

## INSTRUCTIONS TO AUTHORS

Pan-European University Apeiron, College of modern management  
„Economy and Market Communication Review –  
Časopis za ekonomiju i tržišne komunikacije“  
Pere Krece 13, 78102 Banja Luka, Bosnia and Herzegovina  
E-mail: [redakcija@emc-review.com](mailto:redakcija@emc-review.com) ; Web: [www.emc-review.com](http://www.emc-review.com)  
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The scientific international journal „Economy and Market Communication Review – Časopis za ekonomiju i tržišne komunikacije“ - journal for economy and market communication (ISSN 2232-8823 print; 2232-9633 online) was launched in 2011.

Economy, sustainable economic and social development, as well as market communication is at the heart of contemporary societies' interests. The SEE Region Journal publishes scientific and professional papers covering a wide range of topics available in the fields of global economy, business economics, social development, markets and competition, consumers, media and business communications, new technology, management, marketing, all in favour of improving existing knowledge, stimulating discussion and reflection on contemporary topics in these areas. The journal focuses on these topics from the perspective of different theories, policies and practices, and promotes an interdisciplinary approach.

The journal for economy and market communication (EMC Review) is an international peer-reviewed, open approach (OA) journal dedicated to the highest professional and ethical standards, including zero tolerance for plagiarism culture and other unacceptable forms of activity.

The journal is published twice a year (in June and December). The deadline for submitting papers for June is March 30th and 30th August for December edition. They can be submitted to the following email address: [redakcija@emc-review.com](mailto:redakcija@emc-review.com). The paper must not be under review and/ or published by another journal. When submitting your paper, you must indicate the author who will be in charge of correspondence at all stages of the review and publication processes, as well as his/her contact details (telephone numbers, email and full postal address). In one paper can only participate three authors at most.

The manuscripts are sent to the journal redaction and are published in languages of the people of Bosnia and Herzegovina or English, in Latin script. In order for a paper to be published, it must be fully in line with the Instructions to Authors and must be positively reviewed by at least two independent anonymous reviewers (Instructions to Reviewers).

Authors must respect the scientific methodology when writing their papers. All papers received are forwarded to the members of the Editorial Board for their evaluation, as well as to the experts outside the Editorial Board in case of a specific content of the text. Following their evaluation, the editor in chief proposes to the Editorial Board decisions for further actions as follows:

- I. Which papers to reject,
- II. Which papers to return to the authors with suggestions, recommendations and remarks on how to improve their text prior to sending it for peer review,
- III. Which papers to forward for peer review.

The authors are notified of the decision of the Editorial Board via email. After their manuscript has been accepted for review, the authors must sign the Statement of Authorship and Copyright, which they then must return via email to the Editorial Board. By signing it, the authors confirm the authenticity of their article and copyright and acknowledge the reviewing process.

The papers which are forwarded for review are sent to at least two anonymous reviewers. Peer review means that reviewers are unaware of who the authors of papers are, as is the case with authors.

With this statement, the editorial board will send the invoice to the correspondent author to pay the costs of the review process. The costs of the review procedure for one paper is 100,00 €, or 200,00 KM (no matter how many authors are at paper and whether they come from the country or abroad). The paper will not be submitted for review until the author has submitted a signed statement and proof of payment of the costs of the review process.

Following the review, should reviewers request so, the paper is sent back to authors to be amended. If they exist, the reviews are only submitted to the author after both have been received. Besides taking on board the comments and suggestions of reviewers, the authors must also submit a supporting letter in which they list the changes made to their paper, linked with the corresponding page where these have been done. The corrected paper and the supporting letter are sent to the Editorial Board via email.

After the author has resubmitted the paper, it is sent to the reviewer for opinion. In situations when reviewers are not in agreement relative to their opinion on the paper's suitability for publication and/or its classification, the decision will be rendered by the Editorial Board upon a proposal by the editor in chief.

Upon the proposal by reviewers and in line with the decision by the Editorial Board, the papers are classified into four categories:

- I. original scientific paper, which contains the results of an original scientific research unpublished to date;
- II. preliminary report, which contains the new results of a scientific research, useful to be published promptly;
- III. review, which contains an original, concise and critical review of an area and provides a contribution given the papers published to date;
- IV. professional paper, which contains useful contributions from and for the profession but does not necessarily represent an original research.

