Commission.

Keywords: *Commission on Missing Persons, Government of the Republic of Serbia*

ACTUARIAL METHODS AND ASSUMPTIONS IN THE RETIREMENT BENEFITS PLANS

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ABSTRACT

The main objective of any pension scheme is to fulfil target pension liabilities as they fall due. Attaining this objective requires planning, assumptions, funding and continuous monitoring. The need to recognize and make provision for benefit payments in advance, involves the actuary in placing a present value on the future commitment to pay benefits. The main calculations carried out by actuaries are to determine annual cost (required contributions) of providing the pension benefits and the level of liabilities that should be recognized at a specific point in time. Contributions inflow is occurring at a different time and in a different pattern, so that the time value of money is an important consideration. Actuarial methods and assumptions in determining both the cost and funded status of pension plans and institutions for retirement provision across the European countries are different. Project Unit Method is the most common method used for determining the required contribution rate. Also, other methods, such as: Attained Age, Entry Age and Aggregate Methods are also sometimes used. Actuarial assumptions required in the valuation of retirement are economic assumptions and demographic assumptions. The flexibility in

assumption setting and the lack of standardised sensitivity analysis creating potential hazards within the pension scheme. The aim of this paper is to show the influence of various actuarial assumptions on pension benefits and provision, because pension liabilities are highly sensitive to changes in actuarial assumptions. Special attention is given to plans of defined payments after termination of employment, rendering of a service, i.e. Projected Unit Credit Method (PUCM) in accordance with IAS 19 requirements. Various simulations and sensitivity analyses are prepared in order to evaluate the parameters of the model, validation and verification of obtained results.

Keywords: *Actuarial assumptions, PUCM, Sensitivity analysis, Pension plans*

THE DEVELOPMENT OF THE SMEs SECTOR IN POLAND

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ABSTRACT

In the early 1990s the Central Statistical Office (GUS) in its publications on small and medium-sized enterprises used to classify companies according to the number of employees. That is how the division into small – with up to 5 members of staff, medium-sized – employing from 6 to 50 people and big – with more than 50 employees – enterprises was introduced. However, due to the need to adjust the GUS criteria to the EU standards a new division of companies was implemented for the reporting needs, namely: micro-companies with 0 – 9 employees, small businesses employing 10-49 people, medium-sized ones with the headcount of 50 – 249 and big enterprises having the workforce of more than 250 people. Currently the sector comprising micro, small and medium-sized enterprises is a dominant group of business entities in the European economy. There are almost 2.6 million entrepreneurs who conduct their business in EU member states.

Small and medium-sized companies account for 99.8% of the total number of non-financial enterprises. The prevailing group here - representing 92.4% of such businesses - are micro-businesses, 6.4% are small companies and 1% are medium-sized enterprises. When compared to the EU's average, the largest sector of SMEs can be found in Portugal, Spain, Italy, Greece, Sweden, the Czech Republic and Slovakia. The benefits of having small and medium-sized companies had not been recognised in Poland until 1990s. Then the government started a number of initiatives designed to show some directions for development and provide support to this group of market participants, as well as launching a series of programs, such as "Small and medium-sized enterprises in the economy" in 1995, "The directions of the government's activities towards small and medium-sized enterprises for up to 2002" in 1999 and "Entrepreneurship first" in 2002. The aim of the paper is to review the factors which affect the SMEs sector in Poland and to evaluate the structure of this sector.

Keywords: Development, Poland, SME

GEOPOLITICAL CONTEXT OF EURASIAN REGIONALISATION

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ABSTRACT

In this article, we observe with the development of relations within the Eurasian space and between the Eurasian States. We problematise these relations contextually, from the aspect of their functional role in international relations, in the globalised world. The initial premise is that today, the international relations are driven by the global dominance, which significantly coincides with the current needs of globalisation. The dominance, as a value on which an order is established in international relations, faces a challenge in the institutionalisation of regionalisation, which is also a side-process within the process of globalisation, only confined in space and actors. Namely, it threatens global domination. We observe the problem of Eurasian relations phenomenologically. Namely, they are considered in view of their potential impact on the regional geostrategic trends, and on the capacity of leading regional actors. The aim of this article is to analyse primarily if current Eurasian development could in the near future polarise international relations. Findings indicate a new dimension in regionalisation of Eurasia, in the sense of the development of common regional civilisation, which is so far limited to differentiation from the Eurocentric concept. At the moment, though, this novelty is still not sufficiently institutionalised to undermine global institutions. On the functional level, however, this qualitative change in regionalisation of Eurasia, has the capacity to facilitate, not only constraint to domination, but also to the wider compatibility of national regimes, instead of widespread practice to instigate and enforce their change, which would represent an advance with the capacity to lead the international out of the framework of narrow neorealist agenda.

Keywords: *energy security, transport links, culture, security, geostrategic interests*

(IR)RESPONSIBLE LENDING AND PERSONAL INDEBTEDNESS: CONSUMER CREDIT MARKETING

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ABSTRACT

The problem of personal over-indebtedness is escalating in the last decade in spite of the various regulatory changes being imposed both on the level of European Union and within national regulations. Most of the research and policy have been directed towards mitigation of irresponsible borrowing. Considering the disappointing results of such policies (ever growing number of over-indebted households), this research points to the neglected problem of irresponsible lending practices of the financial industry actors. This direction of research is additionally supported by previous research findings: consumers perceive banking sector as responsible for debt problem, and believe that they act unethically when promoting the easy access to credit. Responsible lending practices span across broad range of lenders' activities: from information disclosure in pre-contractual stage, creditworthiness assessment to impartial counseling in case of difficulties in repaying debt, just to name a few. This research is focused on the problem of adequate information provision to consumers through marketing activities of principal credit providers. Prior to the field research, desk research of the existing regulation on information disclosure in the advertisement stage of the consumer credit is carried out. The next method applied is content analysis of advertising tools in Croatian financial sector and comparison of the results within European Union. Analysis entails two aspects of advertising content compliance with national legislation and European consumer credit directive (CCD): first, quantity of information disclosed and second, quality of information disclosed.

