

IV Međunarodni naučni skup o ekonomskom razvoju i životnom standardu
4th International Scientific Conference on economic development and standard of living

EDASOL 2014

*Economic Development and Standard
of Living*



ISBN 978-99955-91-44-1

THE BOOK OF ABSTRACTS

24-25. oktobar 2014.

October 24-25, 2014

Tema:
OBRAZOVANJE I MIGRACIJE U
FUNKCIJI POVEĆANJA ZAPOSLENOSTI

Theme:
EDUCATION AND MIGRATION AS A FUNCTION
OF INCREASING EMPLOYMENT

Organizator skupa:

PANEVROPSKI UNIVERZITET
APEIRON
УНІВЕРСИТЕТ
Banja Luka

škola evropskih znanja

Suorganizator skupa:

VISOKA
STRUKOVNA
ŠKOLA
TRŽIŠNIH
KOMUNIKACIJA



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UREDNICI/ EDITORS:
Prof. dr ZORKA Grandov
Prof. dr SANEL Jakupović

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Urednici/Editors:

Prof. dr ZORKA Grandov
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Izdavač/Published by:

Panevropski univerzitet "APEIRON"
Banja Luka, godina 2014.

Odgovorno lice izdavača/The Publisher:

DARKO Uremović

Glavni i odgovorni urednik izdavača/Editor in chief of Publisher:

Dr ALEKSANDRA Vidović

Tehnički urednik/Technical Editor:

SRETKO Bojić

Štampa/Print:

CD-ROM izdanje

Edicija/Edition:

Ekonomska biblioteka – Οἶκος νόμος knj. 101

ISBN 978-99955-91-44-1

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Technical Secretary: Mr. sc. Marica Banović

Web design: Mr. sc. Sinisa Kljajić

Technical Editor: Sretko Bojić

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CIRCULAR MIGRATION BETWEEN GEORGIA AND TURKEY: AN ASSESSMENT WITHIN THE SCOPE OF TRIPLE WIN SCENARIO

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Abstract: Circular migration is a temporary and repetitive movement between home and host countries, which migrants mostly do for working, especially in agriculture, tourism and construction sectors.

Triple win scenario supports many economic benefits for all three elements of circular migration, namely home and host countries and the migrants themselves, provided that there is a regulated circular migration. Unfortunately circular migration from Georgia to Turkey is not regulated and programmed so it creates many problems such as unregistered employment, bad living standards and lack of knowledge and new skills of migrants.

Thanks to circular migration programmes, circular migrants fill labor shortages in host countries, remittances sent home by migrants contribute to the economic development of home countries. Migrants gain new knowledges and skills. Also they can use them when they go back to their countries. Circular migration reduces the brain drain and encourage transfer of skills.

In some cases, circular migration may create some problems and be harmful for migrants. Potential problems in the host country include lack of employment protection and opportunities for integration, and exposure to anti-migrant attitudes and behaviours.

In this study it's emphasized that a circular migration program between Georgia and Turkey is necessary to practice the triple win scenario. Also it's economic effects with advantages and disadvantages and the future of this movement were discussed.

Key Words: circular migration, triple win scenario, Georgia, Turkey, employment

THE TREND OF DISCLOSURES BASED ON SUSTAINABILITY REPORTING IN CASE OF COMPANIES LISTED IN TEHRAN STOCK EXCHANGE

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Abstract: Sustainable accounting is required to pay attention to organization performance from different view such as economic, social and environmental and internal and external organization matter for present and future. The level of sustainability information presented within the integrated reports issued by the firms that have adopted this system can be measured using the Sustainability Reporting Scorecard developed by Deloitte, and further on communicated to the users of the annual reports. It found that the overall level of disclosure based on sustainability reporting for companies listed in Tehran Stock Exchange is at a low level, it also observed a positive increment in trend of such disclosures over the seven years. From 2007 to 2013 growth rate of average level of disclosure is about 26%. Based on the growth rate it can expect higher level of disclosure in future. It also requires changes in accounting standards and reporting requirements for considering the requirements of sustainability reporting in Iran.

Keywords: Disclosures, Sustainable Reporting, /Stakeholder Theory, Environment.

COMPETITIVE HIGHER EDUCATION FOR MODERN LABOUR MARKET

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Abstract: An important task of higher education systems is to produce human resources who will build upon previous scientific insights and thus promote research, i.e. achieve breakthroughs that can be used for economic development and raising of living standards.

Information society is a key prerequisite for completing the initiated reforms and creating knowledge society. This implies an adequate information and communication infrastructure and purposeful use of information and communication technologies (ICT). Information and knowledge are key notions in the higher education reform leading to an overall reform of society. The Bologna process has set learning outcomes as a priority in order to ensure consistent quality in higher education. As an instrument aimed to improve employability, the Croatian Qualifications Framework defines the competencies at all levels based on learning outcomes. Higher education needs to be adaptable in order to remain competitive and capable of responding to all the challenges of fast-paced globalisation.

This paper will investigate how much students know about knowledge management in our higher education system, and how they rate knowledge and skills acquired during their studies at Croatian polytechnics in terms of competencies required for employment and success in the labour market. The research is expected to indicate advantages and disadvantages of polytechnic education, and to provide policy makers with the basis for possible corrective activities and future development strategies of the Croatian higher education.

The basis of the present research is the survey conducted with students at six Croatian polytechnics. Different statistical methods were used to analyse the data gathered during the survey.

Keywords: Higher education, competencies, labour market, competitiveness, knowledge management

KONKURENTNO VISOKO OBRAZOVANJE ZA SUVREMENO TRŽIŠTE RADA

Abstrakt: Značajna uloga sustava visokog obrazovanja je produkcija znanstvenih kadrova koji će biti sposobni racionalnim povezivanjem i usklađivanjem ljudskih spoznaja unaprijediti znanstvenu djelatnost, odnosno doći do otkrića koja podižu kvalitetu življenja, a korisno se primjenjuju u funkciji gospodarskog razvoja. Ključna pretpostavka stvaranja društva znanja, ali i uspješne realizacije započetih reformi je razvoj informacijskog društva. Izgradnjom adekvatne informacijsko-komunikacijske infrastrukture i svrsishodnog korištenja informacijskih i komunikacijskih tehnologija (ICT) zacrtane ciljeve bit će moguće ostvariti. Informacija i znanje postali su vezani uz reformu sustava visokog obrazovanja, ali i cjelokupnog društva.

U cilju provođenja reformi Bolonjskog procesa jedan od prioriteta su i ishodi učenja, a sve radi osiguravanja sustava kvalitete u visokom obrazovanju. Jedan od programa mobilnosti studenata je podprogram Erasmus. U reformi visokog obrazovanja vrlo je bitan hrvatski kvalifikacijski okvir koji jasno definira kompetencije pojedinaca, što će s druge strane osigurati lakšu zapošljivost. Pojedinci kroz sustav visokog obrazovanja stječu kvalitetan obrazovni, odnosno intelektualni kapital, temeljem kojeg se proizvode brojne ideje i inovacije. Kvaliteta obrazovnog sustava, definira se kao sustav koji generira znanja, vještine, kompetencije i saznanja koja utječu na poboljšanje životnog standarda te služe za uspostavu održivog rasta i razvoja cjelokupnog društva. Steći kvalitetna znanja znači biti konkurentan, a što postiže kontinuiranim ulaganjem u vlastito znanje i obrazovanje, kako bismo bili uspješniji, kvalitetniji i na kraju konkurentniji na tržištu rada.

Republika Hrvatska mora biti usmjerena prema budućnosti te se u tom smislu treba stalno mijenjati i prilagođavati prema potrebama tržišta rada kako bi i sam sustav visokog obrazovanja ostao konkurentan i kako bi mogao odgovoriti na sve izazove moderne i užurbane globalizacije.

