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EMC Review, Časopis za Ekonomiju i Tržišne komunikacije objavljuje originalne naučne radove, pregledne i stručne radove, naučne polemike, kritike i osvrte. Svojim tematskim obuhvatom naučnih saznanja, sa primjenom u privredi i ekonomiji, časopis odražava multidisciplinarnost studija na Univerzitetu Apeiron. Cilj je da se u časopisu objavljuju radovi iz oblasti globalne ekonomije, ekonomije regiona, ekonomske politike, tržišta i konkurencije, potrošača, medija i poslovne komunikacije, novih tehnologija, menadžmenta, marketinga sa fokusom na region Jugoistočne Evrope. Časopis izlazi dva puta godišnje, u junu i decembru. Radovi se dostavljaju na jezicima naroda BiH, latinici, ili engleskom jeziku, isključivo elektronski, na mail redakcije, i to: redakcija@emc-review.com do kraja aprila za junski, i kraja septembra, za decembarSKI broj. Zajedno sa radom treba dostaviti adresu za slanje autorskog primjerak časopisa nakon objavljivanja. Autor po potrebi može zahtevati izdavanje potvrde u vidu dokaza da će rad biti objavljen nakon recenzije.

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Na osnovu recenzija, uredništvo donosi odluku o objavljivanju rada i o tome obavještava autora u roku od 3 mjeseca od prijema rada. Radovi treba da budu pripremljeni u skladu sa Uputstvima za autore za EMC Review.

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Rad mora biti sačinjen u *Microsoft Word-u*, fontom Times New Roman (12), razmak (1). **Format stranice:** veličina A4. Margine: vrh 2,5 cm, donja 2,5 cm, lijevo 2,5 cm, desno 2,5 cm. Rad treba da ima dužinu do 30.000 znakova (16 strana). Izuzetak od ovog su pregledi, koji mogu imati i do 50.000 znakova. Rad mora biti redigovan.

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Radove pisati jezgrovito, razumljivim stilom i logičkim redom koji, po pravilu, uključuje: uvodni dio, cilj i metode istraživanja, razradu teme i zaključak.

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jedan prored niže **Key words** (TNR 12, bold): *key word 1, key word 2, ...key word 5* (TNR 11, italic). I prored niže **JEL classification** (TNR 12, bold): *E04, B12* (TNR 11, italic).

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Firebaugh (1999) [daljnja navođenja]; Andrea Boltho i Gianni Toniolo (1999) [prvo navođenje], Boltho i Toniolo (1999) [daljnja navođenja]; Albert Berry, Francois Bourguignon, i Christian Morrisson (1983) [prvo navođenje], Berry, Bourguignon, i Morrisson (1983) [daljnja navođenja]. Kada se citira više djela jednog istog autora, treba dati prezime autora i godinu izdanja u zagradi, prilikom svakog daljnjeg navođenja. Kada se navodi lista referenci unutar teksta, treba ih poredati hronološkim redom, pa zatim abecedno po godinama. Ako se radi o četiri ili više autora, navesti prvog autora, a zatim et al. i godinu; na primjer: Stefan Folster et al. (1998). Ako postoji više od jednog izdanja iz iste godine nekog ili više autora, navesti godinu i slova a, b, itd. (primjer: 1997a, b).

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Recenzije i objavljivanje. Svi radovi se anonimno recenziraju od strane dva anonimna recenzenta. Na osnovu recenzija redakcija donosi odluku o objavljivanju rada i obavještava autora.

PRIMJERI NAVOĐENJA PREMA AEA PUBLIKACIJI

Chaston, I. and Mangles, T. (2002), *Small business marketing management*, Creative Print & Desing (NJales), London, str.148.

Hills, G. (1995), "Forenjord," *Marketing and Entrepreneurship in SME*, No. 2/95, str. 25.

EUROSTAT Database (http://epp.eurostat.ec.europa.eu/portal/page/portal/european_business/); pristup bazi: IV 2011.

PRIMJERI NAVOĐENJA PREMA AEA PUBLIKACIJI

Novinski članci

A) Objavljeni Članci

Prezime autora, ime. godina. "Naslov članka." *Naslov časopisa*, Tom (br. broj ako je primjenjivo): brojevi stranica.

