

# CONTENT

**Kadrija Hodžić, Alem Merdić**

CHALLENGES OF ECONOMIC INTEGRATION OF BOSNIA AND  
HERZEGOVINA IN THE EUROPEAN UNION..... 7

**Vinko Kandžija, Vladimira Ivandić, Tomislav Kandžija**

APSORPCIJSKI KAPACITET BOSNE I HERCEGOVINE ZA PRIHVAT  
EU SREDSTAVA – pretpostavka opstanka Hrvata u Bosni i Hercegovini ..... 28

**Andrej Kumar, Vinko Kandžija, Ivan Kožul**

GLOBALIZATION, TRADE WAR, ECONOMIC INTEGRATIONS,  
AND WESTERN BALKAN STATES ..... 72

**Alain Redslob, Jelena Dorotić**

LE POINT SUR LES CANDIDATURES DES PAYS BALKANIQUES À  
L'UNION EUROPÉENNE..... 93

**Ioana Panagoreț, Gigi Serban, Rareș Nitu**

A STRATEGY FOR SOLVING ENVIRONMENTAL PROBLEMS IN  
TELEORMAN COUNTY-ROMANIA ..... 106

**Ioana Panagoreț, Dragoș Panagoreț, Andreea Panagoreț**

ELECTRONIC COMMUNICATION IN PUBLIC ADMINISTRATION ..... 115

**Srdjan Redžepagić, Vinko Kandžija, Dragan Mišetić**

LA COMPÉTITIVITÉ DES PME DANS LE PROCESSUS  
D'INTÉGRATION D'UN MARCHÉ UNIQUE..... 121

**Ivan Tolić, Dijana Vuković, Josipa Kreber**

MARKETINŠKE STRATEGIJE U FUNKCIJI STVARANJA  
IMPULZIVNE KUPNJE U MALOPRODAJI..... 140

**Ivan Tolić**

PRIKAZ POJMA URBANOG MARKETINGA ..... 168

**Maja Vasilj, Ivan Ljubić, Ivana Soldo, Frano Ljubić**

MOŽE LI SE UBRZATI PROCES PRISTUPANJA BIH U EU ..... 187

**Fidan Begolli, Ivan Kožul, Niko Miljanić**

KOSOVO AND ITS PATH TOWARD EUROPEAN UNION ..... 198

**Dragan Sabljčić, Tea Sabljčić, Niko Miljanić**

THE IMPACT OF DIGITALIZATION ON REFORMS IN PUBLIC SECTOR ..... 215

<b>But Dedaj, Luljeta Aliu Mulaj, Mjellma Carabregu Vokshi, Goran Radoš</b> PERSPECTIVES OF HIGHER EDUCATION IN THE WESTERN BALKAN COUNTRIES IN THE LIGHT OF EUROPE 2020 STRATEGY .....	229
<b>Marcu Laura, Dorotic Jelena, Kandzija Tomislav</b> ABSORPTION DES FONDS EUROPÉENS: LEÇONS D'APPRENTISSAGE POUR LES NOUVEAUX ADHÉRENTS .....	249