U okviru istraživanja nastojalo se utvrditi kakve su spoznaje studenata o upravljanju znanjem u sustavu visokog obrazovanja te kako vrednuju znanja i vještine stečene tijekom studiranja na veleučilištu, poglavito u smislu kompetencija potrebnih za zapošljavanje i uspjeh na tržištu rada. Rezultati istraživanja će u konačnici ukazati na prednosti i nedostatke školovanja na veleučilištima te nositeljima hrvatske visokoobrazovne politike poslužiti kao podloga za moguće korektivne aktivnosti i kreiranje budućih strategija razvoja.

Ovaj rad temelji se na analizi ankete provedene među studentima šest hrvatskih veleučilišta, čiji će rezultati biti prezentirani. U analizi prikupljenih podataka posebno mjesto zauzimaju različite statističke metode.

Ključne riječi: visoko obrazovanje, kompetencije, tržište rada, konkurentnost

POSTMODERAN PRISTUP MASOVNOM KOMUNICIRANJU: ULOGA INTERNETA U OBRAZOVANJU I SAVREMENIM TRŽIŠNIM KRETANJIMA

BAJIĆ JELENA

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Sažetak rada: Savremeno doba čoveku je donelo potpunu zavisnost od digitalne tehnologije, a njen prodor u naše živote ubrzala je globalizacija, prevlast kapitalizma, sloboda tržišta i finansijska liberalizacija. Velikim, a brzim tehnološkim napretkom postignut je efekat ubrzanog kretanja napred, gde se čini da se sve odvija veoma brzo i da se dramatične promene događaju u izuzetno kratkom vremenu što istovremeno izaziva i euforiju i strah. Ove pojave predstavljaju veliki izazov za sva predubedenja na kojima počiva ljudska egzistencija, kao što su: poništavanje fizičke udaljenosti i rastakanje materijalne stvarnosti pomoću virtuelnih tehnologija, kao i prividni kraj ljudskog i rađanje postljudskog koji su rezultat napretka kibernetike, robotike i istraživanja svesti i inteligencije. U postmodernoj komunikaciji sve se promenilo. Novi softver je omogućio imitaciju urbanog i prirodnog okruženja, igru svetla i refleksije i kreiranje veštačkih ljudskih emocija. Naše oči, ali i psiha toliko su se navikli na specijalne efekte da je postalo teško razlikovati stvarne scene od digitalne obrade. Međutim, sve novonastale promene imaju dublje posledice od imitacije stvarnog sveta. Nastala je epistemološka, odnosno sazajna revolucija koja utiče na naše poimanje sveta i naučno znanje svega poznatog. Sve naše znanje, o materiji i energiji, nastanku sveta, biologiji, genetici i sl., sve je prebačeno u kompjuterske fajlove. Celokupni naučni opus je sada digitalizovan i sve je usmereno na digitalno korišćenje. Ne samo nauka, svi apsekti ljudskog društva preusmereni su na korišćenje pomoću digitalnog jezika. Zahvaljujući razvoju informacionih i komunikacionih tehnologija, savremeni čovek može u bilo kojem trenutku doći do bilo koje informacije, i to ne pomerajući se iz udobnosti svoga doma. U ovom istorijskom trenutku potrebno je naglasiti hitnost davanja visokog prioriteta IT pismenosti. Jer, internet i njegove aplikacije, poput blogova, mobilnih telefona, internet stranica i sajber zajednica, predstavljaju ogromnu promenu u komunikaciji, obrazovanju i tržišnim tendencijama današnjice. Promenu koja znači da „onlajn prostorima” treba posvetiti mnogo veću pažnju. A kako smo to umreženi” na početku dvadeset prvog veka i koliko nam IT inovacije menjaju percepciju stvarnosti, kao i koliko smo zaista svesni njihove velike moći u svim segmentima naših života pokušaćemo da odgovorimo ovim radom.

Ključne reči: obrazovanje, informacija, hiperkomunikacija, digitalna kultura, tržišna globalizacija

ZAPOŠLJAVANJE KAO FAKTOR DRUŠTVENO - EKONOMSKOG RASTA I RAZVOJA I STRATEGIJE POVEĆANJA STOPE ZAPOSLENOSTI U BIH

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Bosna i Hercegovina je suočena sa izuzetno visokom stopom nezaposlenosti od 44%, najvećom u Evropi, što je osnovni razlog da se pobliže razmotri i objasni problem (fenomen) zaposlenosti i njegov uticaj na društveno ekonomski rast i razvoj.

Jasno je da je povećanje stope zaposlenosti odnosno smanjenje stope nezaposlenosti, u predstojećem periodu, ključ za povećanje životnog standarda stanovništva i društvenog blagostanja u BiH uopšte, ali je potrebno iznaći prave strategije da se to učini jer povećano zapošljavanje mora ići u korak sa povećanom stopom ekonomskog rasta i razvoja, odnosno povećana zaposlenost mora da stvori veću vrijednost od troškova tog zapošljavanja kako bi se obezbjedio i društveni rast i razvoj.

Izbor, tj. konstrukcija odgovarajućih strategija, podrazumijeva neophodnost razmatranja svih faktora ekonomskog rasta i razvoja i njihove povezanosti sa zaposlenošću kao jednom od faktora, kako bi se ostvario optimalan mix u realizaciji samog rasta i razvoja.

Da bi društvo bilo ekonomski razvijeno, neophodno je da stopa nezaposlenosti bude što niža jer se na taj način većina uključuje u stvaranje vrijednosti i bogatstva, drugim riječima postoji visok stepen korelacije između niske stope nezaposlenosti i visokog životnog standarda, tako je npr. stopa nezaposlenosti u Njemačkoj 5% a u Švajcarskoj 3,4%, s druge strane visoka stopa zaposlenosti podrazumijeva i pravedniju distribuciju stvorenog bogatstva i manje socijalne razlike i tenzije.

Povećanje stope zaposlenosti odnosno smanjenje stope nezaposlenosti nije ni malo lak zadatak jer je riječ o stvaranju novih radnih mjesta, što zahtijeva investicije, a pri tome je posebno i da postoji adekvatna radna snaga da zauzme nova radna mjesta; što znači da se prilikom razvoja strategije zapošljavanja mora voditi i računa o karakteru i kvalifikacijama nezaposlenih, koja slika u BiH nije baš zadovoljavajuća; tako da je za primjenu pojedinih strategija zapošljavanja potrebno uključiti i obrazovni sistem kako bi se izvršile neophodne obuke, odnosno prekvalifikacija i dokvalifikacije nezaposlene radne snage.

Cilj ovog rada je da se obrazloži naprijed navedena problematika i ,konačno, daju adekvatne preporuke za povećanje stope zaposlenosti u BiH, zasnovane na presjeku naše aktuelne situacije.

EMPLOYMENT AS A FACTOR OF SOCIO - ECONOMIC GROWTH AND DEVELOPMENT AND STRATEGIES TO INCREASE EMPLOYMENT RATE IN BIH

Bosnia and Herzegovina is facing an extremely high unemployment rate of 44%, the highest in Europe, which is the main reason to closely examine and explain the problem (phenomenon) of employment and its impact on the socio-economic growth and development.

It is clear that the increase in employment and a decrease in the unemployment rate, in the period ahead, is the key to increasing the standard of living and social welfare in BiH in general, but it is necessary to find the right strategy to do so because increased employment must go hand in hand with increasing economic growth and development, and increased employment must create more value than the cost of that employment so that social growth and development can be provided too.

Designing appropriate strategies implies the necessity of considering all factors of economic growth and development and their association with employment as one of the factors in order to achieve an optimal mix in the implementation of the Growth and Development.

To be economically developed society, it is essential that the unemployment rate is as low as possible because that way most are involved in creating value and wealth, in other words there is a high correlation between low unemployment and high living standards, so for example unemployment rate in Germany is 5% and Switzerland 3.4%, on the other hand a high employment rate implies a more equitable distribution of wealth creation and less social differences and tensions.

Increasing employment rates and reducing unemployment is not an easy task as it comes to creating new jobs, which requires investment, and at the same time we need to have adequate labor force to take new jobs; which means that during the development of employment we must take into account the character and qualifications of the unemployed, which situation in BiH is not very satisfactory; so the application of the employment strategy should also include the educational system in order to perform the necessary training and retraining of the labor force.