Due to the small credit market and scarce number of specialist lenders the analysis is contained to the banking sector which covers vast majority of consumer credit agreements. Results show that compliance of bank marketing efforts, both quantitative and qualitative, with the information requirements at the advertisement stage is extremely low. That gives evidence to the claim that banks engage in irresponsible lending practices and therefore show very low level of corporate social responsibility. Results also indicate that adequate supervision of the analyzed bank lending practices by responsible regulatory bodies is completely missing.

Keywords: *Bank Marketing, Personal Over-indebtedness, Responsible Lending*

IS SEASONALITY OF EMPLOYMENT INFLUENCED BY THE SEASONALITY OF PRODUCTION? CASE STUDY FOR THE EU STATES

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ABSTRACT

The following study aims at comparing seasonality in employment and gross value added for European Union countries. The analysis is based on the cross-country comparison and time series analysis using data from years 2002-2015. The obtained results show large seasonal fluctuations in employment and value added which size varies depending on the country and section of the economy. Bulgaria, Romania, Finland and Sweden were subject to largest seasonal employment fluctuations whereas the United Kingdom, France and the Netherlands were least prone to such fluctuations. The largest seasonality was observed in construction and agriculture, forestry and fishing. The relationship between the seasonality of employment and the seasonality of the added value was varied depending on the section and the country.

Generally results for construction and agriculture, forestry and fishing confirmed the positive link between employment and production. However, the relationship between the seasonal components of employment in industry and seasonal components of industry value added was weak in most of the European Union countries.

Keywords: *employment, EU countries, seasonality, value added*

CITIZENS' PARTICIPATION IN ADMINISTRATIVE ACTION IN GREECE

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ABSTRACT

The contents of the run in the administrative action are linked to the efforts either of the person or citizen groups to affect the political, economic, social and cultural decisions obtained in each level of sociopolitical system. The participation of the citizens at the running of the administrative action contributes to the democratization of the public administration as well as to the clarification of sub regulating relation in the form of the exchange of views between the representatives of the conflicting interests. Hence, the administration is able to both be better informed and study more fully the opinions of the participants in the process and eventually take them into account in order to shape the final decision. Besides, the citizens' participation at each stage of the process, beyond its contribution to pluralistic configuration of alternative proposals and solutions it also helps

achieving a mutual agreement of all the conflicting views and perceptions. Therefore, the social acceptance for the taken decisions will be easier and more agreeable. The objective of this paper is to present all the direct and indirect forms of citizens' participation in making administrative decisions in Greece.

Keywords: *administrative actions, citizen participation, laws*

FORECASTING CORRECTNESS OF INCURRING CREDIT WITH THE AID OF E.I. ALTMAN's, J. GAJDKA's AND D. STOS's DISCRIMINANT ANALYSIS MODELS ON THE EXAMPLE OF 200 STUDIED COMPANIES FROM OPOLE AND POMORSKIE PROVINCES

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ABSTRACT

The credit risk related to issuing credit for a company is mostly the result of too high amount of the incurred credit, wrong prediction of future periods and repayment of the incurred liability. In order to minimize risk, as part of information about a credited company, there should be technical and economical information enabling to conduct "collective evaluation of the company's activity" with the use of E.I. Altman's, J. Gajdka's and D. Stos's models. Both models were used in the group of the studied companies of Opole and Pomorskie provinces. The research showed that incurred credit contributed to improvement of the financial liquidity in both groups. However, credits of greater worth led to the lessened increase of net profit and contributed to the small decrease of companies showing net loss. On the other hand, the group of companies, in which credits of lower worth were incurred, could decrease the number of companies suffering from net loss.

Keywords: *company, financial liquidity, credit, discriminant analysis, net profit*

THE PROBLEMS OF COLLECTION OF UNPAID SALARIES IN THE REPUBLIC OF SERBIA

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ABSTRACT

This scientific work considers the issue of the shortcomings of system solutions for collecting payments in respect of employment and other forms of work. The subject of this scientific research are the disadvantages of existing solutions of case law and legislative regulations and their possible improvements. The methods used during the preparation of this work are the most of basic methods of scientific knowledge, then statistical method and the method of content analysis. The issue of unpaid wages can be considered from several aspects - legal, moral, ethical and political, so, it is necessary to narrow it to the legal aspects, with particular attention to the impossibility of execution of court judgments that order the payment of salaries to employees. Research indicates that this subject is largely "invisible", especially when it comes to employees in the private sector. Because of objective difficulties there is no record of how many employees managed to collect their earnings after the final judgment in their favor, neither the number of workers who remained unpaid, but they never launched a lawsuit against the employer. This "invisibility" significantly affects the indifference of the legislature and the judiciary to resolve this issue systemically. Experience shows that there is an objective problem of a serious nature, because many employees, despite they won their cases against their employers, they are "punished" by paying court costs, even though they failed to collect those costs and their salaries from the employers. It is therefore necessary to find solutions of this issue by changing the legislative framework, and thus jurisprudence.

Keywords: *employee, employer, salary, unpaid wages*

ECONOMIC DEVELOPMENT AND E-COMMERCE IN LIBYA

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ABSTRACT

The study of economic development is one of the newest, most exciting, and most challenging branches of the broader disciplines of economics and political economies. Economic development must deal with the economic, social, political and institutional mechanisms, both public and private, necessary to bring about rapid and large scale improvement in the standard of living for the masses of povertystricken, malnourished and illiterate people of Africa, Asia, and Latin America. One of the main drivers for economic development that has become apparent over recent years is technology. Technology is not something that just happens to economies, it is a process that countries need to consciously and actively promote and nurture. It is now widely accepted that information and communications technologies (ICT) and e-commerce are at the centre of an economic and social transformation that is affecting all countries. The Third World has a well-recognised e-commerce and marketing potential. A significant proportion of the Third World is already partially developed and a significant proportion of the population has a demographic profile similar to that of the developed economies. It is generally believed that e-commerce enables developing country producers to overcome traditional limitations associated with restricted access to information, high market-entry costs, and isolation from potential markets. The majority of developing countries face limitations on the development of their electronic economy (e-economy) stemming largely from low income levels, low literacy rates, lack of payment systems that can support online transactions, and cultural resistance to online trade. Developing countries need to take into consideration that building telecommunications infrastructure is costly. In many cases, countries will need inflows of Foreign Direct Investment (FDI) to improve domestic infrastructure. The revolution of e-commerce presents micro- and macroeconomic challenges, not only for organisations, but also for governments.