Primjer: Acemoglu, Daron. 2002. "Tehničke promjene, nejednakost i tržište rada." *Journal of Economic Literature*, 40 (1): 7-72.

Kada su u pitanju dva autora, samo se ime prvog autora daje obrnuto i stavlja se zarez prije i poslije imena prvog autora ili inicijala. Između dva autora treba staviti veznik <i>.

Primjer: Baker, George, Robert Gibbons, i Kevin J. Murphy. 2002. "Ugovori i teorija fi rme." *Quartely Journal of Economics*, 117 (1): 39-84.

B) Najavljeni članci

Primjer: Bikhchandani, Sushil, i Joseph M. Ostroy. Najavljen. "Ascending Price Vickery Auctions". *Games and Economic Behavior*.

Knjige

A) Jedan autor

Prezime autora, Ime autora. godina. *Naslov knjige*. Mjesto izdanja: Izdavač.

Primjer: Fridman, Tomas L. 2005. *Svijet je ravan: Kratka istorija dvadeset prvog vijeka.* Njujork: Farrar, Straus and Giroux.

B) Dva autora

Primjer: Helpman, Elhanan, i Pol Krugman. 1985. *Struktura tržišta i spoljna trgovine: Povećanje prihoda, nesavršena konkurencija, i Međunarodna ekonomija.* Cambridge MA: MIT Press.

C) Poglavlje u knjizi

Prezime autora, Ime autora. godina. "Glava ili naslov članka." U *Naslov knjige*, a zatim ed. i ime/na urednika ako je potrebno, i broj stranice(a). Mjesto izdanja: Izdavač.

Primjer: Freeman, Richard B. 1993. "Koliko je nestajanje sindikata doprinijelo povećanju jednakosti zarada muškaraca?" U *Uneven Tide: Rising Income Inequality in America*, ed. Sheldon Danzinger i Peter Gottschalk, 133-63. Njujork: Rassel Sage Foundation.

D) Reprint ili savremeno izdanje

Kada se naglašava raniji datum: Prezime autora, Ime autora. Raniji datum štampanja.

Naslov. Mjesto izdavanja: Izdavač, kasniji datum.

Primjer 1: Rawls, John. 1971. *Teorija pravde.* Cambridge MA: Harvard University Press, 1999.

Kada se naglašava kasniji datum: Prezime autora, Ime autora. *Naslov.* Mjesto izdavanja: Izdavač, (orig. datum izdavanja).

Primjer 2: Rawls, John. 1999. *Teorija pravde.* Cambridge MA: Harvard University Press, (Prvo izdanje 1971).

E) Izdanja koja nisu prvo izdanje

Kada se koristi ili citira neko izdanje koje nije prvo, broj ili opis izdanja se navode iza naslova.

Primjer: Strunk, Villiam, Jr., i E. B. White. 2000. *Elementi stila.* 4. izd. Njujork: Allyn and Bacon.

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Djela koja se sastoje od tomova kao što su enciklopedije, tomovi radova koji se izdaju tokom nekoliko godina, ili djela u tomovima izdata u jednoj godini. Evo nekoliko primjera:

Primjer 1: Kohama, Hirohisa, izd. 2003. *Asiean Development Experience*. Tom 1, *External Factors in Asian Development*. Singapore: Institute of Southeast Asian Studies.

Primjer 2: Kusuoka, Shigeo, i Akira Yamazaki, izd. 2006. *Advances in Mathematical Economics*. Tom 8. Njujork: Springer.

Primjer 3: Mokyr, Joel, izd. 2003. *The Oxford Encyclopedia of Economic History*. 5 tomova. Oxford: Oxford University Press.

NEOBJAVLJENI RADOVİ

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Samo radovi koji se pojavljuju kao dio dokumenata neke institucije se klasifikuju kao radni materijali. Oni treba uvijek da nose određen broj, koji dokumentu dodjeljuje institucija. Prezime autora, Ime autora. Godina. "Naslov". Vrsta radnog materijala (kao što je institucija, naslov radne serije) i broj.