Upon the positive decision on publishing, and following proofreading and editing, the paper shall be submitted to the authors for their opinion and check prior to publication.

The author may, upon request, be issued with an appropriate confirmation of the status of his paper. The table "Structure and Form of Paper" provides detailed instructions to authors in relation to the technical layout of the paper, as well as to its recommended structure.

## **STRUCTURE AND FORM OF PAPER**

### **COVER PAPER**

Must include the title of paper, name of author, his/her academic title, name and address of institution where the author works, position and contact details in both Bosnian/Croatian/Serbian and English (if the paper is written in languages of the people of Bosnia and Herzegovina).

### **FIRST PAGE**

Must include the title of paper, abstract, key words and JEL classification.

#### **Abstract**

- a. If the paper is written in the languages of the people of BiH, the abstract will contain between 150 and 300 words. At the end of the paper, an extended summary (English version) is written behind the list of references, which should be 400-500 words long. The abstract is written in the third person, in one paragraph and must contain: (1) the aim of the research, (2) research methods, (3) the basic result of the research, and (4) the conclusion of the research.
- a. If the paper is written in English it is not necessary to write a summary at the end of the paper, while the other rules for writing the abstract are the same as under a)

**Key words**

Key words are written in both languages of the people of BiH and English (if the paper is written in the languages of the people of BiH) and must contain the gist of the paper. Up to 5 key words should be provided.

**JEL classification**

JEL classification is provided under the key words in both languages of the people of BiH and English (if the paper is written in languages of the people of BiH) in accordance with the Journal of Economic Literature classification (available at <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>).

**RECOMMENDED STRUCTURE OF PAPER<sup>1</sup>****1. Introduction**

It should define the problem, subject matter and aim of research, as well as the motive for undertaking such research. The Introduction should also offer one or several hypotheses of the paper, which should be developed in the final chapter of the paper – the Conclusion. The Introduction ends with the description of the paper's structure.

**2. Literature overview**

Literature Overview involves the overview of relevant literature in the area of the paper, with key knowledge available to date or relevant results of research conducted to date. Exceptionally, the author may include Literature Overview in the Introduction.

**3. Methodology**

Methodology must be described clearly and precisely, the methodological contribution of authors (if available) must be established and it must all be done in a fashion that it allows for its testing by other authors.

**4. Empirical evidence**

Empirical evidence represents the documentation background to the research conducted.

**5. Results and discussion**

Results and discussion represent part of the paper in which results of the research conducted are explained and compared to similar research, the limits of the interpreted results are analysed, as are their significance and potential implications.

**6. Conclusion**

Conclusion is the final chapter of the paper. It should not be confused with the paper's abstract. It should contain the elaboration of the original hypothesis, the evaluation of the results of research, its contribution, the overview of limitations and problems relative to research implementation, the guidelines for future research, the recommendations stemming from the results of research etc. As is the case with abstract, the Conclusion should be contained in one paragraph.

**LITERATURE**

The list of literature should be provided at the end of paper, and it should only contain those titles which are referred to by the author throughout the text. It should be provided in the alphabetical order of the last name of authors of the mentioned works with no classification per types, and data on the work must be complete, in accordance with the standards of bibliography. If several works of the same author have been published in the same year, the year should be accompanied by designations "a,b,c".

The used literature should have at least 15 sources for review scientific papers, while for all other papers there should be at least 10 sources. The bibliography should be of a recent date.

It is recommended that the authors refer to sources of papers previously published in the EMC Review (<http://www.emc-review.com>), as well as those referenced by the Institute of Science Information.

Use **APA** style (<http://www.apastyle.org>) to write references for text and literature references.

<sup>1</sup> Depending on the specifics of the topic, and in agreement with the Editorial Board, the paper may be conceptualized differently.