Keywords: *developing countries, e-commerce, economic development, structural reforms, technology*

ENTERPRICE IN TURBULENT ENVIRONMENT: THE LEGAL ENVIRONMENT OF BUSINESS

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ABSTRACT

There are, nowadays, two concepts, very often confronted: neo-liberal concept of economy and free market (Welfare state), on one side, and concept of state of public services and protection of public interest, on the other side. Therefore, the task of law science (doctrine), as well as the whole jurisprudence (judical cases and materials, firstly) is to find new or improve the existing institutions, and permanently enforce them, in order to protect civilisation achievements, primary principle of legality and government of laws, protection of the democratic civil society and concept of citizens i.e. customers, including enterprises, corporations. The principle of legality requires bringing out the high quality regulations. In this process, besides representative bodies (parliament), executive power is also included, prescribing statutory acts like: executive orders, codes of rule, instructions. The example is aviation industry being the industry founded on "licences an approval" system and supervision of the government. But, without a support of the whole society (associations, movements, organizations), the fulfilment of these assignments would not be possible, and concept of the open administration, concept of society of progress, concept of the society of future would be just on "idea" level. These concepts resume the exchange of information primary in relation government-customer.

Keywords: *administration, customer, citizen, free market, jurisprudence*

CULTURAL RESOURCES AND THE COMPETITIVENESS OF THE TRAVEL AND TOURISM: INSIGHTS FROM THE LAST DECADE

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ABSTRACT

The cultural heritage, together with the cultural goods and services provided by the various public and/or private operators, as results of their cultural, artistic and/or creative activities, represent one of the categories taken relatively recent into consideration when discussing the employment and contribution of the various sorts of resources to the sustainable development of the local communities or of the society as a whole. Capitalization of the cultural resources continues to be a real challenge for the communities and the organizations owning them, as both have to cope with a rather poor awareness accompanied by a significantly limited interest of the potential audience and, in the same time, with relatively low self-capabilities in terms of promoting and seizing the related opportunities. The travel and tourism industry is one of the main capitalizers of the cultural resources by providing the tourists - potentially interested consumers of cultural heritage, goods and services - opportunities to discover, explore, experience and enjoy cultural heritage places, objectives, objects, related services and/or activities. Paper aims to assess the contribution of the cultural resources - defined in terms of the number of the World Heritage cultural sites, oral and intangible cultural heritage and cultural and entertainment tourism digital demand - to the competitiveness of the travel and tourism industry, described through a set of specific variables, based on the secondary data provided by the World Economic Forum and World Tourism Organization, at the level of the top 20 tourist destinations in the World and in the last decade.

Keywords: *Cultural resources, Sustainable development, Travel and tourism competitiveness*

COST AS IMPORTANT FACTOR FOR THE E-BUSINESS IN DEVELOPING COUNTRIES AND LIBYA

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ABSTRACT

In literal meaning words Commerce and Business don't differ much in English dictionary. These two words are written and meant to describe organizations carrying out businesses. The difference between e-commerce and e-business is artificial and necessarily covers electronically transactions or information's. While an e-commerce is the conclusion to a sale or purchase activity through internet with the help of internet banking or credit card gateway, e-business is a continuous process right from initiation of sale offer to after sales customer caring. In practice, e-business is more than just e-commerce. Customer educating, Internet Marketing, researching etc. come under e-business. E-business activities are result of much more organized effort and a wholesome system through internet. It is generally believed that e-business enables developing country producers to overcome traditional limitations associated with restricted access to information, high market-entry costs, and isolation from potential markets. Being part of global e-business processes requires knowledge of many complex systems including online promotion, international payments, and shipping that are beyond the current limited capacity of most businesses. E-business is still in its infancy in many developing countries. Cost is an important factor for the world's e-business in general and for Libya in particular. Reduction of costs using Internet technology is one of the main drivers for e-business in Libya. The results of this research show that e-business reduces the cost of communication and delivery in Libya as elsewhere. The main benefit of e-business is being closer to the customer.

Keywords: *cost, development countries, e-business, Libya*

CONSUMER BEHAVIOR-MOBILE MARKETING RELATIONSHIP: A RESEARCH ON SUPERMARKETS

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ABSTRACT

Nowadays with the advancement of technology it is seen that consumers have one or more mobile devices. This has created an environment for the transition from traditional marketing to mobile marketing. Therefore, the concept of mobile marketing has become an important issue for companies. Consumers are using mobile devices effectively and businesses are aiming to reach to consumers with an easy way. Preferring mobile marketing is an important factor that sets out this research. The purpose of this study is to demonstrate how to create an impact on consumers of mobile marketing applications. For this purpose the data obtained by a questionnaire was analyzed with SPSS 20.0 software package and the results have been interpreted.

Keywords: *Consumer Behavior, Mobilite, Mobile Marketing*

IMPACT OF GOVERNMENT POLICY ON INTERNATIONAL BUSINESS

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ABSTRACT

In this paper we analyzed the influence of politics on international business because the political environment influenced by a number of factors can facilitate or hinder the operation of the company, both on the domestic and the international market. Some economists have over the past two decades, under the influence of globalization and market liberalization, they would come to reduce the impact on the business of government, however, policy and political influence have become more, not less important for international business. Some of the reasons that will be presented in this paper relate to the growing number of demands of the various stakeholders operating in the international market, because globalization can significantly reduce costs in international business transactions, enabling companies to expand their activities outside the domestic market. Also, a strategic investment in new technologies and innovations, often creates regulatory challenges, which require political reactions, which can affect the rate of emergence of new technologies and their level of acceptance, sustainability and profitability of which depends largely on the success of companies operating in the international market . How to political factors affecting the economic environment, a fall in perhaps the least predictable elements of the business environment, the managers is a big task to align the skills of management and business in the international market in accordance with the regulatory requirements of the countries with which they do business, and some of these examples, shall set forth in the paper.