The aim of this paper is to explain the above-mentioned problems and ,at last, provide appropriate recommendations to increase the employment rate in BiH, based on the cross-section of our current situation.

JIE 2020 – PROGRAM ZAPOŠLJAVANJA ZA OTVARANJE MILION NOVIH RADNIH MJESTA ZA ZEMLJE JUGOISTOČNE EVROPE

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Abstrakt: Rezultat velike hiperprodukcije 80¹-ih godina je dovelo do razvoja velike svjetske ekonomske krize, a dovelo je privredu do toga da nije imao ko da kupi proizvedenu robu. Kada uporedimo sa industrijalizovanim privredama, veliki broj zemalja u razvoju je siromašno kada se posmatraju faktori proizvodnje koji su ključni za modernu industriju, kapital i kvalifikovana radna snaga. Polazeći od činjenice da se nezaposlenost ne može sasvim ukloniti, u velikim industrijskim razvijenim primjenjuje se princip da se nezaposlenost zadrži unutar po potrebi varijabilnih granica i da se nezaposlenima obezbijedi životni standard primjeren odnosu normiranog životnog standarda aktivnog stanovništva. Glavni i motivacioni cilj „Evropa 2020“ je stvoriti uslove za modernizaciju tržišta rada, gdje bi primarni cilj bio povećati razinu zaposlenosti, obezbijediti odživu budućnost sa više posla i u boljim uslovima rada, odnosno nova strategija istovremeno ima za cilj da obezbijedi uspješan izlazak iz aktuelne ekonomske i finansijske krize. Jedan od ciljeva Evropa 2020 bila bi dobro povezana tržišta koja na kojima konkurencija i pristup potrošačima stimuliraju rast i inovacije. Težnja ka saradnji i koordinaciji predstavlja testamnet za dublju integraciju EU. Ona smatra da su globalizacija i demografske promjene izazovi sa kojima se suočavaju sve članice. Jedan od značajnih faktora prilagođavanja sistemu jeste obrazovanje i obuka. U tom kontekstu, u većini država članica razvijaju se nacionalni okviri za sticanje kvalifikacija u skladu sa Evropskim okvirom za sticanje kvalifikacija, u svrhu smanjenja prepreka za mobilnost radne snage. U vezi s tim proširenje radne snage bi defnisali kroz ulaganje u ljudski kapital, te samim tim u prvom redu inkluzivno obrazovanje i prevenciju prijevremenog napuštanja školskog sistema i strategije dožvotnog učenja. Takođe jedan od ciljeva je i unapređenje kvaliteta poslova i uslova rada, s tim što bi samo povećanje zaposlenosti dovelo do povećanja kvaliteta poslova, usled manjeg broja nezaposlenih i većeg broja zaposlenih. Jedan od važnih faktora je i psiho-fizičko zdravlje stanovništva, s tim da bi brojem većim brojem zaposlenih smanjio negativni broj faktora tog segmenta, te samim tim dugoročno gledano rasterećuje sistem socijalne zaštite.

Ključne riječi: Evropa 2020, Evrozona, zapošljavanje, obrazovanje, migracije, kriza, socijalna zaštita.

Abstract: The result of a large hyperproduction the 80-s has resulted the development of the world's major economic crisis, and the economy has led to the fact that there was nobody to buy manufactured goods. When we compared with industrialized economies, a large number of developing countries the poverty when considering the factors of production that are essential to modern industry, capital and skilled workforce. Starting with the fact that unemployment can not be completely removed, in large industrialized countrys principle applies to keep unemployment within the the necessary limits and variable to the unemployed provide a standard of living compared normal living standards of the active population. The main motivation and goal of "2020" to create conditions for modernizing labor markets, where the primary goal was to increase the level of employment, provide a response of the future with more jobs and better working conditions, and the new strategy also aims to ensure successful out of the current economic and financial crisis. One of the goals of the Europe 2020 would be well-connected markets where competition and consumer access stimulate growth and innovation. The tendency towards cooperation and coordination is a testamnet for deeper EU integration. She believes that globalization and demographic change challenges faced by all members. One of the most important factors adapting the system is education and training. In that context, in most EU member are being developed national frameworks for the qualification in accordance with the European framework for the qualification, in order to reduce obstacle labor mobility. With regard with the expansion of the labor force that we defined through investment in human kaptal, and therefore primarily inclusive education and prevention premature leaving the school system and strategy dožvotnog learning. Also one of the goals is to improve the quality of jobs and working conditions, but that would only increase in employment has led an increase the quality of work, due to lower unemployment and higher employment. One important factor is the physical and psychological health of the population, with the number increasing number of employees decreased number of negative factors that segment, and therefore the long term relieves a social welfare system.

Keywords: 2020, Eurozone, employment, education, migration, crises, social protection.

OBRAZOVANJE KAO KLJUČNA DETERMINANTA RAZVOJA I FAKTOR SMANJENJA NEZAPOSLENOSTI

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Abstrakt: Obrazovanje jeste jedan od ključnih faktora efektivnosti i brzine privrednog razvoja. Usavršavanje i mjenjanje društvenih odnosa zavisi najviše od znanja i nivoa obrazovanja ljudi. Obrazovanje ima svoje važne ciljeve, povećava društvenu mobilnost, omogućava i olakšava prilagođavanje pojedinaca konstantnim društvenim i socijalnim promjenama koje su posljedica sve bržeg napretka nauke. Obrazovanje posmatramo dvojako, u smislu usvajanja potrebnog znanja i učenja primjenjivanja znanja u praksi, posebno je važno u privredama u tranziciji gdje i znanje postaje roba. Moderne privrede traže nova znanja i potreba za njima permanentno raste. Kvalitet ljudskog faktora predstavlja dinamičan element razvojne politike. Njegova mobilnost i sposobnost prilagođavanja ubrzava i unapređuje promjene. Doprinos obrazovanja je za privredni razvoj od krucijalnog značaja između ostalog i zato jer tehnološki napredak diktira razvoj kadrovskog potencijala. Sve individue koje pristupaju procesu obrazovanja na različitim nivoima školovanja i cjelokupan proces inoviranja znanja onih pojedinaca koji su ranije završili školovanje moraju biti povezani u cjelovit dobro organizovan sistem. Taj sistem na našim prostorima prati problem nepodudaranja strukture školstva, obrazovnih profila i potreba privrede. Činjenica je da režim koji zapusti i degradira svoj obrazovni sistem gubi i sopstvenu budućnost. Loše obrazovanje nije jedini isključivi razlog nezaposlenosti ali je činjenica da postoji snažna korelacija između ove dvije pojave kao i da obrazovanje igra značajnu ulogu u borbi protiv nezaposlenosti.

Tranzicijski procesi rezultirali su krupnim promjenama u strukturi zaposlenosti. Privredni pritisci i nesigurno tržište prisililo je brojne organizacije da se okrenu fleksibilnijim oblicima zapošljavanja. Evidentirane su i radno ranjive grupe koje su više od ostalih izložene nezaposlenosti i translocirane u neaktivno stanovništvo. Između ostalih tu su stariji radnici, lica sa niskom stručnom spremom, radnici zastarjelih znanja i vještina. U zadnje vrijeme dosta pažnje se posvećuje pitanju jednakopravnosti u obrazovanju. Neophodno je obezbijediti da lične i društvene okolnosti- kao što su na primjer socio-ekonomski status, godine ili etničko porijeklo ne budu prepreka za ostvarivanje obrazovnih potencijala. Aktuelno i teško stanje u oblasti rada i zapošljavanja, t.j. stanje nezaposlenosti, u praksi se manifestuje teškim položajem radnika koji su ostali bez posla. Prema brojnim analizama, oni novo zaposlenje mogu dobiti samo prekvalifikacijama čemu bi nadležne institucije morale posvetiti više pažnje i brige. Poseban problem odnosi se na kategoriju starijih radnika

koji su ostali bez posla, a koji u novim uslovima imaju malu šansu za ponovno zapošljavanje.