Primjer 1: Ausubel, Lorens M., 1997. "Efi kasna rastuća ponuda aukciji za više objekata." Radni materijal Fakulteta Univerziteta u Merilendu 97-06.

Primjer 2: Heidhues, Paul, i Botond Koszegi. 2005. "Uticaj averzije potrošača na cijenu." Materijal za raspravu Centra za istraživanje ekonomske politike 4849.

B) Predavanja i radovi predstavljeni na sastancima

Prezime autora, Ime autora. Godina. "Naslov". Rad predstavljen na sastanku slijedi naziv, mjesto i grad u kome je predavanje/sastanak održan.

Primjer 1: Romer, Kristina D., i Dejvid H. Romer. 2006 "Evolucija ekonomskog razumijvanja i poslijeratna politika stabilizacije." Rad prezentovan na simpoziju-

mu Rethinking Stabilization Policy Federal Reserve Bank of Kansas, Jackson Hole, WY.

Primjer 2: Goldin, Claudia. 2006. "Tiha revolucija koja je transformisala zapošljavanje žena, obrazovanje i porodicu." Rad predstavljen na godišnjem sastanku Allied Social Science Associations, Boston.

V) Neobjavljeni radovi

Kada rad nije objavljen, ali se može naći na Veb-u (kao što je Veb strana autora ili univerziteta), koristi se sljedeći način: Prezime autora, Ime autora. Godina. "Naslov". Veb adresa. Molimo unesite URL adresu koja se povezuje na kompletan tekst članka.

Primjer 1: Zeitzewitz, Erik. 2006. "How Widespread Was Late Trading in Mutual Funds". <http://facultygsb.stanford.edu/zitzewitz>.

Primjer 2: Factiva. 2006. "Blogging and Your Corporate Reputation: Part One-Listen to the Conversation." http://www.factiva.com/collateral/download_brchr.asp?node=menuElem1506#white.

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Primjer 3: Acemoglu, Daron, Pol Atras i Elhanan Helpman. 2006. "Contracts and Technology Adoption." Neobjavljen.

D) Teza i doktorske disertacije

Prezime autora, Ime autora. godina. "Naslov". Doktorska disertacija. Univerzitet.
Primjer: Nash, John. 1950. "Non-Cooperative Games." Doktorska disertacija. Univerzitet Princeton.

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dokumenta sa Interneta navode.

Ime web sajta. Godina pristupa. Izdavač/kompanija. URL adresa (datum pristupa).

Primjer 1: Factiva. 2006. Dow Jones Reuters Business Interactive LLC. www.factiva.com (pristupljeno 5. juna 2006. g.).

Primjer 2: Biography Resource Center. 2006. Tomas Gale. <http://www.galegroup.com/BiographyRC/> (pristupljeno 25. septembra 2006. g.).

NOVINE, ONLINE RJEČNICI, ENCIKLOPEDIJE, I REFERENTNI RADOVI

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ČLANCI IZ ČASOPISA

A) Autorizovani članci

Prezime autora, Ime autora. Godina. “Naslov”. *Časopis*. Mjesec ili datum, broj stranice (a).

Primjer: Belkin, Lisa. 2003. “The Opt-out Revolution.” *New York Times magazine*. 26. oktobar, 23-32.

B) Neautorizovani članci

Časopis. Godina. “Naslov”, mjesec ili datum, broj stranica.

Primjer: “The Economist”. 1991. “The Ins and Outs of Outsourcing,» 31. avgust, 54-56.

Članci iz časopisa na Internetu

Prezime autora, Ime autora. Godina. "Naslov". *Časopis*, datum. URL adresa.

Primjer: **Becker, Gary S.** 1993. "The Evidence against Blacks Doesn't Prove Bias." *Business Week*, 19. aprila. <http://bvarchive.businessweek.com/indek.jsp>.

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The journal is published twice a year, in June and December. Papers should be submitted in the languages of B&H, Latin or English, exclusively electronically, to the redaction mail address: redakcija@emc-review.com by the end of April for June, and the end of September for December issue. The address for sending the author copy of the journal after it is published should be sent together with the paper.