Keywords: *international business, politics, management, innovation*

CORPORATE CULTURE AS A PREREQUISITE IN BUILDING A RESILIENT ORGANIZATION

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ABSTRACT

In times of crisis, when the business environment is turbulent and there is an absence of genuine market anticipation, one of the main qualities a company can possess is resilience. The notion implies that the company has the ability to adapt, overcome and make a turnaround from any unexpected events or changes, thus ensuring the continuation of a high level of production or service providing. As resilience is still a relatively new concept and the topic has been active since the latest economic crisis, literature still does not provide a unique definition and what is needed to build a resilient organization. This paper attempts to explain the qualities of a resilient organization, as well as the connection between corporate culture and resilience, as culture within a company is seen as a key factor in building a resilient organization.

Keywords: *resilience; corporate culture, organizational management, leadership, crisis*

GLOBALIZATION SECURITY CHALLENGES

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ABSTRACT

This work examines the contemporary challenges, risks and threats the 21st century society faces in the process of globalization. Modern globalization has caused major shifts in geopolitics, geostrategic and international relations, to the point that many authors suggest the inability of the society to provide an adequate response to them. Security is a key foundation for the preservation of human society and all its values. Contemporary threats and threatening phenomena accompanying social development have imposed a change in the theoretical understanding of the phenomenon of security. New challenges, risks and threats require new concepts of security. The factors influencing threats to security following the post bipolar period have extended not only in size, but also by type. These factors have affected the social, political, cultural, ecological and economic sphere of society and created the world different from the one in the last decades of the twentieth century. The methods used during the preparation of this work were the method of content analysis, comparative analysis and reference sources. The purpose of this work is to show that the contemporary threats and threatening phenomena of globalization have widely affected the individual and international security. This work also offers an overview of the possible ways of achieving, maintaining and improving the security of society. This work is aimed at the general public, especially at theoretical research and pointing out the phenomenon of security in the context of globalization.

Keywords: *Globalization, security, challenges, risks, threats*

MARKETING ORIENTATION AS THE KEY TO DIFFERENTIATION AND POSITIONING OF EDUCATIONAL INSTITUTIONS IN THE SERVICE MARKET

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Educational institutions are key in the development of a knowledge society and therefore must be accompanied by technological and social trends in the region and its business and services adapt to the environment in which they operate and to the needs and preferences of its users. Services with its characteristics of indivisibility, intangibility, diversity and no storage are special category of "product" on the market, and their customers and users are looking for evidence of quality or delivery of superior service that differentiates one institution over the competition. The perception at the service plays a key role since it is based on expectations that are formed on the basis of ad experiences, recommendations and likes, and satisfaction is the result of fulfilled expectations. Superior service is crucial for the selection of institutions by end consumers or prospective students, which is being developed through quality management services. Market oriented educational institutions, through increasing the quality of services, the development of the program in accordance with the needs and desires and the needs of the labor market, building the brand, and a host of other activities that stimulate the production of marketing culture are essential in the differentiation of an educational institution in relation to the other and its positioning at the educational services market.

Keywords: *differentiation, education, marketing concept, superior service*

THE MARKETING KNOWLEDGE OF GENIUS MARKETERS AS A COMBINATION OF EINSTEIN AND PICASSO: THE STUDENTS' PERSPECTIVE

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ABSTRACT

Fiske's idea that genius marketers combine the intelligence of Einstein and the imagination of Picasso is frequently stated. Are genius marketers born or created? This paper analyzes the results of the research done by students into how the marketing knowledge of genius marketers as a combination of Einstein and Picasso is created. The purpose of this paper was to determine what marketing knowledge is, and how it is transferred from the marketing students' perspective. This paper gives the responses to the following questions – what is more necessary marketing theory or marketing practice, what teaching methods are the best, what are “ideal” academics and textbooks. The results of research show that marketing students value the most the combination of theoretical and practical knowledge, intelligence and imagination, interactivity with their academics, and the use of contemporary examples from practice on classes and in textbooks. The holistic approach to marketing knowledge leads towards the differentiating marketing actors as a genius as a combination of Einstein and Picasso. Genius marketers understand the significance of the interactions of all marketing actors (academics, students and practitioners) in the process of the co-creation of marketing knowledge, observe marketing as a science and an art, give equal significance to the marketing theory and practice, intelligence and imagination. Genius marketers monitor changes in a digital environment and use digital technologies for the creation, the presentation and the exchange of a digital marketing content.

Keywords: *Digital technologies, Education, Genius marketers, Marketing knowledge, Students' perspective*

ANALYSIS AND COMPARISON OF EMPLOYEE ATTITUDES TOWARDS CORPORATE EDUCATION

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ABSTRACT

The authors conducted a quantitative empirical study to analyse and compare the attitudes of employees to corporate education. In the study, motivational drivers as well as barriers to corporate education were identified, attitudes toward the selected forms and methods of corporate education and practical implementation of learning outcomes into the practice were analysed. The main purpose of the study is to show how the factors of education depend on gender, educational attainment, and private and public sector. In addition, the study attempted to provide a description of the delineated problem areas. A questionnaire was used to gather the data required. The data were statistically processed and tabularized in absolute and relative numbers. Null hypotheses were set up and chi-square tested. The subjects of research were 68 employees working in both private and public sector. No generalization was made due to the size of the survey sample. The survey results, however, are considered to be essential for further and more comprehensive studies.

Keywords: *Attitudes to Education, Corporate Education, Corporate Education Planning*

ICT TECHNOLOGIES IN SOCIAL ISSUES SUPPORT - AN EVIDENCE FROM SERBIA

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ABSTRACT

Better leveraging of the potential generally provided by ICT for independent living in an ageing society represents today, both a social necessity and an economic opportunity. As the usage of ICT for ageing well in the information society is still in its nascent phase, and does not yet fully ensure the availability and take-up of the necessary ICT-enabled solutions, the research presented in this paper would like to support social care activities of old generation with ICT-enabled solutions. The objective of this research is to study the satisfaction of learning and the learning outcomes of the cognitive training of older people using ICT technologies in an individual development for capabilities efficacy. The target group of this research was 90 aged people older than 65, having been chosen for individual development of capabilities efficacy training at Stari Grad Municipality's Social Protection Department, Belgrade, Serbia in 2016. The data was collected by using the questionnaire asking about the personal information, learning satisfaction on the content (attention, memory, executive functions, logical reasoning, orientation, language, constructive practice, robotic functions (using new ICT technology tools- touching screen and ICT technologies hardware and software instruments. The data analysis was done by using a statistical program consisted of percentage, mean, standard deviation, Pearson's Product

Moment Correlation Coefficient and Multiple Regression Analysis. The finding showed that the older populations' satisfaction towards the learning was in the highest level. There were the positive relationships between the learning satisfaction and the learning outcomes. The main contribution of the research realized and presented in the paper is very high satisfaction of the older population with ICT technologies and communication tools introduces and used in the training, as well as and their wish to continue the communication with computer, usage of various software and means in their future life.