Ključne riječi: Obrazovanje, ljudski resursi, nezaposlenost, privredni razvoj

EDUCATION AS A KEY DETERMINANT OF DEVELOPMENT AND FACTOR OF UNEMPLOYMENT REDUCTION

Abstract: Education is a key factor of economic development rate and effectiveness. Improvement and change of social relations mostly depend on human knowledge and educational level. Education has its important objectives – it increases social mobility, enables and eases the adaptation of individuals to constant social changes arising from more and more rapid scientific development. Education can be seen from two aspects: acquiring new knowledge and applying it in practice. Education is especially important in transition economies, where knowledge also becomes a commodity. Modern economies require new knowledge and the need for it is in permanent rise. The quality of human life represents a dynamic element of development policy. Its mobility and ability to quickly adapt accelerate and improve changes. Contribution of education to economic development is of a crucial importance because, among other things, technological development dictates the development of human resources. All individuals on different levels of educational process as well as a comprehensive process of innovation of the knowledge of those who have completed their schooling must be incorporated into a comprehensive, well-organised system. In our region, that system is accompanied by the problem of different educational structures, educational profiles and actual needs of the economy. It is the fact that country which neglects and degrades its educational system also loses its future.

Poor education is not the only reason for unemployment; however, it is the fact that there is a strong correlation between these two phenomena and that education plays a significant role in reduction of unemployment.

Transitional processes have resulted in massive changes in the structure of employment. Economic pressure and unstable market have forced numerous organisations to resort to more flexible forms of employment. Vulnerable groups that are exposed to unemployment more than others and hence translocated to inactive population have also been registered. Among others, the vulnerable groups include elderly employees, low-qualified persons, workers with obsolete skills etc. A lot of attention has been recently paid to the issue of equality in education. It is necessary to make sure that personal and social circumstances such as social and economic status, age or ethnic background are not an obstacle to realisation of educational potentials. The present difficult situation in terms of work and employment i.e.

unemployment is manifested in practice by difficult position of workers who have lost their jobs. According to many analyses, they can get a new job only through retraining, which relevant institutions should pay more attention to. Another problem is elderly workers who have lost their job and who have slender chances for getting a new one.

Key words: education, human resources, unemployment, economic development

APPLIED EDUCATION, INVESTMENT IN SOCIAL SKILLS FOR BETTER SOCIAL ECONOMIC RESULTS

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Abstract: The education and application of skills in it is an essential prerequisite for the growth and development of each national economy in the future. Investing in education and skills development are essential incentive for raising the growth and competitiveness of each country and its participation in the labor market. The skills are part of the educational capacity which have the aim to increase the productivity of labor and knowledge of production processes and technologies, to raise long-term growth and innovation, they transform the production to new values, stimulate competition for application of higher level skills, or with one word it shape the future of the labor market to the real needs of the working environment.

The main task of this paper is to answer the question whether with the current method of education we can be a country of information society where the processes and programs are the foundation of the industrial model of education and the demand for individuality, creations and innovations for application awareness, humanity, the requirement of a model of education with more educational programs represent the future serious indicators and parameters for better quality economic growth and development.

Keywords: education, skills, capacity, value, information, innovations, creations.

INTERNATIONAL MIGRATION IN RUSSIA AND ITS IMPLICATIONS ON SOCIETY

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Abstract: The economic and demographic factors shape the mobility of people between regions in a country or among nations. Migrants not only help in economic development and boost country's growth but also compensate shortage in labour markets. At the same time, migration leads to the exacerbation of social tensions. Their cultural, linguistic and religious diversities and the lack of integration programmes lead them to live in closed enclaves. It has been observed that, migration also poses a threat to social and cultural destabilization of society and even sometimes to national security also. The proposed paper would study the changing nature of migration and its impact on Russian society.

Russia has been facing depopulation that resulted in severe shortage of labour force. Therefore, it needs an annual inflow of about one million migrants. Apart from economic reasons, migration is important to Russia for political and geostrategic reasons. There are millions of skilled Russian diaspora in FSU countries and it has large potential for ethnic Russians migrate to Russia. Many Chinese cross the border and live in Russian Far East legally and illegally for work opportunities. Chinese migration may threat to Russian security, by becoming second largest ethnic group. The uncontrolled migration leads to the emergence of cultural conflicts in other parts of country. Immigrants in Russia face many problems and are not protected by Russian law, receive no social benefits, and vulnerable to exploitation by their employers. Therefore, immigrants are associated with problems like high crime rates. The Russian government has taken some steps towards improving the migration policy. The main objective of this policy is to stimulate the country's economic development as well as restraint outflow of the high-qualified personnel, attract immigrants including highly skilled workers, students. Both quantitative and qualitative research methods will be used to study the above issues.

Keywords: Immigrants, Economic Development, Migration, Russian Diaspora

BANGLADESHI IMMIGRATION TO INDIA AND THE CHANGING SOCIO-ECONOMIC PATTERN: A SPECIFIC CASE STUDY OF THE STATE OF ASSAM

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Abstract: Over the years, there has been a more or less steady flow of legal and illegal Bangladeshi migrants into the Indian territory. India is a preferred destination of Bangladeshi migrants because of the low cost of migration and subsequent living. Studies have pointed out that illegal migrants can avoid securing a plethora of documents if they migrate to India. A return bus ticket from Dhaka to a capital city of India's North-East costs not more than USD 10. The state of Assam, which is situated in the North-Eastern part of India bordering Bangladesh, has witnessed a continuous inflow of immigrant Bangladeshi population over a long period of time. The genesis of this immigration can be traced to the fact that a poor ordinary immigrant can earn at least a modest standard of living by way of participating in numerous occupations where the local population of Assam is not normally interested in. More and more of the local populace have slowly withdrawn from traditional agriculture, informal and unorganized sectors in favor of the so called white-collared jobs. The vacuum has been filled by the immigrants. Another notable aspect is that as the Indian economy has shown an upturn in recent decades, it has attracted more migrant workers into India looking for better incomes. This has been substantiated by the World Bank study that during 2012, migrant Bangladeshi workers in India transferred more than USD 6.6 billion to their home country. This has demonstrated the fact that remittance flow is affected by the economic cycle of the source countries as well. The Bangladeshi settlers have also taken advantage of the Government sponsored free primary education and also the highly subsidized secondary education sector in India which have helped them further to land a decent job.

This paper tries to highlight the pattern of unabated immigration and the coming up of an incoherent society because of the vast differences that exist in the demographic, social, cultural and fertility levels with that of the mainstream society of Assam in particular. It also looks into the concerns regarding the local jobseekers' fear of competition from migrant workers and the

burden of providing education, health and other social security benefits to the migrants. There are cases too, where concerns have been raised in many quarters regarding a gradual erosion of cultural identity because of this influx.

Keywords: India, Assam, Bangladeshi, employment, fertility.

