

INTRODUCTION

Higher Education institution for applied studies for Entrepreneurialship based its strategy on an integrative approach to linking theoretical education, training for economic and social practice, which involves the improvement of practical and professional capacity of students, and science work, that is the foundation of its educational functions on the scientific achievements of modern times. This approach has enabled continuous improvement of quality of school work and remains permanent strategic decision in time to come.

Following this, the school approached a very demanding and responsible task - organizing the first international scientific conference on the topic: "After the crisis: What now? – searching for new possibilities" Topic was simply imposed by time and social circumstances, both in Serbia and in the world that has been hit by the crisis with major economic, social and political consequences. It is logical to expect that in Serbia and in other countries hit by the crisis, politicians, businessmen, trade unions, scientists, experts, deal with the crisis, its causes and consequences, seeking a way out, concerning not just the current crisis conditions, but also long lasting solutions that will effectively confront the crisis in the long run. In this sense, it can be said that the decision to organize a conference "After the crisis- searching for new perspectives", is primarily the result of the overall educational - scientific work in the school, ideas and initiative of our professors, as well as a large number of eminent scientists, experts, politicians - public figures who spoke to our students and teachers and participated in the teaching process in the school.

Our idea and initiative to organize a scientific conference on the mentioned topic was met with great interest and support of scientists and experts, as well as numerous public institutions and organizations that have expressed their willingness to participate in the preparation and holding the Conference. The fact that confirms it is that the conference is held with the support of the Ministry of Labour and Social Affairs of the Republic of Serbia, Republic Agency for peaceful settlement of labour disputes, and with the support of Belgrade Chamber of Commerce, and many companies from different sectors in Belgrade and Serbia. It goes without saying that some of these public officials will address the participants of the Conference.

Support and interest of numerous scientific and academic institutions from Serbia and other countries, provided an opportunity to establish a competent International Program Committee, of the scientists and experts, who approached scientific and professional organization of the Conference responsibly and systematically.

Also, participants of the Conference are more than 50 university professors, scientists and experts from Serbia, Romania, Bosnia and Herzegovina, Iran, Italy and Croatia, confirming their belief that the crisis is global and requires global solutions.

To all of them, instead of the formal thank you letter, we send our belief, that the Conference gathers us together with the joint task to fully contribute to the search for lasting, systemic way out of the crisis, in accordance with our conscience and knowledge.

Such expectations are really proved by the fact that the participants submitted to the Program Committee over forty high-quality, content-rich papers in various fields of social and technological sciences. The aforementioned papers include a wide range of issues, such as investment, competitiveness, comparative advantages of individual countries, industries or enterprises, entrepreneurship, technological systems, improvement of productivity and profitability of an enterprise, case studies of individual companies and industries, marketing strategies, business risks, sustainable development strategy, business ethics, corporate culture and corporate social responsibility, human resource management, crisis management, leadership, small and medium enterprises, alternative energy sources, information technology, quality management, conflict management and peaceful resolution of labor disputes, education, professional development and the like.

These and other topics, only reaffirm what was in social theory and the experiences of countries that have successfully confronted the challenges and consequences of global crisis, and that is the complexity and multidimensionality of the crisis, which includes an integrated approach to the anti-crisis and post-crisis strategy at all levels - corporate, individual economic activity, national economies and globally. Of course, among the anti-crisis strategies at various levels a functional connection and interdependence must be established.

To the organizers, and all conference participants, this imposes a series of demands and tasks, which can ultimately be reduced to one - fully open the way for understanding the many different aspects and manifestations of the crisis, its specific aspects in certain industry sectors and countries, for open, argumentative confrontation of different views, or for the synergy of these different positions in the unity of open, dynamic, developmental approach to searching for ways out of the crisis. In other words, this requirement can be expressed through the slogan - there are many different causes and manifestations of the crisis, but only one way out. In this regard, we expect that the discussions at the Conference and Proceedings, will serve as a guideline and motivation in the joint efforts of all social factors in search of new perspectives and ways of overcoming the crisis.

Belgrade, March 2011,

Program Committee,
President,

Prof. Vladimir Marinković, Ph.D.