Keywords:*Elder people: ICT technologies, IT learning, Aged population, Cognitive functions*

ROLE OF FREE ZONES IN THE PROCESS OF RESTRUCTURING THE ECONOMI OF SERBIA AND ACHIEVED EFFECTS

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ABSTRACT

Free zones are effective economic instrument which provides the host country a quick influx of investment, increase employment, access to new technologies, education, labor, industrialization and increasing exports. In the daily struggle for investors compete around 10,000 free zones in the World and 82 free zones in Europe. Offering a variety of facilities and services of the free zone are struggling to retain existing and attract new customers. Free zones provide a bridge to the future.

Flexibility is possible without necessarily changing the rules for entire nations all at once. The platform of free zones provides the most expeditious and practical way to enhance flexibility in international trade and to increase the attractiveness of more countries for productive international investment. Besides the fact that national Free zones at the moment are not competitive comparing to the best Free zones in the World, which provide better conditions for investors. The implementation of certain tax exemptions valid up to the moment of accession of Serbia will increase the attractiveness in terms of investments and increase employment. Nowadays in Serbia there are 14 free zones, which cover an area of 2.300ha where operate 260 multinationals companies and around 25.000 workers. Besides certain difficulties, in the past years Serbian Free Zones have achieved significant results in terms of increase of inflow of foreign investments, value of turnover and exports, number of employed workers comparing to the results achieved outside the territory of Serbian Free zones.

Keywords: *Economic Effects, Free Zone, Growth, Investments*

NEGOTIATION METAPHORS IN A CROSS-CULTURAL SETTING - RESEARCH FINDINGS FROM CHINA, IRELAND, POLAND AND THE UNITED STATES

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ABSTRACT

Recent years have seen more and more research in the cultural dimensions of conflict resolution. This article focuses on metaphors concerning negotiations across cultures. The paper attempts to contribute knowledge in the field of cross-cultural studies on language and culture in negotiations. The article attempts to answer a question wheather the usage of metaphors for the process of negotiation differ across cultures.

Keywords: *cross-cultural negotiation, negotiation metaphors, conflict metaphors*

THE IMPORTANCE OF THE TYPES OF CUSTOMERS - A COMPARISON BETWEEN DAIRY COOPERATIVES FROM SWIETOKRZYSKIE AND MALOPOLSKIE PROVINCES

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ABSTRACT

Extremely important from the point of view of revenues from sales are the relations with customers. Type of customers and the market in which they carry out purchase transactions are differently perceived through

the prism of influencing the enterprises' revenues from sales. For this purpose, was carried out research to show what kind of customer is important for cooperatives from the point of view of revenues from sales generation in the markets in which cooperatives offer their products. Additionally, in order to know whether there is a difference in the assessment of the validity of customers depending on the region in which the cooperative is situated, the study was conducted in two neighboring provinces, and the results were analyzed. As it can be seen cooperatives from both provinces concentrate only on Polish market, especially on local market. However, another is assessment of particular groups of customers regarding their validity by cooperatives.

Keywords: *customers, importance of customers, cooperatives*

POLITICAL RISKS AS THREAT TO INTERNATIONAL BUSINESS

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ABSTRACT

In this article will be explained the concept of political risks and its influence on international business. The political risk represents very important segment as part of risks which occur in international business. Risk analysis which are represented in international business, provides a clear view on the risk of investing in particular country, as well as on the risk to conquer the market of that country. Based on comparison of leading companies data, engaged in risk analysis, we will show that political risks are in relation to the overall risks which occur in international business.

Large representation of the political risks can lead to big problems in the business of certain countries. Also, in this article will be analysed the existing data on the representation of political risks in European Union, as well as potential threats to the international trade which they can lead to. Special attention will be given to the Britain's withdrawal from the EU, as possible cause of an increase of the political risks in the European Union and the reduction of trade with this economic integration.

Keywords: *international business, risk analysis, political risk, European Union, Great Britain*

PROTECTION OF INTELLECTUAL PROPERTY RIGHTS AND PROTECTION OF PRIVACY – TOWARDS A HARMONISED EU STRATEGY IN THE ONLINE ENVIRONMENT

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ABSTRACT

The unprecedented expansion of the online communication of copyright protected material which, by definition, knows no state borders, has imposed a radically international perspective to the efforts aiming to guarantee the legal protection of human creativity. Moreover, the phenomenon of the information society accentuated the confrontation of the competing interests of producers and users, a conflict that often takes the form of a clash between two irreconcilable socio-economic concepts. The European Union's main legal response to the challenge of copyright protection in the context of digital technologies was the adoption of the Directive (2001/29) on the harmonisation of certain aspects of copyright and related rights in the information society. This act was a significant step in harmonising copyright protection within the EU, but it is outdated and poses numerous problems of implementation.

In September 2016, the European Commission issued a proposal for a Directive on Copyright in the Digital Single Market, whose prospect of adoption is still uncertain. Protection of privacy and trust in the online environment is another issue of growing complexity, especially in the context of often divergent national legislations. The EU Data Protection Directive (95/46) – that globally defined the rights and duties of all stakeholders with respect to the processing of personal data – was adopted more than 20 years ago and was recently repealed by the Regulation 2016/679, applicable from 25 May 2018. However, the existing provisions have not solved many important issues related to intellectual property rights (IPRs). This paper seeks to go behind and beyond legal questions of copyright protection – and, more generally, protection of IPRs – on the one hand, and data protection, on the other, endeavouring to analyse the complex and still insufficiently explored relation between predominantly private good of safeguard of IPRs and mostly public goods of data protection and trust in the online environment.