ULOGA INFORMACIONIH TEHNOLOGIJA U PODIZANJU KVALITETA OBRAZOVANJA, REŠAVANJU PROBLEMA NEZAPOSLENOSTI I EKOLOŠKIH PROBLEMA

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Apstrakt: Svedoci smo rastućih socijalnih, ekonomskih i ekoloških problema koji ugrožavaju ekonomski rast i razvoj, ali i sam kvalitet života. Problemi neadekvatnog obrazovnog sistema, neadekvatne strukture radne snage, problemi siromaštva, degradacije životne sredine i niz drugih su problemi sa kojima se svako društvo suočava u manjoj ili većoj meri. U tom smislu, nameće se potreba za pronalaženjem novih načina rešavanja tih problema, a sve veći broj tih rešenja nalazi se u upotrebi informacionih tehnologija. Pre svega, upotreba informacionih tehnologija omogućuje kvalitetnije i fleksibilnije formalno obrazovanje u mnogim naučnim disciplinama. Takođe, upotrebom informacionih tehnologija olakšava se pristup brojnim izvorima informacija i sticanje novih znanja i veština. U uslovima opšte globalizacije i pristupa Internetu, otvaraju se i mogućnosti za obavljanje različitih poslova putem Interneta i stvaranje novih modela poslovanja, ali i fleksibilnijih modela zapošljavanja kao što je npr. „freelancing“, čime se mogu ublažiti problemi nezaposlenosti. Pored samog ublažavanja problema nezaposlenosti, time dolazi i do promena u strukturi radne snage, pre svega u korist visokoobrazovanih i informatički pismenih radnika. Jedan od najznačajnijih ograničavajućih faktora za rast i razvoj svake nacionalne ekonomije jesu i ekološki problemi koji nameću potrebu kreiranja odgovarajuće politike održivog razvoja. Kao jedan od bitnih instrumenata borbe protiv zagađenja životne sredine opet se nameće primena informacione tehnologije. U tom smislu možemo istaći značaj korišćenja računarske simulacije u modelovanju ekoloških sistema i simulaciji njihovog ponašanja sa ciljem predviđanja i sprečavanja različitih ekoloških katastrofa. Takođe, kao jedan od novih koncepata koji ima široku primenu, a koji može biti od velike koristi prilikom rešavanja ekoloških problema, možemo izdvojiti tehnologiju poznatu kao „Internet stvari“. Suština ovog koncepta jeste korišćenje različitih tehnologija za „označavanje“ različitih uređaja i njihovo povezivanje na Internet, pri čemu ovi uređaju mogu npr. slati informacije o nivou zagađenja u svojoj okolini, i time praktično ukazivati na ekološke probleme na nekom geografskom području. Cilj ovog rada jeste da ukaže na niz pozitivnih efekata korišćenja informacionih tehnologija u rešavanju brojnih socijalnih, ekonomskih i ekoloških problema, ali i na njihova ograničenja, koje bi nosioci ekonomske politike mogli da uzmu u obzir prilikom definisanja razvojnih strategija i donošenja različitih ekonomskih odluka.

Ključne reči: informacione tehnologije, obrazovanje, zaposlenost, ekologija

JEL klasifikacija: L86

THE ROLE OF INFORMATION TECHNOLOGY IN IMPROVING THE QUALITY OF EDUCATION, SOLVING THE PROBLEM OF UNEMPLOYMENT AND ENVIRONMENTAL PROBLEMS

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Abstract: We are witnessing the growing social, economic and environmental problems that endanger the economic growth and development, but also the quality of human life. The problems of inadequate educational system, inadequate structure of the labor force, the problems of poverty, environmental degradation and a series of other problems with which every society faces a greater or lesser extent. In this sense, there is a need to find new ways of solving these problems, and a growing number of these solutions includes use of information technology. First of all, the use of information technology enables better and more flexible formal education in many scientific disciplines. Further, using information technology facilitates access to numerous sources of information and acquiring new knowledge and skills. In the circumstances of globalization and the Internet, there are new opportunities to perform various tasks over the Internet and to create new business models, but also more flexible employment models such as "freelancing", which can alleviate the problems of unemployment. In addition to the alleviation of unemployment, this also leads to the changes in the structure of the labor force, especially in favor of highly educated and computer literate workers. One of the most important limiting factors for the growth and development of any nation's economy are the environmental problems that impose the need for creation of appropriate policies for sustainable development. One of the essential instruments to combat environmental pollution is also the application of information technology. In this sense we emphasize the importance of using computer simulation in modeling ecological systems and simulating their behavior with the aim of predicting and preventing different ecological disasters. Also, as one of the new concepts that have broad application, and which can be very useful in solving environmental problems, we can emphasize the technology known as the "Internet of things". The essence of this concept is the use of various technologies for "tagging" various devices and their connecting to the Internet, where these devices could, for example, send informations about the level

of pollution in their environment, and thus practically indicate environmental problems in a geographical area. The aim of this paper is to point out a number of positive effects of using information technology in solving many social, economic and environmental problems, but also to take into accounts their limitations, that policy makers can take into account when defining development strategies and making various economic decisions.

Keywords: information technologies, education, employment, ecology

JEL classification: L86

IMPACT OF STRATEGIC PROTECTIONISM IMPLEMENTED BY BRAZIL AND ARGENTINA IN THE FIELD OF MEXICAN AUTO INDUSTRY

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Abstract: Today protectionist actions have been highly adopted by the nations, that in order to cope with the constant crises that threaten to slow economic growth. The cancellation of trade agreements has led to a strategic management restructuring, which now seeks to minimize the negative effects. Mexico is not the exception, because last year suffered the imposition of a series of protectionist guidelines by Brazil and Argentina, which were intended to reduce the number of exports that are made to these South American economies. This study intends to analyze the impact and strategic changes adopted by Mexico in the automotive industry as a result of these regulations. Using a method of analysis of quantitative and qualitative data is to estimate the damages to the sector as well as the measures taken by Mexico to decrease side effects.

Keywords: Automotive industry, international trade, institutions based view, protectionism, game theory.

JEL: F13, F51, F55.

ORGANIZACIONA KULTURA U FUNKCIJI USPEŠNOSTI POSLOVANJA

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Rezime: Svaka organizacija ima jedan nevidljivi kvalitet – određeni cilj, karakter, način na koji obavlja stvari – koji može biti snažniji nego bilo koje osobe ili formalni sistem.

Pre samo deset godina, reč kultura korišćena je u vezi sa pozorištem, umetničkim galerijama i sl. Međutim, u poslednje vreme se sve više govori o korporativnoj, odnosno organizacionoj kulturi i mnogi autori ukazuju na to da je jedina stvar koja je zajednička svim uspešnim kompanijama upravo karakteristična organizaciona kultura. Poslednjih godina je napisano mnogo članaka i knjiga o kulturi u organizacijama. Ovu kulturu obično nazivaju „korporativna kultura“ ili „organizaciona kultura“. Često se za kulturu kaže da su to „moralne, socijalne i ponašajne norme jedne organizacije zasnovane na verovanjima, stavovima i prioritetima njenih članova“.

Kulturu možemo definisati kao karakteristična verovanja i ponašanja, koja postoje u organizaciji. Korporativna kultura je skup formalnih i neformalnih ponašanja koja je kompanija usvojila kao svoj način obavljanja posla. Formalna strana će uključiti pisane izjave o vrednostima i šemu organizacione strukture. Neformalna strana bavi se time kako se posao obavlja – da li preko pisanih procedura ili putem direktne komunikacije.

U osnovi, organizaciona kultura je opisana kao osobenost, odnosno karakteristika jedne organizacije, ili jednostavno kao „način na koji su stvari uređene u organizaciji“. „Način na koji obavljamo stvari“ je često navođena definicija kulture. Ovo je isuviše opšta definicija koja, propušta neke veoma snažne koncepte, uključujući i sledeće:

- Kulture su kolektivna verovanja koja oblikuju ponašanje;
- Kulture su delimično zasnovane na emocijama;
- Kulture su zasnovane na istorijskom kontinuitetu;
- Iako se kulture protive promeni, one se konstantno menjaju itd.

Gotovo svako ko govori ili piše na ovu temu ima svoji sopstvenu definiciju. Neke od njih ukazuju na to da je organizaciona kultura:

- Predispozicija da se ponašamo na određene načine;

- Ponašanja koje ljudi koriste za usmeravanje interakcija prema drugima;
- Način na koji preduzeće vidi sebe i svoje okruženje.

Svaka organizacija ima svoju kulturu ili set vrednosti. Organizaciona kultura se često tumači pogrešno. Kultura organizacije nije izneta lista vrednosti koja je definisana u kancelariji od strane izvršnog tima ili menadžmenta i okačena na zid u čekaonici.

