

SADRŽAJ:

UPRAVLJANJE KONFLIKTIMA U POSLOVNOM OKRUŽENJU	15
<i>Mikić Anđela</i>	
MANAGING CONFLICTS IN BUSINESS ENVIRONMENT	
POSLOVNO KOMUNICIRANJE U FUNKCIJI USPEŠNOG POSLOVANJA U	
VREME KRIZE	25
<i>Slađana Borić, Sanja Stankov, Sanja Stanisavljev</i>	
BUSINESS COMMUNICATION IN FUNCTION OF SUCCESSFUL	
BUSINESS IN THE TIME OF CRISIS	
COMMUNICATION FOR EFFECTIVE LEADERSHIP AND CHANGE	39
<i>Robert Dimitrovski, Liljana Pushova</i>	
KOMUNIKACIJA ZA EFIKASNO LIDERSTVO I PROMENA	
MODERN COMMUNICATION SKILLS IN INTEGRATING MANAGEMENT OF	
PUBLIC RELATIONS IN LOCAL COMMUNITIES	49
<i>Fisnik Ferati, Borche Sibinovski, Mirko Tripunoski</i>	
NEKA RAZMIŠLJANJA O PREFORSIRANOM DIZAJNU I MARKETINGU	59
<i>Nebojša Jehlička</i>	
SOME THOUGHTS ON DESIGN AND MARKETING	
INFORMATIČKA PISMENOST U LOKALNOJ SAMOUPRAVI (CASE STUDY -	
PIROTSKI OKRUG)	71
<i>Dragan Kolev, Amra Bravo, Sanel Jakupović</i>	
Topic: Computer literacy in local government	
POSLOVNA KULTURA I TRŽIŠNE KOMUNIKACIJE U VERTIKALNOM	
MARKETINGU PLASMANA AUTOMOBILA	91
<i>Luka Laketa, Isidora Beraha, Marko Laketa</i>	
BUSINESS CULTURE AND MARKET COMMUNICATION IN VERTICAL	
CAR MARKETING	
KOMUNIKACIJA I POVERENJE U ORGANIZACIJI I U ODNOSIMA SA	
KLIJENTIMA USLUGA	108
<i>Tatjana Milivojević, Svetlana Vukotić</i>	
COMMUNICATION AND TRUST IN THE ORGANIZATION AND IN	
RELATIONS WITH SERVICE CONSUMERS	
ULOGA INTERNE KOMUNIKACIJE U IMPLEMENTIRANJU, REALIZOVANJU	
I UNAPREĐIVANJU ORGANIZACIONE ETIČKE KULTURE	129
<i>Tatjana Milivojević, Jelena Bajić</i>	
THE ROLE OF INTERNAL COMMUNICATIONS IN THE	
IMPLEMENTATION, REALIZATION AND IMPROVEMENT OF THE	
ORGANIZATIONAL ETHICAL CULTURE	
DEVELOPMENT OF THE COMMUNICATION SKILLS TROUGH TRAININGS IN	
ORDER TO INCREASE THE ORGANIZATIONAL COMPETITIVENESS	146
<i>Sanja Nikolic, Sreten Miladinovski</i>	
GENESIS SYNERGY IN PUBLIC COMMUNICATIONS	156
<i>Nikolaj Palašev, Vanče Bojkov, Darjan Bojkov</i>	

ORGANIZACIONA KLIMA I KULTURA KOMUNIKACIJE U FUNKCIJI POSLOVANJA KOMPANIJE.....	166
<i>Ivana Projović, Kolev Dragan, Ambra Bravo</i>	
ORGANIZATIONAL CLIMATE AND CULTURE OF COMMUNICATION IN THE FUNCTION OF COMPANY BUSINESS	
KOMUNICIRANJE IZMEĐU ORGANA NADLEŽNIH ZA REŠAVANJE U UPRAVNIM POSLOVIMA I STRANAKA U REPUBLICI MAKEDONIJI - MOGUĆNOSTI I PERSPEKTIVE	184
<i>Temelko Risteski, Emrah Mihtaroski, Vesna Sijić</i>	
COMMUNICATIONS BETWEEN THE COMPETENT AUTHORITY FOR SOLVING IN ADMINISTRATIVE AFFAIRS AND CLIENTS IN THE REPUBLIC OF MACEDONIA - POSSIBILITIES AND PERSPECTIVES	
THE USE OF ICT AS A TOOL FOR IMPROVEMENT OF THE COMMUNICATION BETWEEN THE LOCAL GOVERNMENT AND THE CITIZENS.....	197
<i>Igor Slavkoski, Irena Ashtalkoska, Savo Ashtalkoski</i>	
SAVREMENE KOMUNIKACIJSKE METODE SA KLIJENTIMA U FUNKCIJI UNAPREĐENJA POSLOVANJA ORGANIZACIJE.....	210
<i>Sanja Stankov, Slađana Borić, Nikola Nikolić</i>	
MODERN METHODS OF COMMUNICATION WITH CUSTOMERS AS A FUNCTION OF IMPROVING THE BUSINESS ORGANIZATION	
ODNOSI SA JAVNOŠĆU I PROBLEM REPUTACIJE U JAVNOJ UPRAVI.....	219
<i>Darko Tadić</i>	
PUBLIC RELATIONS AND REPUTATION MANAGMENT PROBLEM IN PUBLIC ADMINISTRATION	
ULOGA PORTPAROLA I ZNAČAJ MEDIJSKE KOMUNIKACIJE U SPECIJALIZOVANOJ INSTITUCIJI JAVNE UPRAVE	229
<i>Ivana Teodorović Stojanović</i>	
THE ROLE OF THE SPOKESPERSON AND THE IMPORTANCE OF MEDIA COMMUNICATION IN A SPECIALIZED INSTITUTION OF THE PUBLIC ADMINISTRATION	
POSITIONING OF SPORTS MARKETING IN PUBLIC RELATIONS AND COMMUNITY.....	244
<i>Mirko Tripunoski, Slavica Tripunoska, Maja Tripunoska</i>	
TRŽIŠNE KOMUNIKACIJE U FUNKCIJI UNAPREĐENJA POSLOVANJA KOMPANIJA	256
<i>Aleksandra Vidović, Aleksandra Broćeta</i>	
MARKET COMMUNICATIONS IN FUNCTION OF IMPROVING OPERATION OF THE COMPANY	
UPRAVLJANJE PRODAJNIM AKTIVNOSTIMA TRGOVAČKIH PREDUZEĆA U FUNKCIJI TRŽIŠNE KOMUNIKACIJE	277
<i>Aleksandra Vidović</i>	
MARKET COMMUNICATION MANAGEMENT AS IN FUNCTION OF SALES ACTIVITIES IN COMMERCIAL ENTERPRISES	