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Paper title. CAPITAL LETTERS, centered, (Times New Roman, 16, **bold**). Author's

last name, title and first name should be written below the title (Times 172 New Roman, 14). Example: Last name Dr., (Mr.) name or last name. In the footnote on the first page, author's scientific occupation, name, author's address, author's e-mail address, and the name of the institution at which the author works is given, (Times New Roman, 11).

Summary. Summary, with the length of 50-150 words, should be at the beginning of the paper, under the title, two spaces below (TNR, 11, *italic*).

Key words (*up to five*) (*TNR, 11, italic*). At least one classification code of the Classification System for the Journal Articles, as used by the Journal of Economic Literature (JEL: http://www.aeaweb.org/journal/jel_class_system.php), should be included, also single space below.

Papers should be written concisely, with an understandable style and logical order, which as a rule includes: introduction, the goal and methods of research, theme development and conclusion.

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Reference to individuals in the text should include the first name, middle initial and last name on the first reference. Subsequent references should include last name only. Do NOT use titles such as Mister, Doctor, Professor, etc. For example: Alan S. Blinder (2006) [first reference], Blinder (2006) [subsequently].

Organizations or governmental agencies in the text. On the first references use the full name followed by the abbreviation in parentheses. Subsequent references should use abbreviation only. For example: Social Science Research Council (SSRC) [first reference], SSRC [subsequently].

Reference to articles and books in the text. Give full name (first name, middle initial and last name) of author(s) and year of publication in the first citation, with page numbers where appropriate. For example: Glenn Firebaugh (1999) [first reference]; Firebaugh (1999) [subsequently]; Andrea Boltho and Gianni Toniolo (1999) [first reference], Boltho and Toniolo (1999) [subsequently]; Albert Berry, Francois Bourguignon, and Chris titan Morrison (1983) [first reference], Berry, Bourguignon, and Morrison (1983) [subset quaintly]. When citing more than one work by the same author, give the last name of author and year of publication in parentheses for each subsequent citation. When listing a list of references within the text, arrange them first in chronological order, then alphabetically according to years. If there are four or more authors, refer to the first author, followed by et al. and the year; for example: Stefan Folster et al. (1998). If there is more than one publication referred to in the same year by the author(s), use the year and letters a, b, etc. (example: 1997a, b). References to authors in the text must match exactly those in the Reference section.

Proposal for references to the authors in the text: [Lukas, 2005:4]

Quotations. Any quotation, regardless of its length, needs to include reference and

page number. For any quotation longer than 350 characters, the author must have written approval by copy rights owner that needs to be enclosed.

Tables, charts, and pictures. Tables and graphs need to be made in Word or some other Word compatible format. Tables and graphs from statistical programs should be transferred into Word format. Same data must not be presented both in tables and charts. Every table, chart, or picture should be marked with a number and adequate name, e.g.: Table 2: Variables Reliability. Name of tables, graphics or picture is placed above, TNR 11, normal, two spaces between table and text. If illustration from printing source is used, written authorization by copy rights owner is necessary. Source should be placed below tables, charts, and pictures. **Source font: TNR 11, italic.** References in the Source are used in the same way as in the text. If the tables, charts, and figures are author'(s) calculations, reviews or estimations, that should also be emphasized.

Statistics. The results of statistical tests need to be provided in the following form: $F(1,9) = 25.35; p < .001$ or similar. Lower number of conventional P levels should be stated (e.g.: .05, .01, .001).

References. Use AEA rules for references, which are mentioned within the text. Reference section must be single-spaced, beginning on a new page following the text, giving full information. Use full names of authors or editors using initials only if that is the usage of the particular author/editor. List all author/editors up to/including 10 names. Authors of articles and books and material without specific authors or editors, such as government documents, bulletins, or newspapers, are to be listed alphabetically. Most references in the Reference section should be referenced (included) in the text.

Appendix. In the appendix, only those descriptions of material that would be useful for readers to understand, evaluate, or revise research should be provided.

Footnotes and abbreviations. If necessary, references in the footnotes should be used in the same way as in the text. Abbreviations should be avoided, except from exceptionally usual ones. The abbreviations stated in tables and pictures should be explained.