**Examples of citations:**

Books: last name, initials of the author's first name. (year) Title. Place of publication: name of publishers. (if there are two or three authors, their last names and initials should be listed in order, separated by a comma)

Christensen, C. M. (2012). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Boston, M. A.: Harvard Business School Press.

Mieg, H. A., Töpfer, K. (ur.) (2013). *Institutional and Social Innovation for Sustainable Urban Development*. Oxon i New York: Routledge.

Chapters in books/papers in the collections of papers: last name, initials of the first name. (year) Title of chapter/section'. In: Title of book, last name, initials of the first name of author/editor. Place of publication: publisher: pages. (if there are two or three authors, their last names and initials should be listed in order, separated by a comma).

Braun, G. O., Scott, J. W. (2013). *Smart Growth: sustainability innovations*. In: *Institutional and Social Innovation for Sustainable Urban Development*, Mieg, H. A., Töpfer, K. (ur.). Oxon i New York: Routledge: 44-57.

Peter, C. (2013). *Privatization, urban fragmentation, and sustainable development*. In: *Institutional and Social Innovation for Sustainable Urban Development*, Mieg, H. A., Töpfer, K. (ur.). Oxon i New York: Routledge: 130-146.

Doctoral dissertations: last name, initials of the author. (year) Title of work, type of work and the institution where the dissertation was defended.

Hall, R. P. (2006). *Understanding and Applying the Concept of Sustainable Development to Transportation Planning and Decision-Making in the U.S.*, doktorska disertacija Massachusetts Institute of Technology,

Articles in journals: last name, initials. (year) Article title. Name of journal, volume (number): pages. (if there are two or three authors, their last names and initials should be listed in order, separated by a comma)

Giddings, B., Hopwood, B., O'Brien, G. (2002). *Environment, economy and society: fitting them together into sustainable development*. *Sustainable Development*, 10(4): 187-196.

Granger, C. W. J. (1969). *Investigating Causal Relations by Econometric Models and Cross-spectral Methods*. *Econometrica*, 37(3): 424-438.

Series of articles/official publications:

Heal, G. (2011). *Sustainability and its measurement*. NBER Working Paper 17008, National Bureau of Economic Research, Cambridge, MA. Dostupno na: <http://www.nber.org/papers/w17008.pdf>.

Papers presented at conferences:

Moylan, K. (2009). *The Future of EU Cohesion Policy and its implications for Irish Regional Policy*. Rad prezentovan na Regional Science Association International Conference, Irska, 3.9.2009. Dostupno na: [http://cua.ie/gorm/publications/The\\_Future\\_of\\_EU\\_Cohesion\\_Policy\\_and\\_its\\_Implications\\_for\\_Irish\\_Regional\\_Policy\\_Sept%202009.pdf](http://cua.ie/gorm/publications/The_Future_of_EU_Cohesion_Policy_and_its_Implications_for_Irish_Regional_Policy_Sept%202009.pdf) [13.1.2015.].

Internet sources: last name, initials of author/editor. (year) title. Institution/publisher/journal/... Internet address, date of access in square brackets. (if there are two or three authors, their last names and initials should be listed in order, separated by a comma)

McMaster, I., Bachtler, J. (2005). *Implementing Structural Funds in the New Member States: Ten Policy Challenges*. European Policies Research Centre. Dostupno na: [http://www.eprc.strath.ac.uk/eprc/Documents/pdf\\_files/12A07\\_McMaster-Bachtler\\_paper.pdf](http://www.eprc.strath.ac.uk/eprc/Documents/pdf_files/12A07_McMaster-Bachtler_paper.pdf) [24.11.2014.].

## TECHNICAL INSTRUCTIONS

The paper should be written in Microsoft Office Word programme (MS Office Word 95 and later versions).