Keywords: *copyright protection, data protection, European Union, essential facilities, intellectual property rights, online environment*

COMPARISON OF RECRUITMENT AND SELECTION PROCESSES IN ENTERPRISES OPERATING IN SLOVAKIA AND SPAIN

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ABSTRACT

National labour markets of today are affected by various factors, mainly by those related to globalization. Rapid advances in technology make enterprises compete for highly skilled and specialized workers. In this regard, enterprises need to adapt their human resource practices to changing national labor market conditions in order to attract and retain high performing employees. Enterprises that are able to anticipate their business needs and their needs for high-skilled and specialized workforce will gain the crucial comparative advantage. Thus, the major role of Human Resource Specialists is to attract and select the right human capital. The main purpose of the paper is to identify differences in recruitment and selection procedures used for a position of a Human Resource Specialist in enterprises operating in Slovakia and Spain. The research sample consisted of forty companies located in the region of Trenčín (Slovakia) and the region of Valencia (Spain). In the paper, the methods of structured interview, literature research method, method of comparative analysis and synthesis were used.

Keywords: *Enterprises, Human Resource Specialist, Recruitment, Region of Trencin, Region of Valencia, Selection*

ANALYSIS OF CRITICAL SUCCESS INDICATORS IN ACCELERATION PROGRAMS

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ABSTRACT

Startup accelerators are a phenomenon within enterprises caused by the dynamic startup rate nowadays. There are a few successful companies in this field have a massive impact on younger competitors and startup ecosystems. This publication presents the results of data analysis of different startup accelerators. The research sample was collected according to the value of funding their startups have raised. We analyzed the values of particular parts of accelerators programs and the significance of their influence. This research article is a partial result of three years working with research databases and collecting data about 188 accelerators. The important part of business model are an average amount of investment into startups in program and an average equity share in program graduates, a location, a stage of investment, a sector of investment, a demo day benefit. We compared nonfinancial benefits provided by accelerators such as the average investment, the average share in startups, the type of investment, the sector of investment, the life cycle stage, coworking space, mentoring, demo day organization and tested their mutual. The article results in the list of recommended values for the acceleration program according to the most successful companies. Publication summarizes the significant impacts within the variables according the outputs of the comparative and qualitative analysis.

Keywords: *Acceleration Programs, Analysis, Success Indicators*

APPLICATION OF GLOBAL ECONOMY EFFICIENCY INDICATORS IN ANALYSIS OF REGIONAL INEQUALITY BASED ON THE COUNTY OF SIBENIK-KNIN EXAMPLE

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Regardless of the planned polycentric development of the Republic of Croatia, which implies equal development of all regions, one of the key problems of economic policy is still the problem of uneven regional development. The Republic of Croatia is in development terms rather inhomogeneous economic entity, since its counties vary according to attained the level of development but also since there are considerable differences in development levels within each county. The purpose of this paper is to indicate an alternative approach to evaluating developmental position of territorial units in the County of Sibenik-Knin by analysing selected indicators of global economy efficiency. Selected indicators of labour productivity and the economy's capacity to engage available labour force were used. Several indicators of business volume, and labour productivity in the most common economic activities in the County of Sibenik-Knin were also used. Developmental level of the indicated components as the prerequisites to progress and step towards knowledge economy has been thoroughly analysed. Furthermore, developmental position of the County of Sibenik-Knin has been evaluated in relation to the Republic of Croatia's average.

Keywords: *knowledge economy, global economy efficiency, economy's productivity, regional inequality, the County of Sibenik-Knin*

THE EXAMINATION OF THE RELATIONSHIP BETWEEN EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION AND LOYALTY AS A POSTMODERN MARKETING APPROACH

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ABSTRACT

In recent years, there has been a remarkable increase in the number of commodity and service offered by various firms under the influence of globalization and technological advancements. As a result of the increase in the number of commodity and service-in other words numerous alternative, consumers are currently being exposed to much more options. It is widely accepted that the marketing strategies and policies employed by the different firms play a crucial and efficient role in the choices made by different consumers. It being so, the firms take some initiatives to be able to make themselves distinguishable amongst the countless products. Among these initiatives, one of the approaches towards the postmodern customer is experiential marketing.

This marketing policy is of crucial importance in the way that it enables the firms to comprehend the consumers' experiential correctly, to constitute the accurate and efficient experiential marketing strategies, to maintain the customer loyalty which is provided by customer satisfaction and also ensuring the competitive superiority (Çiçek, 2015). In this work, the relationship between the experiential marketing as a very important and developing postmodern approach and its effects on the consumers which is exhibited by customer loyalty and adherence are to be dealt with.

Keywords: *Customer loyalty, customer satisfaction, experiential marketing, postmodern marketing*

RAPORT OF RESEARCH OF CULTURES OF HIGHER EDUCATION INSTITUTIONS BASED ON MULTI-PARADIGM

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ABSTRACT

The objective of the paper is the presentation of research of university culture that illustrates the multi-paradigm understanding of culture of the higher education institutions. The concept of multi-paradigm understanding of culture will be presented, then the results of qualitative research will be analysed. The study is a result of the project of NCN 2014/13/B/HS4/01581, about the development of university culture, at the Jagiellonian University, 2015–2016, and before at University of Social Sciences.

Keywords: *culture of university, HEI culture, academic culture, multi-paradigm culture*

THE CONCEPT OF MULTI-PARADIGM UNDERSTANDING OF CULTURES OF HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

The objective of the paper is the presentation of multi-paradigm understanding of culture of the higher education institutions. The concept of multi-paradigm understanding of culture is a result of the project of NCN 2014/13/B/HS4/01581, about the development of university culture, done at the Jagiellonian University, 2015–2016, and before at University of Social Sciences.