Reviews and publishing. All papers are anonymously reviewed by two anonymous reviewers. On the basis of reviews, editorial staff makes decision on paper publishing and informs the author about it within three months from paper receipt.

EXAMPLES OF AEA PUBLICATION REFERENCES

Chaston, I. and Mangles, T. (2002), *Small business marketing management*, Creative Print & Desing (N Jales), London, str. 148.

Hills, G. (1995), "Forenjord," *Marketing and Entrepreneurship in SME*, No. 2/95, str. 25.

EUROSTAT Database (http://epp.eurostat.ec.europa.eu/portal/page/portal/european_business/); pristup bazi: IV 2011.

EXAMPLES OF AEA PUBLICATION REFERENCES JOURNAL ARTICLES

A) Published Articles

Author Last name, First name. Year. "Article Title." *Journal Title*, Volume (Issue number if applicable): Page numbers.

Example: Acemoglu, Daron. 2002. "Technical Change, Inequality, and the Labour Market." *Journal of Economic Literature*, 40(1): 7-72.

In the case of two authors, only the first author's name is inverted and a comma must be placed before and after the first author's first name or initials. Use "and" between the two author'(s) names.

Example: Baker, George, Robert Gibbons, and Kevin J. Murphy. 2002. "Relational Contracts and the Theory of the Firm." *Quarterly Journal of Economics*, 117(1): 39-84.

B) Forthcoming Articles

Example: Bikhchandani, Sushil, and Joseph M. Ostroy. Forthcoming. "Ascending Price Vickery Auctions." *Games and Economic Behavior*.

Books

A) One Author

Author Last name, First name. Year. *Book Title*. Place of publication: Publisher.

Example: Friedman, Thomas L. 2005. *The World Is Flat: A Brief History of the Twenty-First Century*. New York: Farrar, Straus and Giroux.

B) Two Authors

Example: Helpman, Elhanan, and Paul Krugman. 1985. *Market Structure and Foreign Trade: Increasing Returns, Imperfect Competition, and International Economy*. Cambridge, MA: MIT Press.

C) Chapter in a Book

Author Last name, First name. Year. "Chapter or Article Title." In *Book Title*, followed by ed. and editor'(s) names if appropriate, and page number(s). Place of publication: Publisher.

Example: Freeman, Richard B. 1993. "How Much Has De Unionization Contributed to the Rise in Male Earnings Equality?" In *Uneven Tide: Rising Income Inequality in America*, ed. Sheldon Dan zinger and Peter Gottschalk, 133-63. New York: Russell Sage Foundation.

D) Reprint or Modern Edition

When emphasizing earlier date: Author Last name, First name. Earlier printing date. *Title*. Place of publication: Publisher, Later date.

Example 1: Rawls, John. 1971. *A Theory of Justice*. Cambridge, MA: Harvard University Press, 1999. When emphasizing later date: Author Last name, First name. *Title*. Place of publication: Publisher, (Orig. pub. date).

Example 2: Rawls, John. 1999. *A Theory of Justice*. Cambridge, MA: Harvard University Press, (Orig. pub. 1971).

E) Editions Other Than the First

When an edition other than the first is used or cited, the number or description of the edition follows the title in the listing.

Example: Strunk, William, Jr., and E. B. White. 2000. *The Elements of Style*. 4th ed. New York: Ally and Bacon.

Multivolume Works

Multivolume works include works such as encyclopedias, multivolume works pu-

blished over several years, and multivolume works published in a single year. Below are several examples.

Example 1: Kohama, Hirohisa, ed. 2003. Asian Development Experience. Vol. 1, External Factors in Asian Development. Singapore: Institute of Southeast Asian Studies.

Example 2: Kusuoka, Shigeo, and Akira Yamazaki, ed. 2006. Advances in Mathematical Economics. Vol. 8. New York: Springer.

Example 3: Mokyr, Joel, ed. 2003. The Oxford Encyclopedia of Economic History. 5 Vols. Oxford: Oxford University Press.

