

Sadržaj|Contents

ORIGINALNI NAUČNI RAD / ORIGINAL SCIENTIFIC PAPER

FEMALE BODY IN MEDIA AND MARKETING	8
Branko Velov, Dragan Kolev	
THE CREDIT GROWTH AND ECONOMIC ACTIVITY IN BOSNIA AND HERZEGOVINA	23
Dragan S. Jović	
CONNECTING INTERNATIONAL R&D COOPERATION AND TECHNOLOGY SPECIALIZATION IN OECD COUNTRIES	35
Maja Bašić, Davor Vlajić	
ZNAČAJ DRUŠTVENE ODGOVORNOSTI U POSLOVNOM SEKTORU BOSNE I HERCEGOVINE	47
Marija Čutura, Anto Jerković	
IMPORTANCE OF SOCIAL RESPONSIBILITY IN BUSINESS SECTOR OF BOSNIA AND HERZEGOVINA	
ECONOMIC RESPONSE OF THE EUROPEAN COUNTRIES TO THE FIRST WAVE OF COVID-19	63
Ognjen Erić, Goran Popović, Jelena Bjelić	
PREPREKE ZA IMPLEMENTACIJU KORONA ZAKONA NA SEKTOR MALOG I SREDNJEG PODUZETNIŠTVA U BOSNI I HERCEGOVINI	79
Tanja Gavrić, Ibrahim Obhodaš, Esad Jakupović	
OBSTACLES TO THE IMPLEMENTATION OF THE CROWN LAW ON THE SMALL AND MEDIUM ENTERPRISE BUSINESS IN BOSNIA AND HERZEGOVINA	
RELATIONSHIP BETWEEN FINANCING AND EFFICIENCY OF INNOVATIVE ACTIVITIES OF INDUSTRIAL ENTERPRISES: EVIDENCE FROM UKRAINE	94
Oleh Vysochan, Andriy Boychuk, Vasyl Hyk	
ALGORITAM OPTIMIZACIJE ALOKACIJE RESURSA U CILJU ISPITIVANJA EKONOMSKIH EFEKATA REAGOVANJA MODELA LINEARNOG PROGRAMIRANJA	109
Željko V. Račić, Đuro Mikić, Neven Mikić	
OPTIMIZATION ALGORITHM OF RESOURCE ALLOCATION IN ORDER TO EXAMINE THE ECONOMIC EFFECTS OF LINEAR PROGRAMMING MODEL RESPONSE	

PREGLEDNI NAUČNI RAD / OVERVIEW SCIENTIFIC PAPER

THE ROLE OF INCOME DISTRIBUTION IN THE GROWTH-POVERTY NEXUS: EVIDENCE FROM CESEE COUNTRIES, WITH PARTICULAR REFERENCE TO THE MACEDONIAN ECONOMY	123
Dejan Stankov	
THE INFLUENCE OF THE ORGANIZATIONAL PROCESSES ON JOB SATISFACTION	141
Dragana Došenović, Marija Todorović	
DO CLUSTERS AND BUSINESS ENVIRONMENT FOSTER NATIONAL COMPETITIVENESS IN BULGARIA? A COMPARATIVE STUDY WITH EU COUNTRIES	158
Hristo Katrandžiev, Yovka Bankova, Radica Jovanović	

Payment:

- Account number for domestic payments (in KM): 567 241 1100 0110 97 (Beneficiary name: APEIRON Panevropski univerzitet)
- Foreign account number for foreign payments (in EUR) at Raiffeisen Bank dd Bosnia and Herzegovina, Swift code: RZBABA2S; Address: Zmaja od Bosne bb, Sarajevo BiH; IBAN code: BA391611450000306895, Beneficiary name: APEIRON Panevropski univerzitet, Beneficiary Address: Vojvode Pere Krece 13.