Keywords: *culture of university, HEI culture, academic culture, multi-paradigm culture*

SOCIAL BUSINESS: A RESPONSE TO MARKET FAILURE

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ABSTRACT

Since the collapse of the Soviet Union in 1991, the market economy has spread to the planet. It has taken root in China, Southeast Asia, most of Latin America, Eastern Europe and even the former Soviet Union. There are many things that the markets do extraordinarily well. Countries with long experience of the capitalist system - Western Europe and North America - have great wealth. They are also the melting pot of remarkable technological innovations, scientific discoveries, and educational and social progress. The emergence of

modern capitalism three hundred years ago made possible material progress of unprecedented magnitude. Today, however, almost a generation after the fall of the Soviet Union, a form of disappointment seems to be taking hold. Capitalism is certainly prosperous. Economic activity continues to grow, world trade is exploding, multinational enterprises are spreading in the developing world as in the former Soviet bloc, technological advances are multiplying. But not everyone benefits. The distribution of world income confirms this: 94% of the world's income comes to 40% of the population, while the remaining 60% must live with only 6% of world income. Half of humanity lives on \$ 2 a day or less; Nearly one billion people live on less than \$ 1 a day. Poverty is not uniformly distributed on the surface of the globe: some regions suffer from its worst effects. In sub-Saharan Africa, South Asia and Latin America, hundreds of millions of poor struggles to survive. Periodic disasters, such as the tsunami which devastated the regions around the Indian Ocean in 2004, continue to kill hundreds of thousands of poor and vulnerable people. The gap between the North and the South, between the richest and the rest, has widened. Some countries have, however, paid a high price for their economic success over the past three decades. Since China embarked on economic reforms in the late 1970s, it has grown rapidly; According to the World Bank, more than 400 million Chinese people have emerged from poverty. (As a result, India has become the nation with the largest poor population, even though China has a larger global population).

Keywords: Market, Social Business

THE IMPORTANCE OF STATE SUBSIDIES FOR ECONOMIC AND SOCIAL DEVELOPMENT

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ABSTRACT

State subsidies have a great part in stirring economic and social development in counties and/or separate regions in which life standard and economic growth are exceedingly low, with high unemployment rates etc. State subsidies with respect to legal entities are of great value, because life standard depends on financial conditions, terms of business, status of employed and unemployed subjects, social conditions and economic and political situation in the county. Scope of state subsidies and higher life standards provide better position of legal entity in the eyes of society and every individual - consumer. Financial system of legal entities will be more complex if there is a solid demand for their goods and services, i.e. if legal entity has better market position with respect to competition.

Legal entity from higher standard country with state subsidies that sells goods and/or services internationally will establish good position amongst competition. It is plausible for legal entity to distort competition, but such state incentive is not considered to be acceptable. In general, state subsidies have very subtle effect on society.

Keywords: *Economic development, state subsidies, life standard, society*

THE SOCIAL ISSUE IN THE COMPANY

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ABSTRACT

Companies should focus on sustainable development by managing their operations to stimulate economic growth and enhance competitiveness while ensuring environmental protection and promoting social responsibility. The notion of social responsibility has developed since the 1990s, in a context of financialisation and deregulation of economic activity. In a context or by the very fact of globalization, the state seems to be in decline, companies are often in the front line with the citizens' demands. If the economy is first made by the millions of businesses and organizations that produce goods and services every day, it is also the place of human dignity and respect for nature. Therefore, it is a matter of questioning the role and purpose of the company in society. This is the object of our paper.

Keywords: *financial capitalism, responsible company, deregulation, globalization*

THE EMPIRICAL EVIDENCE OF CUSTOMERS' LOYALTY FOR SMART PHONE APPLICATIONS USE ON TOURISM SECTOR IN TURKEY

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ABSTRACT

Rapid developments in technology provided a proper environment for information and communication technology to evolve effectively and fastly (Huarng, 2011; Kim & Huarng, 2011). These technological innovations complete each other to meet consumers' needs (Huarng, 2015; Thakur & Hale, 2013), which cause new challenges in terms of service innovation to service providers in the business environment (Huarng & Ribeiro-Soriano, 2014; Ribeiro-Soriano & Huarng, 2013). As the service providers offer smart application to meet consumers' needs, understanding the impacts of consumer responses to service innovation on customer loyalty is crucial to service providers in the smart application context.

Keywords: *Customer Loyalty, Tourism Sector, Smart Phone Use*

LEGAL PROTECTION OF COMPETITION ON THE LIBYAN MARKET

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ABSTRACT

One of the important topics in international trade theory in the 1980s was the imperfection of shims competition and competitiveness in the market. The works on the theme of monopolistic competition Paul Krugman (1979, 1980) and Kelvin Lancaster (1979, 1980) and the theme of the oligopoly James Brander and Barbara Spencer (1981) spawned a number of new theoretical work. Consideration of imperfect competition has provided powerful tools for the interpretation of the positive theory of trade policy.

Protection of trade is a deliberate attempt to limit the import or export promotion because of barriers to trade. Despite the arguments in favor of free trade and increasing trade openness, protectionism is still widely practiced around the world. Competition is democracy in the "economy", because there can be no real political democracy if economic power lies in the hands of a few. It is the duty of respect for the prohibition of competition is considered from the aspect of mutual relations between persons and the company in accordance with the laws.

The consequences of violation of the prohibition of competition may be different. Effective competition is pervenciju creation or strengthening of positions of power that can be too influential in society and politics. In countries in transition, where we can today to include Libya and, in practice, it can be seen that the centers of power are out of state institutions, the flow of money and economic impact. As a model of legal protection of competition in the market and Libya and the countries of North Africa to be formed by competition authorities, which would represent a special type of independent regulatory bodies, which should monitor the sectors of the economy.

The role of these bodies would be, on the one hand "economic regulation" with tasks common with sector regulators (prevention of abuse of a dominant position or the adoption of anti-monopoly policy), on the other hand, these tasks were not limited to a specific sector (such as telecommunications or the oil sector), but to their mandate could be expanded so that they protect all the rights that are considered essential in today's societies, twenty-first century.

Keywords: *competition, monopolies, and the right to legal protection, trade*

THE ECONOMICAL IMPACTS OF THE GLOBAL FINANCIAL CRISIS IN ARAB COUNTRIES AND ITS THREATENS ON LEGAL PROTECTION

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ABSTRACT

When examining the causes for the financial crisis most people start directly with the real estate market (the place where the crisis really began in USA) focusing on the mortgages and unscrupulous lenders and casting the blame on the unsustainable real estate bubble which began to collapse in 2006. The effects of the global financial crisis on the Arab economies reflected the financial crisis on the economies of countries. Arab countries have been affected on the grounds that it part of the global economy and economic ties. It is certain that the degree of impact varies between Arab countries as they relate to the degree of integration into the global economy. About four billion people worldwide find themselves excluded from the protections provided by the rule of law. In urban slums and rural villages, poor people often have no legal identity, no birth certificate, no legal address, no rights to their home or business, and no protection of their labor. It calls for focus on property, labor, entrepreneurial rights and access to justice. As a package, these rights can help prevent legal exclusion and foster

economic and reduction in poverty. With rising unemployment, wages are likely to fall, working conditions to deteriorate and labor rights to be violated. This work is a review of the concept of the global financial crisis and its causes, and their impact on Arab economics and people legal protection. Financial crisis is the collapse of the entire financial system accompanied by failure of a large number of financial and non-financial institutions with the sharp contraction in overall economic activity. Protection of law is essential for people living in poverty to shield them against oppression, create economic opportunities, and enable them to secure decent standards of living with dignity.