Ključne reči: organizacija, organizaciona kultura, poslovna uspešnost

JEL classification: A12, M14

CENA I PROMOCIJA KAO ELEMENTI KOMUNIKACIONOG MIKSA U MARKETINGU TRGOVINE

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Rezime: Savremena proizvodnja zbog masovnosti i velikih serija proizvoda koje izrađuje i nudi tržištu, suočena je sa problemom prodaje proizvoda ili usluga na tržištu jer ponuda je veća od tražnje. Na tržištu se nude veće količine proizvoda koje se ne mogu sve prodati. Te količine koje se ne mogu prodati i koje preduzećima ostaju na zalihama predstavljaju problem jer je za njihovu proizvodnju angažovanja velika količina sredstava. Postavlja se pitanje kako te proizvode prodati i osloboditi sredstva kako bi ih ponovo uključili u process reprodukcije. Ovo pitanje predstavlja osnovni zadatak svakog preduzeća i njime se bave upravljačke stukture u preduzeću. Rešavanje ovog problema je veoma složeno jer većina preduzeća dalje teži rastu obima proizvodnje koji ne prati i rast apsorpcione moći tržišta, odnosno tražnje. Ponuda je obično veća od tražnje pa u toj situaciji neka preduzeća uspevaju da postignu ravnotežu ponude i tražnje dok druga nisu u stanju da to učine. Preduzeća koja reše ovaj problem prodaje imaju obrtni kapital, rast profita i mogu da ostvare i ukupan razvoj. Preduzeća koja ne reše problem prodaje nagomilavaju neprodane proizvode ostaju bez obrtnog kapitala sa velikim naporom opstaju ili nestaju kao privedni subjekti. Za rešavanje ovih problema nastala je nova poslovna filozofija nazvana – Marketing, koji je izmenio ponašanje i poglede preduzeća na sopstvene poslovne ciljeve. Promena se ogleda u tome što pod delovanjem marketinga preduzeće u centru svih ciljeva, planova, strategija, i akcija ima potrošače a ne samo svoje sebične interese. Konceptija marketinga polazi od dobro definisanog ciljnog tržišta, identifikacije neispunjenih potreba i želja potrošača i koordinira sve aktivnosti koje će uticati na potrošače da bi se ostvario profit na osnovu zadovoljstva. Cena je novčana vrednost robe koja je ponuđena, odnosno ugovorena između prodavca i kupca. Cena označava novčani iznos koji je kupac spreman da plati za korist koju mu proizvod i uslužni kanal obezbeđuju. Promocija obuhvata sve one aktivnosti koje se preduzimaju kako bi se privukla pažnja usmerio kupac da kupi određeni proizvod. U marketingu trgovine, cena i promocija zauzimaju kritično i ključno mesto u komunikaciji i oglašavanju.

Ključne reči: marketing, cena, promocija, oglašavanje, strategija

JEL classification: M30, M37

THE EFFECT OF COGNITIVE AND EMOTIONAL BIASES ON THE CAPITAL STRUCTURE DECISIONS: A LITERATURE REVIEW

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Abstract: Each decision-making process, which is open to the emotional impact, is an important cognitive and emotional process. Individuals will scan their heuristic framework to determine how they might feel about the outcome of a decision to help them decide what to want. Individuals will decide to make a decision about a future uncertainty that will make them feel good, or maximally good by minimizing the loss to gain ratio. One of the fundamental questions in corporate finance is what determines firms' financing decisions. Corporations manage their capital structure carefully. Recent research in finance has argued that the capital structure decisions and firms' funding and strategic choices deviate from the traditional neoclassical paradigm. However there is a nascent empirical literature that has exposed interesting evidence of the effects of managerial behavioral biases. In this context, managers' decisions, that to create the capital structure, have a vital importance for the company. These decisions increase the importance of effective elements on the decision making, due to include long-term and have a high cost. The behavioral finance approach may be revealed useful results in the process of solving decision-makers' behaviors and thoughts. The purpose of this study is to reveal if the managers affected by their behavioral characteristics in the process of the financing decision-making, based on the findings of studies in the literature. And also to show that if there is an effect, what and how is the impact on the decision-making. Moreover, will be examined that if this effect causes a tendency towards capital structure theories. For this purposes a literature research is made. As a result of the study, theoretical analysis shows that emotional and cognitive biases play an important role to explain the capital structure choice. And the tendency choosing the capital structure theories are affected by the behavioral characteristics of managers.

INTELLECTUAL CAPITAL MANAGEMENT IN EUROPEAN UNIVERSITIES IN TIMES OF CHANGES: AN IC MATURITY MODEL

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Abstract: European universities have been immersed during the last decades in important transformation processes aiming to make them more autonomous, economically efficient and competitive. Intellectual capital (IC) approaches have become of prime importance in institutions of higher education and research, because knowledge is their main output and input. Of consequences, IC Management and Reporting becomes a promising tool in times of reforming of national university systems allowing them to create transparency about the use of public funds, to explain the achievements of research, training, innovation and their benefits to stakeholders, to illustrate the development of intangible assets and to demonstrate their competitiveness. Framed in the above premises, the purpose of our paper is to develop a “*Maturity Model for IC - ICMM*” which is a flexible model of implementing IC approaches within Universities, evolving at certain rhythm along time without feeling the pressure of other institutions with different internal characteristics. The ICMM provides a theoretical continuum along which the process of maturity can be developed incrementally from one level to the next one moving from: *Measurement, Optimisation of specific indicators, Awareness of IC, Measurement of IC, Reporting of IC, Interpretation, Strategy and Planning.*

The IC maturity model provides a staged framework to initiate a step-by-step change within a University based upon its current level of IC management maturity. Moreover, the different steps of maturity might be an answer to cope with the huge diversity of European universities, some of which have strong managerial orientation, while others follow collegial form of governance.

Keywords – Intellectual capital, University, Maturity Model, IC Management, IC reporting

DEFINING INTELLECTUAL CAPITAL IN THE CONTEXT OF UNIVERSITIES

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Abstract: The term 'Intellectual Capital' (IC) refers to the resources on which the organisation relies in the broadest sense, including not only human capital resources, but those of the organisation itself and its relations with its environment. The concept of IC is a term that has been conceived through practice. IC has also been categorised in different ways by academics and business management since the mid-1990s. It is important to stress the notable efforts that the business world has made in the search for a valid universal classification. Nevertheless, it is important to note that the real wealth from IC not only resides in the sum of the elements which make up the whole, but in the interconnections between them. In the context of universities human capital is the knowledge that resides in individuals which includes teachers, researchers, PhD students and administrative staff. Universities are immersed today in an intense transformation process triggered by the need to make universities more flexible, transparent, competitive and comparable. To face these challenges, universities need to consciously manage the processes of creating their knowledge assets and recognize the value of IC to their continuing role in society. The role of HE institutions is particularly relevant in the economic structure of countries and regions as they add value in terms of educated workforce and enhanced entrepreneurship. These include a country's infrastructure, particularly communications and computing infrastructure, networks which include trade but also university and research networks, and ability to renew or innovate with research and development underpinned by the financial and economic conditions to do so.

Keywords: Knowledge asset valuation models, higher education applications, knowledge creation, universities, strategy.

LOKALNA SAMOUPRAVA U FUNKCIJI BRŽEG ZAPOŠLJAVANJA I EKONOMSKOG RAZVOJA SRBIJE

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Apstrakt: Tretiranje ekonomskog razvoja kao prioriteta je danas karakteristika i najrazvijenijih zemalja sveta. Koncept lokalnog ekonomskog razvoja nastoji da, kroz saradnju javnog i privatnog sektora, maksimalno iskoristi lokalne komparativne prednosti u cilju povećanja konkurentnosti lokalnih zajednica. Pred lokalnim samoupravama u Srbiji je težak zadatak: smanjenje nezaposlenosti uz povećanje životnog standarda. U tom cilju je potrebno doneti strateške planove razvoja koji bi povećali priliv investicija, produktivnost i konkurentnost lokalnih privrednih subjekata. Ovim planovima treba odrediti razvojne prioritete, zasnovane na raspoloživim resursima i u skladu sa potrebama privrede. Jedino takva politika dovodi do lokalnog ekonomskog razvoja koji je održiv na duži vremenski rok.