Uplate:

- Broj računa za domaća plaćanja (u KM): 567 241 1100 0110 97 (korisnik: Panevropski univerzitet Apeiron)
- Broj deviznog računa za strana plaćanja (u EUR) kod Raiffeisen Bank dd Bosna i Hercegovina, Swift code: RZBABA2S; Address: Zmaja od Bosne bb, Sarajevo BiH; IBAN code: BA391611450000306895, Beneficiary name: APEIRON Panevropski univerzitet, Beneficiary Address: Vojvode Pere Krece 13.

CROBEX AND INDUSTRY PERFORMANCE IN THE CASE OF CROATIA: EVIDENCE FROM WAVELET COHERENCE 176
Ivan Novak

STATISTIČKO MODELIRANJE PROFILA POROŠAČA U FUNKCIJI ADAPTACIJE MARKETING STRATEGIJE U USLOVIMA PANDEMIJE COVID-19 189

Jana Aleksić, Mirjana Landika, Marijana Barjaktarević
STATISTICAL MODELING OF CONSUMER PROFILES IN ADAPTATION OF MARKETING STRATEGY IN CONDITIONS OF COVID-19 PANDEMIC

DOPRINOS MIGRACIJA EKONOMSKOM RASTU: PRIMJER GRADA ZAGREBA 201

Vinko Miličević, Danijel Knežević, Zoran Bubaš
THE CONTRIBUTION OF MIGRATION TO ECONOMIC GROWTH: THE EXAMPLE OF THE CITY OF ZAGREB

CREATING A COMPETITIVE ADVANTAGE: NEW CHALLENGES AHEAD..... 217

Vlatka Bilas, Martina Sopta

UTICAJ TRANSFERNIH CIJENA NA PORESKU EVAZIJU 227

Vedran Šupuković
INFLUENCE OF TRANSFER PRICES ON TAX EVASION

KRATKO ILI PRETHODNO SAOPŠTENJE / SHORT OR PRELIMINARY REPORT

UTICAJ FINANSIJSKE STRUKTURE KAPITALA NA PROCJENJENU VRIJEDNOST PREDUZEĆA 240

Elvis Mujkić
THE INFLUENCE OF THE FINANCIAL STRUCTURE OF CAPITAL ON THE ESTIMATED VALUE OF THE COMPANY

ECONOMIC IMPACT OF COVID-19 ON AIR TRAFFIC INDUSTRY: CHALLENGES IN CROATIA..... 254

Jasmin Bajić, Ružica Škurla Babić, Mirko Tatalović

EXTENSION OF THE MINIMUM COST FLOW PROBLEM (MCFP OR CNF) BY CONSIDERATION OF TIME AND QUANTITY OF LOADS WITH MAXIMUM TIME 270

Omer Kurtanović, Haris Dacić, Admir Kurtanović

STRUČNI RAD / EXPERT PAPER

LOKALNI MEDIJI U KORONA KRIZI: ZNAČAJ I IZAZOVI NA PRIMJERU POŽEŠKOG 034 PORTALA 280

Goran Matijević, Ante Mandarić
LOCAL MEDIA IN THE CORONA CRISIS: SIGNIFICANCE AND CHALLENGES ON THE EXAMPLE OF POŽEGA 034 PORTAL

ANALIZA LIKVIDNOSTI I SOLVENTNOSTI REALNOG SEKTORA PRIVREDE SRBIJE 2018-2019..... 294

Sandra Zajmi
LIQUIDITY AND SOLVENCY ANALYSIS OF THE REAL SECTOR OF THE ECONOMY OF SERBIA FOR 2018-2019

Price of Advertisements (VAT 17% is not included): B&W printing: 1/4 page - 50 Euro; 1/2 page - 100 Euro and 1/1 page - 200 Euro.
For colour printing is required to make extra arrangements.

Cijena oglašavanja (PDV 17% nije uračunat): B&W štampa: ¼ stranice – 100 KM; 1/2stranice – 200 KM i 1/1 stranice – 400 KM.
Za kolor štampu je potrebno dodatno ugovoriti uslove.