

Economy and Market Communication Review – Časopis za ekonomiju i tržišne komunikacije

International scientific journal of the College of modern management of Pan-European University „Apeiron“ in Banja Luka
 Međunarodni naučni časopis Fakulteta za poslovnu ekonomiju Panevropskog univerziteta „Apeiron“ u Banja Luci

ISSN: 2232-8823 (Print) / ISSN: 2232-9633 (Online) / UDK: 33

PUBLISHER / IZDAVAČ:

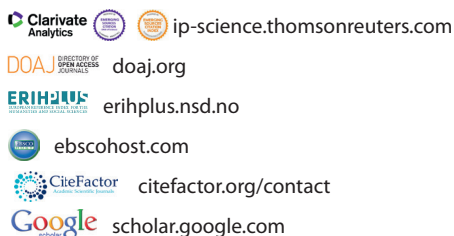
PAN-EUROPEAN UNIVERSITY „APEIRON“ (PUA), COLLEGE OF MODERN MANAGEMENT
 PANEVROPSKI UNIVERZITET „APEIRON“ (PUA), FAKULTET POSLOVNE EKONOMIJE
 Pere Krece 13, 78102 Banja Luka, BiH/RS, www.apeiron-uni.eu

RESPONSIBLE PERSON OF PUBLISHER / ODGOVORNO LICE IZDAVAČA: DARKO Uremović

EDITOR OF PUBLISHER / UREDNIK IZDAVAČA: ALEKSANDRA Vidović

Editor-in-chief / Glavni i odgovorni urednik: ZORKA Grandov, (PUA), BiH	Lector of the Serbian language / Lektor srpskog jezika: TANJA Ančić
Vice Editor-in-chief / Zamjenik glavnog i odgovornog urednika: SANEL Jakupović, (PUA), BiH	Lector of the English language / Lektor engleskog jezika: STOJANKA Radić
Technical Secretary / Tehnički sekretar: ALJOŠA Kostić	Web design / Web dizajn: ALEN Tatarević
Technical editor / Tehnički urednik: SRETKO Bojić	Printed by / Štampa: MARKOS, Banja Luka
	Circulation / tiraž: 300 issues / primjeraka

Journal is referred in (Abstracting and Indexing) / Časopis je naveden u (prikaz apstrakata i indeksiranje):



EMC Review - Economy and Market Communication Review is placed in the **first category - from 30 to 40 points** ranking list of the categorized scientific journals in the Republika Srpska - 08/13/2018

EMC Review-časopis za ekonomiju i tržišne komunikacije se nalazi u **prvoj kategoriji – od 30 do 40 bodova** rang liste kategorisanih naučnih časopisa u Republici Srpskoj - 13.08.2018.

By Decision of the Ministry of Education and Culture of the Republic of Srpska No. 07.030-053-85-8 / 11, of 23 May 2011, "Economy and Market Communication Review - Časopis za ekonomiju i tržišne komunikacije" Banja Luka, is registered in the Register of Public Media under serial number 618. The Journal is printing partly by financial support of the Ministry for Scientific and Technological Development, Higher education and Information Society of the Republika Srpska.

Rješenjem Ministarstva prosvjete i kulture Republike Srpske br: 07.030-053-85-8/11, od 23. 5. 2011. godine, "Economy and Market Communication Review - Časopis za ekonomiju i tržišne komunikacije" Banja Luka, upisano je u Registar javnih glasila pod rednim brojem 618. Časopis se štampa uz djelimično financiranje Ministarstva za naučnotehnoški razvoj, visoko obrazovanje i informaciono društvo Republike Srpske.

The journal published twice a year / Časopis izlazi dva puta godišnje
 (December and June, from 2011) / (Decembar i juni, od 2011. godine).