Ključne reči: lokalni ekonomski razvoj, javno-privatno partnerstvo, strateško planiranje

IMPLEMENTING CLOUD COMPUTING – ECONOMICAL AND FINANCIAL ASPECTS

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Abstract: In this paper, a modern trend of implementing cloud computing in everyday's life is considered. The cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. This cloud model is composed of five essential characteristics (On-demand self-service, Broad network access, Resource pooling, Rapid elasticity, and Measured service), three service models (Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS)), and four deployment models (Private cloud, Community cloud, Public cloud, and Hybrid cloud). More precisely, in this paper, top seven reasons for implementing cloud computing are considered with emphasis on economical and financial aspects. These top seven reasons are: Total Cost Reduction, Capital Expenditure replaced by Operational Expenditure, Scalable Computing Supports Elastic Demand, IT Agility and Flexibility, Reduce the Number of IT Vendors. Simplified Governance, and Improved IT Security. The first two reasons are elaborated in the paper. Namely, when ICT organizations migrate their data center to the cloud they are often able to reduce overall costs. Cost savings come from a reduction in real estate, power, and cooling costs but the most significant saving comes from the elimination of operational management costs. On the other side, a transition from capital expenditure to operational costs also helps to reduce overall spending because IT organizations now only pay for the computing resources they need. Organizations that need to establish their own data center or upgrade an existing data center are faced with a significant capital expenditure. If these organizations chose to migrate their data center to the cloud they could avoid this large capital expense and pay only for the resources that they need, when they need them. In the paper, the first two top reasons for implementation of the cloud computing are additionally considered from the point of view of the cloud computing benefits in our region, i.e. in Bosnia and Herzegovina and Republic Srpska in particular.

Ključne riječi: Cloud Computing, Software as a Service, Platform as a Service, Infrastructure as a Service, Total Cost Reduction

JEL classification: IT

ZELENA RADNA MJESTA ODREDNICA RAZVOJNIH PLANOVA REPUBLIKE SRPSKE

VELJKO ĐUKIĆ, ĐORĐE OKANOVIĆ, STEVIĆ SUZA

Rezime: Najveći izazovi koji se postavljaju pred Republiku Srpsku, kao i druge zemlje u okruženju, jeste nezaposlenost. Ubrzanje privrednog rasta predstavlja osnovni mehanizam trajnog i održivog povećanja zaposlenosti.

Termin „zelena radna mjesta“ odnosi se na radna mjesta u poljoprivredi, proizvodnji, građenju, u naučnim, tehnološkim, administrativnim i uslužnim djelatnostima koje doprinose zaštiti životne sredine. Zaokret prema zelenoj privredi djeluje i na radna mjesta, nastat će nova zanimanja, neka će biti zamjenjena a neka će potpuno nestati.

Ako vlast uspije uspostaviti ciljne programe obuke i obrazovanja, osigurat će snažnu uključenost socijalnih partnera i lakše provesti strategije za podsticanje zelenih ulaganja. To će omogućiti stvaranje hiljade održivih zelenih radnih mjesta u malim i srednje velikim preduzećima.

Zelena radna mjesta bit će dugoročno stvorena i sačuvana samo ako su strategije kojima se promoviše zelena tranzicija održive.

Ključne riječi: zelena ekonomija, razvojni planovi, obrazovanje.

GREEN WORKPLACES TERM DEVELOPMENT PLANS OF REPUBLIC OF SRPSKA

Abstract: The biggest challenges that are set before Republic of Srpska, like other countries in the region, is unemployment. Accelerating economic growth is the basic mechanism of permanent and sustainable increase in employment.

The term "green workplace" refers to workplace in agriculture, manufacturing, construction, in scientific, technological, administrative and service activities that contribute to environmental protection. The shift to a green economy affects the jobs, there will be new jobs, some will be replaced and some will completely disappear.

If the government fails to establish targeted training and development programs, will provide a strong involvement of the social partners and easier to implement strategies to encourage green investment. This will allow the creation of thousands of sustainable green workplace in small and medium-sized enterprises.

Green workplace will be created and preserved the long term only if they are strategies to promote sustainable green transition.

Key words: green economy, development plans, education.

SATISFAKCIJE STUDENATA VISINOM ŠKOLARINE MERENA KANO MODELOM (CASE STUDY – PANEVROPSKI UNVERTITET “APEIRON”)

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Sažetak rada: Svaki potrošač pre samog čina kupovine nekog proizvoda ili korišćenja neke usluge ima određena očekivanja od karakteristika (kvalitet, cena) proizvoda/usluge kojih je svestan ili nesvestan, a posle kupovine tog proizvoda ili korišćenja usluge određeni nivo satisfakcije. Stepen zadovoljstva (satisfakcije) potrošača karakteristikama proizvoda/usluge je jedan od najznačajnijih činilaca koji određuje njegovo tržišno pozicioniranje ali i marketinšku strategiju poslovnog subjekta. Zadovoljan potrošač (sa visokom satisfakcijom) može da postane lojalan potrošač, potrošač koji širi pozitivne informacije o proizvodu/usluzi (povećava potražnju za p/u) i kao takav predstavlja osnovu uspešnog poslovanja ekonomskog subjekta. U tom smislu se ovim istraživanjem nastojalo spoznati nivo satisfakcije studenta Panevropskog Univerziteta “Apeiron” visinom školarine. Kao osnovna varijabla istraživanja se javlja fakultet koji studenti pohađaju. U istraživanju je korišten Kano model kao osnovna metoda. Istraživanjem su obuhvaćeni studenti treće godine. Rezultati istraživanja bi se koristili za definisanje strategije marketinga.

Ključne riječi: satisfakcija, zadovoljstvo, studenti, kvalitet, Kano model

THE EFFECTS OF GLOBALIZATION ON DEVELOPMENT ECONOMICS, AND AN ASSESSMENT OF TURKISH ECONOMY BETWEEN 2002 AND 2012

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Abstract: The concept of globalization reflecting basic characteristic of today's world refers to integration process in economic and political fields. In this process, rapid change across the world has led to radical changes in economic structures as in every field. This situation has led to changes in economic orders by making new models inevitable in national and international structure.

Changes in political structures in the world have brought about changes in economic structures as well. This process has reorganized changes in political boundaries and the impacts of countries in foreign policies. Any change in political structure brought about by the globalization process has caused a change in economic sense as well. It is likely that Turkey is affected by globalization. What are the economic consequences of this effect? This study will be evaluated over a ten-year period.

Keywords: Globalization, Economic Growth, Employment, National Income, National Accounts

STANJE I TRENDOVI ISELJENIČKIH DOZNAKA U BOSNI I HERCEGOVINI

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Rezime: Na prostoru BiH-e izražena su migraciona kretanja radne snage od kraja dvadesetog vijeka do danas. Kao posljedica takvih kretanja neminovno se javljaju i doznake iseljenika upućene porodici, rođacima i prijateljima. Doznake se upućuju najčešće u novcu i naturi, a mogu biti poslate ili donijete od iseljenika. Njihova visina, mjerena u apsolutnom iznosu i kao postotak učešća u BDP, je na zavidnom nivou. Tradicija visokih novčanih doznaka se proteže još iz perioda bivše Jugoslavije u kojoj su privatni transferi u 1990. god. činili 58% robnog uvoza. Obzirom da su migraciona kretanja povećana u ratnim i poratnim godinama, u budućnosti se može očekivati veći priliv doznaka koji će biti značajan za bosansko - hercegovačku privredu.

Doznake utiču na poboljšanje životnog standarda stanovništva, a indirektno na privredni rast i poboljšanje platnog bilansa zemlje primaoca. Doznake imaju istu važnost kao strane direktne investicije i druga kapitalna ulaganja. Osim toga, doznake predstavljaju dobar izvor deviza za zemlju. I pored ukazane važnosti doznaka, ne postoje dublja istraživanja koja se odnose na doznake u BiH. Ovim radom se želi utvrditi potreba istraživanja doznaka, te podstaći takvo istraživanje. Cilj rada je analizirati visinu doznaka iseljenika BiH-e upućenih u domovinu i njihov uticaj na ključne makroekonomske agregate.