UNPUBLISHED PAPERS

A) Working Papers

Only papers appearing as part of an institutions' working papers series should be classified as working papers. These should always include a specific working paper number as assigned by the institution. Author Last name, First name. Year. "Title." Type of Working Paper (such as institution, working series title) and number.

Example 1: Ausubel, Lawrence M. 1997. "An Efficient Ascending-Bid Auction for Multiple Objects." University of Maryland Faculty Working Paper 97-06.

Example 2: Heidhues, Paul, and Botond Koszegi. 2005. "The Impact of Consumer Loss Aversion on Pricing." Centre for Economic Policy Research Discussion Paper 4849.

B) Lectures and Papers Presented at Meetings

Author Last name, First name. Year. "Title." Paper presented at followed by meeting name, place, and city where lecture/meeting took place.

Example 1: Romer, Christina D., and David H. Romer. 2006. "The Evolution of Economic Understanding and Postwar Stabilization Policy." Paper presented at the Rethinking Stabilization Policy Federal Reserve Bank of Kansas Symposium, Jackson Hole, WY.

Example 2: Goldin, Claudia. 2006. "The Quiet Revolution That Transformed

Women's Employment, Education, and Family." Paper presented at the annual meeting of the Allied Social Science Associations, Boston.

C) Unpublished Papers

When a paper has not been published but can be found on the Web (such as the author's Web site or the university Web site), use the following format: Author Last name, First name. Year. "Title." Web address. Please provide a URL that links to the full text of the article.

Example 1: **Zeitzevitz, Eric.** 2006. "How Widespread Was Late Trading in Mutual Funds." <http://facultygsb.stanford.edu/zitzevitz>.

Example 2: **Factiva.** 2006. "Blogging and your Corporate Reputation: Part One - Listen to the Conversation." http://www.factiva.com/collateral/download_bchr.asp?node=menuElem1506#white.

When a paper has not been published and does not appear on a Web site (such as the author's Web site or university Web site), use the following format: Author Last name, First name. Year. "Title." Unpublished.

Example 3: **Acemoglu, Daron, Pol Atras, and Elhanan Helpman.** 2006. "Contracts and Technology Adoption." Unpublished.

D) Theses and Dissertations

Author Last name, First name. Year. "Title." PhD diss. University.

Example: **Nash, John.** 1950. "Non-Cooperative Games." PhD diss. Princeton University.

WEB SITES

This is for the reference research done on a Web site. If you want to cite a specific article, document, lecture, speech, etc., see the reference examples for those types of doc unmits.

Web Site Name. Year accessed. Publisher/Company. URL (access date).

Example 1: **Factiva.** 2006. Dow Jones Reuters Business Interactive LLC. www.factiva.com (accessed June 5, 2006).

Example 2: Biography Resource Center. 2006. Thomas Gale. <http://www.gale-group.com/BiographyRC/>(accessed September 25, 2006).

Newspapers, Online Dictionaries, Encyclopedias, and Reference Works

Because newspapers, online dictionaries, encyclopedias, and databases are being continuously updated, they should be cited as a footnote in the text. It should NOT be included in the reference list. The note should always include an access date along with the URL. If possible, use the appropriate URL for the site entry rather than the general URL. If you are citing the definition for “nepotism” in the Merriam-Webster Online Dictionary, use <http://www.m-w.com/dictionary/nepotism> rather than <http://www.m-w.com>.

MAGAZINE ARTICLES

A) Authorized Articles

Author Last name, First name. Year. “Title.” *Magazine*. Month or date, page number(s).

Example: Belkin, Lisa. 2003. “The Opt-out Revolution.” *New York Times Magazine*. October 26, 23-32.

B) Non-authorized Articles

Magazine. Year. “Title,” Month or date, page numbers.

Example: The Economist. 1991. “The Ins and Outs of Outsourcing,” August 31, 54-56.

Online Magazine Articles

Author Last name, First name. Year. “Title.” *Magazine*, date. URL.

Example: Becker, Gary S. 1993. “The Evidence against Blacks Doesn’t Prove Bias.” *Business Week*, April 19. <http://bwarchive.businessweek.com/index.jsp>.