- Page format is A4 with single line spacing (including footnotes and references). The margins are 2.5 cm.
- The font type and size should be Times New Roman 12.
- The text should be justified and a single line spacing must separate paragraphs.
- The paper should be between 30.000 characters or 16 pages. If agreed with the Editorial Board, the paper can be up to 50.000 characters long.
- The paper must be written using standard language with no spelling or grammar errors.
- The title of paper must be written in capital letter, bold, font size 16.
- The names of authors must be written in bold, font size 14.
- The headings of chapters, from Introduction to Conclusion, should be in bold. Headings and subheadings should not be numbered.
- Subheadings can be of maximum level three.
- Figure, tables, equations and charts that are an integral part of the paper must be clearly designed and entitled, and their source and number must be clearly stated. They should be enumerated in continuity using Arabic numerals. The titles should be written above the figure, table or chart using bold font size 11. Sources are provided below the figure, table or chart using font size 10.
- Footnotes are used to explain the main text, rather than to name the source of literature.
- In accordance with APA standard, Literature used is referred to throughout the text by placing between the brackets the last name of the author and the year of publication, for example: (Rodrik, 2008), and in case of quotations, the page number should also be added (Rodrik, 2008:78). Each note is stated as for the first time. If there are two authors, both last names are provided in brackets; if there are several authors, only the first one is mentioned: (Rodrik et al, 2008). Each reference must be listed in the list of literature.
- MS Office Word tools in the References - Style menu options: select the APA menu. Manuscripts that do not have this option activated when marking citations, references and literature will be returned to the authors for correction.
- Do not specifically mark some words in the work, parts of the work, etc. in bold, italic or any other formatting.

## STATEMENT OF AUTHORSHIP AND COPYRIGHT

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„Economy and Market Communication Review  
Časopis za ekonomiju i tržišne komunikacije“

<b>Title of paper</b>	
<b>Name of author</b>	
<b>Title</b>	
<b>Area, field and branch of science</b>	
<b>Institution where the author works</b>	
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<p><b>Statement by the author</b></p> <p>In the process of peer review and/or publication of the abovementioned paper in the journal EMC REVIEW - „Economy and Market Communication Review – Časopis za ekonomiju i tržišne komunikacije“ I hereby guarantee that:</p> <ul style="list-style-type: none"> <li>– I am the sole author of the entire paper/I am the sole author of my part of paper developed in co-authorship with authors (delete unnecessary)</li> <li>– The paper is not undergoing a procedure of peer review/publication in another journal</li> <li>– The paper has neither partially nor entirely been previously published elsewhere, in no media</li> <li>– I have fully abided by the principles of scientific integrity (full respect of copyright or any other ownership rights when developing the paper, for example, the paper uses no figures, tables or charts which are in any way protected or whose use requires an approval by the authors, all sources have been adequately cited etc.).</li> </ul> <p>By this Statement of Authorship and Copyright I grant to Pan-European University „Apeiron“ in Banja Luka it being the publisher of the journal EMC REVIEW - „Economy and Market Communication Review – Časopis za ekonomiju i tržišne komunikacije“, all copyright over the abovementioned paper (the right to communicate it to the public, distribute and reproduce) with no charge. As the author of the paper, I reserve the right to be identified as the author in every instance of its publication or of the inclusion of complete bibliographic units of the final published version of the paper and of the use of paper for educational and other non-commercial purposes with no prior approval of the publisher/Editorial Board.</p>	
<b>Date</b>	
<b>Signature</b>	

## UPUTSTVA ZA AUTORE

Panevropski univerzitet Apeiron, Fakultet poslovne ekonomije  
 „Economy and Market Communication Review –  
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E-mail: [redakcija@emc-review.com](mailto:redakcija@emc-review.com) ; Web: [www.emc-review.com](http://www.emc-review.com)

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Naučni međunarodni časopis „*Economy and Market Communication Review – Časopis za ekonomiju i tržišne komunikacije*“ (ISSN 2232-8823 print; 2232-9633 online) pokrenut je 2011. godine. Ekonomija, održivi ekonomski i društveni razvoj, kao i tržišne komunikacije predstavljaju centralna mjesta interesa savremenih društava. S fokusom na region Jugoistočne Evrope časopis objavljuje naučne i stručne radove koji pokrivaju široki raspon tema iz područja globalne ekonomije, poslovne ekonomije, društvenog razvoja, tržišta i konkurencije, potrošača, medija i poslovne komunikacije, novih tehnologija, menadžmenta, marketinga, a sve u cilju širenja i unapređivanja postojećih saznanja, podsticanja rasprava i razmišljanja o savremenim temama iz navedenih područja. Časopis je usmjeren na navedene teme s aspekata različitih teorija, politika i praksi, te promovira interdisciplinarni pristup. Časopis za ekonomiju i tržišne komunikacije (EMC Review) je međunarodni recenzirani časopis s otvorenim pristupom (OA) i posvećen je najvišim profesionalnim i etičkim standardima, uključujući kultu toleranciju plagijarizma i drugih neprihvatljivih oblika rada.