Keywords: *financial crisis, economy, investments, law, legal protection*

LEGAL NATURE OF COMMERCIAL CONTRACTS

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ABSTRACT

For Law of obligations can be said to represent a fundamental piece of legislation that regulates the rights and obligations of participants in business relations. It consists of a general (who addressed the fundamental civil obligations) and the special part (which is about the contractual and non-contractual obligations). The law should be familiar with all the participants of bilateral and multilateral legal transactions because it contained all the things they should know the parties which they intend to achieve legal work. Customers have the freedom of concluding trade agreements only if its provisions are not inconsistent with the Constitution and the laws.

Keywords: *Commercial agreement, contract, obligation, Law of obligations*

ANALYSES OF RISK SPILLOVERS, FINANCIAL CONTAGION, FLIGHT TO QUALITY AND FLIGHT FROM THE QUALITY AMONG THE STOCK EXCHANGE MARKETS OF TURKEY AND THE DEVELOPED AND THE DEVELOPING COUNTRIES BY THE RECENT DEVELOPMENTS IN THE TAIL DEPENDENCE MEASUREMENT

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ABSTRACT

The main purpose of this paper is to analyze the risk spillovers, “flight to quality” from stocks to bonds and “financial contagion” among the stock exchange and bond markets of Turkey and the developed and the developing countries by using the recently developed econometric techniques. By using the Granger causality tests in moments, which was recently developed by Chen (2016), we will investigate the “contagion” and “flight to quality” effects for Turkey and the other financial markets. These tests differ from the Granger causality tests in means and variances in describing the causality in the tails of the distribution and describing their risk spillovers. Thus we can determine whether a negative shock to a market influences the other market positively or not. Throughout the study to represent regional stock markets we will use; Standard and Poor’s Europe Stock Market Index (SPEU), Standard and Poor’s Asia Stock Market Index (SPAS50) and S&P Africa 40. National stock markets will be represented by BIST100 (Turkey), S&P 500 (USA), DAX-100 (Germany), FTSE-100 (UK), NIKKEI 225 (Japan), Merval (Argentina), BOVESPA (Brazil), IPC (Mexico), IPSA (Chile), IDX (Indonesia), S&P BSE SENSEX Index (India). And government

bond returns of these selected countries are analyzed in this concept. In this study, we analyze daily index values of these financial markets spanning the period from 1/1/2002 to 2/29/2016. The results of this study will be helpful for analyzing the sensitivity of the risks of the Turkish stock market relative to the other markets over time. They will also be helpful to understand whether there is a flight to quality or contagion when the financial markets are exposed to a risk.

Keywords: *Financial contagion, Flight to quality, Quantile Causality, Equity markets*

PROCESS BASED APPROACH IN DEVELOPMENT OF AN INNOVATIVE STRATEGIC HUMAN RESOURCE MANAGEMENT

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ABSTRACT

Employees, their knowledge and skills can be considered as one of the most important resources of an organization. Modern technologies and their implementation in organizational processes generate new ways of communication, recording outputs and business events and other relevant parameters of business processes. On the other hand, this also generates big "raw data" which need to be gathered from various

sources, analysed, synthesized and translated into operational working guidelines, resulting with the fact that management is becoming a more and more demanding discipline. Therefore, this paper describes the development of innovative models of human resource management by applying a process-based approach. Innovative strategic human resource management model was based on literature review and case study of a fast-growing innovative ICT company with highly competitive employees.

Keywords: *strategic management, human resource management, process-based approach, process model, ICT company*

COST AND BENEFITS OF WEBSHOP IMPLEMENTATION FOR SMEs IN FIRST THREE YEARS

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ABSTRACT

Modern business is almost impossible to imagine without of presence on Internet and some form of e-business or e-commerce. Modern sales promote and large companies have already developed a web shops or web stores and have used a large portion of e-business / e-commerce. Small and medium-sized businesses still in large manner base their

business model on physical stores and there are still in the phase of introducing modern technologies. Most of today's SMEs have a websites and a smaller part of them own a web shop as a separate sales channel. Some of them have based their business model entirely on web shop but large part of older "brick-and-mortar" stores still introducing the new ways of business. This research examines what are the typical costs and benefits of introducing web shop and what kind of costs and benefits would be needed to expect in first three years from implementation of web shop in small and medium-sized enterprises.

Keywords: *cost and benefits, webshop, implementation, e-business, SMEs*

RISK MANAGEMENT IN GLOBAL SOURCING

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ABSTRACT

In this paper, we highlight how, in the context of the internationalization of enterprises, new paradigms are emerging as the recent logics of the global sourcing, virtual enterprise and research for location advantages and distinctive competencies on a global scale. Global sourcing is one of the most important strategic challenges for enterprises, which to reduce costs have shifted their procurement activity, from the local suppliers to suppliers in countries so-called "low-cost". However, the global sourcing process is full of difficulties and risks, often overlooked, that does not always translate into savings of purchasing total costs. The methodology used is based on a

comprehensive view of the supply chain which, theoretically shareable, it is rather difficult to implement because of its evolutionary dynamics and the different objectives, often conflicting, of the actors involved. The construction of adequate basics, and systems of knowledge and coordination of the principles governing the management of processes and measurement of operational performance mechanisms are now widely recognized as a performance measurement system, and a significant competitive advantage. The results allow a company to analyze the trend had in the past, and be an instrument for the definition of future improvement targets. Thus, it is important to define a measuring system for monitoring, coordinate, control and identify responsibilities by providing for internal and external risks of individual decision-making processes inherent in a complex situation such as the Supply Chain.

Keywords: *causal loop diagram, global sourcing, supplier selection, supply chain risk management*

