

TABLE OF CONTENTS

THE ANALYSIS OF DIRECTIONS FOR IMPROVEMENT OF COMPETITIVENESS IN DOMESTIC HOTEL ENTERPRISES – STUDENTS ATTITUDES	...3-11
Dejan ĐORĐEVIĆ, Srđan BOGETIĆ, Dragan ČOČKALO, Nemanja LEKIĆ	
COMPARATIVE ANALYSIS OF THE INFLUENCE ON CONSUMERS VIA MOBILE PHONES AND COMPUTERS	...12-20
Milica JEVREMOVIĆ, Velimir ŠTAVLJANIN, Živorad VASIĆ, Milomir STANKOVIĆ	
ORGANIZATIONAL CULTURE AND ORGANIZATIONAL COMMITMENT: SERBIAN CASE	...21-27
Siniša MITIĆ, Jelena VUKONJANSKI, Edit TEREK, Bojana Gligorović, Katarina ZORIĆ	
COMPARATIVE ANALYSIS OF EXPORT CAPABILITIES OF THE METALWORKING INDUSTRY IN ZLATIBOR REGION AND THE REST OF SERBIA	...28-35
Vesna K. SPASOJEVIĆ BRKIĆ, Zorica A. VELJKOVIĆ, Tamara GOLUBOVIĆ, Aleksandar Đ. BRKIĆ, Sonja JOSIPOVIĆ	
THE IMPACT OF THE NUMBER OF RETAIL OUTLETS ON THE MARKET SHARE OF CONSUMER GOODS' RETAIL BRANDS	...36-45
Marko VLAHOVIĆ, Mila KAVALIĆ, Slađana BORIĆ, Sanja STANISAVLJEV, Nikola ČURČIĆ	
APPLICATION OF MULTI CRITERIA DECISION MAKING TO URBAN PLANNING - A REVIEW	...46-53
Ali Reza AFSHARI, Mahdi VATANPARAST2, Dragan ČOČKALO	
THE ANALYSIS OF PUBLIC RELATIONS ROLE IN IMPROVING CORPORATE SOCIAL RESPONSIBILITY	...54-61
Ružica ĐERVIDA-LEKANIĆ, Cariša BEŠIĆ, Doloris BEŠIĆ-VUKAŠINOVIĆ, Snežana BEŠIĆ	
APPENDIX:	
1. LIST OF REVIEWERS	...62
2. JEMC TEMPLATE	...63