Časopis izlazi dva puta godišnje (u junu i decembru). Rok za dostavu radova je 30. mart za junski, i 30. august za decembar-ski broj časopisa na redakcijski e-mail: [redakcija@emc-review.com](mailto:redakcija@emc-review.com). Rad ne smije biti u postupku recenzije i/ili objave u drugom časopisu. Prilikom slanja rada potrebno je naznačiti koji je autor odgovoran za korespondenciju u svim fazama recenziranja i objavljivanja, te navesti brojeve telefona, elektronsku adresu i punu poštansku adresu. U jednom radu mogu učestvovati najviše tri autora.

Radovi se dostavljaju redakciji časopisa (i objavljuju) na jezicima naroda u Bosni i Hercegovini ili engleskome jeziku, u latiničnom pismu. Mogu se objaviti isključivo radovi koji su potpuno usklađeni s *Uputstvima za autore*, te pozitivno ocijenjeni od najmanje dva nezavisna anonimna recenzenta (*Uputstva za recenzente*).

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- III. koje rukopise uputiti u postupak recenzija.

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Radovi koji se upućuju u postupak recenzije šalju se na najmanje dvije anonimne recenzije. Anonimnost recenzija znači da recenzenti ne znaju ko su autori rada, niti autori znaju ko su recenzenti. Nakon recenzentskog postupka, ako recenzenti to zatraže, rad se šalje na doradu autorima. Ukoliko postoje, komentari recenzenta se dostavljaju autoru nakon prijema obe

recenzije. Osim uzimanja u obzir komentara i sugestija recenzenata, autori su obavezni dostaviti i popratno pismo u kojem se navode izmjene u radu i označene stranice na kojima su unesene izmjene. Korigovani rad i popratno pismo šalju se Uredničkom odboru e-mailom. Nakon što autor ponovo dostavi rad on se šalje i recenzentu na uvid.

U situacijama kad recenzenti nisu međusobno saglasni u svojim prijedlozima u vezi s objavom i/ili kategorizacijom rada, odluku donosi Urednički odbor, na prijedlog glavnog i odgovornog urednika.

Radovi se, na prijedlog recenzenata i u skladu s odlukom Uredničkog odbora, kategorišu u četiri kategorije:

- I. originalni naučni rad koji sadržava do sada još neobjavljene rezultate izvornih naučnih istraživanja;
- II. pregledni naučni rad koji sadržava izvorni, sažet i kritički prikaz jednog područja, te daje svoj doprinos s obzirom na već objavljene radove;
- III. kratko prethodno saopštenje originalnog naučnog rada koje sadržava nove rezultate naučnih istraživanja, a koje je korisno brzo objaviti; i
- IV. stručni rad koji sadržava korisne priloge iz struke i za struku, a ne mora predstavljati izvorno naučno istraživanje.

Nakon odluke o objavi rada, te lekture i korekture, rad će biti dostavljen autorima na uvid i pregled prije objave. Autoru se, na zahtjev, može izdati i odgovarajuća potvrda o statusu njegovog rada. U tabeli *Struktura i oblikovanje rada* navedena su konkretna uputstva autorima u vezi s tehničkim izgledom rada i preporučena struktura rada.

## STRUKTURA I OBLIKOVANJE RADA

### NASLOVNICA

Obvezno je navesti naslov rada, ime autora, akademsku titulu, naziv ustanove i adresu u kojoj je autor zaposlen, radno mjesto, te kontakt na jezicima naroda u BiH i engleskome jeziku (ako je rad pisan na jezicima naroda u BiH).