Annual subscription / godišnja pretplata:
 For / za BiH: 80,00 KM + 17 % (PDV)
 For abroad / za inostranstvo: 40,00 EUR + 17% (VAT)

JOURNAL COUNCIL / SAVJET ČASOPISA:

- Zoran AVRAMOVIĆ (*rektor / rector PUA*),
predsjednik / Chairman
- Esad JAKUPOVIĆ (*PUA*), *član / member*
- Darko UREMOVIĆ (*PUA*), *član / member*
- Siniša ALEKSIĆ (*PUA*), *član / member*

EDITORIAL BOARD / UREDNIČKI ODBOR:

- Zorka GRANDOV (*PUA*),
glavni i odgovorni urednik / editor-in-chief
- Sanel JAKUPOVIĆ (*PUA*), *zamjenik glavnog i odgovornog urednika / vice editor-in-chief*
- Vladimir STOJANOVIĆ (*PUA*), *član / member*
- Velibor PEULIĆ (*PUA*), *član / member*
- Bogdana V. GLIGORIĆ (*PUA*), *član / member*
- Ibrahim OBHOĐAŠ (*Sveučilište / University of „Vitez“*),
član / member
- Aleksandra VIDOVIĆ (*PUA*), *član / member*
- Enes HAŠIĆ (*Univerzitet / University of Zenica*),
član / member

INTERNATIONAL EDITORIAL BOARD / MEĐUNARODNI UREDNIČKI ODBOR:

- Vlatka BILAS, (*University of Zagreb, Faculty of Economics, Croatia*)
- Alen HOST (*Faculty of Economics, University of Rijeka, Croatia*)
- Vinko KANDŽIJA (*University „Libertas“ in Zagreb, Croatia*)
- Vuk OGNJANOVIĆ (*Faculty of Transportation, communications and logistics, Berane, Montenegro*)
- Anica HUNJET (*University North, Varazdin, Croatia*)
- Mirko TRIPUNOVSKI (*FON University in Skopje, North Macedonia*)
- Bojan ROSI (*Faculty of Logistics Celje, University of Maribor, Slovenia*)
- Sladana B. RAKOČEVIĆ (*Faculty of Organizational Sciences (FON), Belgrade, Serbia*)

- Kıymet TUNCA CALIYURT (*Trakya University Edirne, Turkey*)
- Sanja FRANČIĆ (*University of Zagreb, Faculty of Economics, Croatia*)
- Mile BOŠNJAK (*University of Zagreb, Faculty of Economics, Croatia*)
- Dinh Tran Ngoc HUY (*Banking University, Vietnam*)
- Syed Abdul Rehman KHAN (*Tsinghua University, Beijing, China*)

COUNCIL OF EXPERTS / SAVJET EKSPERATA:

- Wolfgang BERGER (*BMF, Wien, Austria*)
- Marian WAKOUNIG (*BMF, Wien, Austria*)
- Alexandar M. PAKHOMOV (*Tambov State University, Russia*)
- Jovanka BILJAN (*Univerzitet SV Kliment Ohridski, Bitola, North Macedonia*)
- Nenad VUNJAK (*College of modern business in Belgrade, Serbia*)
- Jasmin BAJIĆ (*Croatia airlines, Zagreb, Croatia*)
- Vedran ŠUPUKOVIĆ (*RK PPD Zagreb, Croatia*)
- Tomaž KRAMBERGER (*University of Maribor, Slovenia*)
- Diego MOSCHENI (*Istituto di Ricerca per le Relazioni Associative, Italy*)

TECHNICAL SECRETARIAT OF THE EDITORIAL BOARD / TEHNIČKI SEKRETARIJAT REDAKCIJE:

- Aljoša KOSTIĆ (*PUA*), *tehnički sekretar / technical secretary*
- Maja ĐOKIĆ (*PUA*), *član / member*
- Dragan KOLEV (*PUA*), *član / member*
- Nina UREMOVIĆ (*PUA*), *član / member*
- Jana ALEKSIĆ (*PUA*), *član / member*
- Vanja SREDOJEVIĆ (*PUA*), *Member*
- Živana KLJAJIĆ (*PUA*), *Member*
- Sretko BOJIĆ (*PUA*), *član / member*
- Alen TATAREVIĆ (*PUA*), *član / member*

Address of Editorial Office / Adresa redakcije:

Pan-European University Apeiron, College of modern management
Pere Krece 13, 78102 Banja Luka, Bosnia and Herzegovina, Phone: +387(0)51 247 927; (0)65 919 505
E-mail: redakcija@emc-review.com

All papers published in journal have been peer reviewed. / Svi radovi objavljeni u časopisu imaju anonimnu recenziju.
Manuscripts are not returned. / Rukopisi autora se ne vraćaju.

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

Full-text available free of charge at / Časopis u punom tekstu dostupan na:
<http://www.emc-review.com>