### PRVA STRANICA RADA

Obvezno je navesti naslov rada, sažetak, ključne riječi i JEL klasifikaciju.

#### Sažetak

- a. Ako je rad pisan na jezicima naroda u BiH sažetak sadrži od 150 do 300 riječi. Na kraju rada, iza popisa literature, piše se sažetak u proširenom obliku na engleskom jeziku (summary), čija dužina treba da bude od 400-500 riječi. Sažetak se piše u trećem licu, u jednom odlomku i obvezno sadržava: (1) cilj istraživanja, (2) metode istraživanja, (3) osnovni rezultat istraživanja, te (4) zaključak istraživanja.
- b. Ako je rad pisan na engleskom jeziku nije potrebno pisati summary na kraju rada, dok su ostala pravila za pisanje sažetka identična kao pod a).

#### Ključne riječi

Ključne riječi pišu se na jezicima naroda u BiH i engleskome jeziku (ako je rad pisan na jezicima naroda u BiH), te moraju sadržavati suštinu rada. Navodi se do pet ključnih riječi.

#### JEL klasifikacija

JEL klasifikacija navodi se ispod ključnih riječi i na jezicima naroda u BiH i na engleskome jeziku (ako je rad pisan na jezicima naroda u BiH) u skladu s klasifikacijom Journal of Economic Literature (dostupna na <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>).

## PREPORUČENA STRUKTURA RADA<sup>1</sup>

### 1. Uvod

Sadržava definisanje problema, predmeta i ciljeva istraživanja, te motiv za provođenje istraživanja. U uvodu se navodi i hipoteza rada, ili više njih, o kojima se autor očituje u zadnjem poglavlju rada – zaključku. Uvod završava opisom strukture rada.

<sup>1</sup> U zavisnosti od specifičnosti teme, a u dogovoru s Uredničkim odborom, rad se može i drugačije koncipirati.



## 2. Pregled literature

Pregled literature sadržava pregled relevantne literature iz područja rada s ključnim dosadašnjim spoznajama, odnosno relevantnim rezultatima provedenih istraživanja. Izuzetno, autor može pregled literature uključiti u uvod.

## 3. Metodologija

Metodologiju je važno prikazati jasno i precizno, utvrditi metodološki doprinos autora ako je prisutan, te njenim prikazom omogućiti testiranje i drugim autorima.

## 4. Empirijski podaci

Empirijski podaci predstavljaju dokumentacionu podlogu provođenja istraživanja u radu.

## 5. Rezultati i rasprava

Rezultati i rasprava dio su rada u kojem se objašnjavaju rezultati provedenog istraživanja, uspoređuju sa sličnim istraživanjima, analiziraju ograničenja navedenih rezultata u njihovu tumačenju, značenje rezultata i njihove implikacije.

## 6. Zaključak

Zaključak je posljednje poglavlje rada. On se ne smije poistovjetiti sa sažetkom rada. Potrebno je da sadrži očitovanje o polaznoj hipotezi, ocjenu rezultata istraživanja, doprinosa provedenog istraživanja, osvrt na ograničenja i probleme u provođenju istraživanja, smjernice za buduća istraživanja, preporuke proizašle iz rezultata istraživanja i drugo. Kao i sažetak, zaključak se piše u jednom odlomku.

## LITERATURA

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### Primjeri citiranja:

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Christensen, C. M. (2012). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Boston, M. A.: Harvard Business School Press.

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Braun, G. O., Scott, J. W. (2013). *Smart Growth: sustainability innovations*. In: *Institutional and Social Innovation for Sustainable Urban Development*, Mieg, H. A., Töpfer, K. (ur.). Oxon i New York: Routledge: 44-57.

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McMaster, I., Bachtler, J. (2005). Implementing Structural Funds in the New Member States: Ten Policy Challenges. European Policies Research Centre. Dostupno na: [http://www.eprc.strath.ac.uk/eprc/Documents/pdf\\_files/12A07\\_McMaster-Bachtler\\_paper.pdf](http://www.eprc.strath.ac.uk/eprc/Documents/pdf_files/12A07_McMaster-Bachtler_paper.pdf) [24.11.2014.].

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