Ključne riječi: doznake iseljenika, migracija, učešće doznaka u BDP, učešće doznaka u izvozu.

JEL: I22 - Educational Finance

STATUS AND TRENDS OF EMIGRANT REMITTANCES IN BOSNIA AND HERZEGOVINA

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Summary: Migration of labor force since the end of the twentieth century till the present is expressed on the territory of Bosnia and Herzegovina. As a result of such developments, remittances of emigrants sent to the family, relatives and friends inevitably occur. Remittances are sent usually in cash and goods and can be sent or brought by emigrants. Their amount, measured as a absolute number and as a percentage of GDP, is at an enviable level. The tradition of high remittances has been extending from the period of former Yugoslavia, which in 1990 had 58% of merchandise imports from private transfers. Since the migration notably increased in wartime and post-war years, in the future we can expect a greater inflow of remittances, which will be important for Bosnia and Herzegovina's economy.

Remittances have an impact on improving the living standard of the population and indirectly to economic growth and improving the balance of payments of the country of the recipient. Remittances have the same status as foreign direct investment and other capital investments. In addition, remittances are a good source of foreign exchange for the country. Despite the importance of remittances received, there is no deeper investigations relating to remittances in Bosnia and Herzegovina. The paper aims to identify the need for research of remittances and to encourage such research. The aim of this paper is to analyze the amount of remittances of emigrants from Bosnia and Herzegovina that are sent to their homeland and their impact on key macroeconomic aggregates.

Keywords: remittances of emigrants, migration, share of remittances in GDP, the share of remittances in exports.

JEL classification: I22 - Educational Finance

LJUDSKI KAPITAL U FUNKCIJI POSTIZANJA MEĐUNARODNE KONKURENTNOSTI

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Rezime: Ljudski kapital, odnosno njegovi potencijali: obrazovanje, vještine, motivacije, kompetencije i kontakti postaju osnovni pokretači razvoja svake ekonomije temeljene na znanju. U današnjoj eri znanja konkurentnost preduzeća se postiže kroz ljudski kapital. Velike promjene na svjetskom tržištu i neočekivane okolnosti traže kadrove koji će moći ostvariti ciljeve, viziju i zahtijevanu uspješnost. Upravo zbog toga se nameće važnost raspolaganja kvalitetnim kadrom, koji svojom sposobnošću i znanjem može postići sve to.

Bosna i Hercegovina je, i pored zastupljenosti visokoobrazovanih kadrova, suočena sa činjenicom nedostatka kadrova koji su osposobljeni za nastup na otvoreno tržište. Osim toga, zemlja je suočena sa problemima zapošljavanja visokoobrazovanih kadrova u drugim profesijama i sektorima koji nude veća primanja, kao i sa problemom odliva pameti, bilo iz ekonomskih ili političkih razloga. Trendovi ukazuju da će se migracije kvalitetnih kadrova nastaviti, a naročito sa procesom približavanja EU-i.

Cilj ovog istraživanja je da se spozna značaj ljudskih resursa za razvoj zemlje, te analiziraju aktivnosti države na polju obrazovanja kadrova, kao i zadržavanja mladih stručnjaka na prostorima BiH-e.

Planiranje kadrova mora biti obuhvaćeno u sklopu opšte strategije zemlje, s ciljem postizanja međunarodne konkurentnosti, kao i privrednog napretka. Shodno tome, u menadžmentu ljudskih resursa potrebno je uspostaviti vrijednosni sistem, kriterije i postupke koji generišu visoko-sofisticirana znanja. Drugim riječima, potrebna je čvrsta sprega između planiranja ljudskih resursa, izbora kadrova, kontinuirane obuke, ocjenjivanja radne sposobnosti i uspješnosti, te nagrađivanja.

Ključne riječi: ljudski kapital, znanje, odliv pameti, međunarodna konkurentnost.

JEL klasifikacija: E 24

HUMAN CAPITAL IN FUNCTION OF ACHIEVING INTERNATIONAL COMPETITIVENESS

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TATJANA BAROŠ

Summary: Human capital, respectively its potential: education, skills, motivation, competence and contacts are becoming the main drivers of the development of any knowledge-based economy. In today's era of knowledge competitiveness of enterprises can be achieved through human capital. Major changes in the world market and unexpected circumstances require staff who will be able to achieve the goals, vision and required performance. Precisely because of that, the importance of access to quality personnel is obtrude upon us.

Bosnia and Herzegovina, despite the presence of highly educated people, has been faced with the lack of personnel, who have been trained to perform on the open market. In addition, the country is faced with problem of employment of higher educated personnel in sectors that offer higher salaries, as well as the problem of brain drain, either for economic or political reasons. Trends indicate that the migration of high-quality personnel will continue, especially with the process of approaching to the EU.

The aim of this research is to realize the importance of human resource development of the country and analyze the activities of the state in the education of staff and retention of young professionals in the area of Bosnia and Herzegovina.

Planning of staff should be included as part of the overall strategy of the country, as a goal to achieve international competitiveness and economic progress. Accordingly, the management of human resources is necessary to establish a system of values, criteria and procedures to generate highly-sophisticated knowledge. In other words, you need a solid connection between human resource planning, personnel selection, continuous training, job evaluation and performance, and rewarding.

Keywords: human capital, knowledge, brain drain, international competitiveness.

JEL classification: E 24 - Employment; Unemployment; Wages; Intergenerational Income Distribution; Aggregate Human Capital

MJESTO I ULOGA BOSNE I HERCEGOVINE U STRATEGIJI JUGOISTOČNA EVROPA 2020

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Apstrakt: Strategija Jugoistočna Evropa (JIE) 2020 nazvana i “Radna mjesta i prosperitet u evropskoj perspektivi” Savjeta za regionalnu saradnju usvojena je na ministarskoj konferenciji Investicione komisije za Jugoistočnu Evropu 21. novembra 2013. godine u Sarajevu. Ciljevi strategije su regionalni rast i razvoj zemalja Jugoistočne Evrope, a neki od njih, koji su u direktnoj vezi sa zaposlenošću i obrazovanjem su uvećanje broja visokoobrazovanih ljudi za njih 300.000 u sklopu radne snage u regionu; povećavanje godišnjeg broja novih preduzeća sa 30.107 na 33.760 (za oko 12%) što će dovesti do povećanja broja radnih mjesta; zatim povećanje ukupne stope zaposlenosti kao procenta stanovništva starijeg od 15 godina i to sa 39,5% na 44,4%. Naslov ovog naučnog rada je “Mjesto i uloga Bosne i Hercegovine u strategiji JIE 2020”, a u sklopu njega je, kao što i sam naslov govori, analizirano mjesto i uloga BiH u pomenutoj strategiji na način da su prikazati konkretni koraci koje će naša država poduzeti sa ciljem ostvarenja navedene strategije. Govori se o tome koji će dio od predviđenih mlion radnih mjesta koja će se otvoriti za zemlje Jugoistočne Evrope, pripasti stanovnicima BiH; zatim na koji način i u kojem procentu je planirano povećanje bruto domaćeg proizvoda BiH, te kako će ono uticati na zaposlenost (analiza na osnovu Okunovog zakona). Prikazaće se stanje u BiH godinu dana nakon prihvatanja JIE 2020 i promjene do kojih je strategija dovela. U skladu sa nedavnim i trenutnim prirodnim katastrofama čije su žrtve BiH i zemlje iz regiona, komentarisano je njihov uticaj na implementaciju strategije JIE 2020. S obzirom da su prehrambena industrija, industrija pića i turizam u vrijeme prihvatanja strategije, bili glavni aduti BiH za ostvarenje iste, sagledani su njihovi potencijali nakon razornih poplava. Da li će BiH biti u mogućnosti da poveća BDP nakon razorenih proizvodnih potencijala; kako će se povećati izvoz u oskudici proizvoda čak i za sopstvene potrebe; te ko će od privrednih subjekata koji su pretrpjeli ogromne štete biti u mogućnosti da proširuje svoje kapacitete i otvaraju nova radna mjesta, neka su od pitanja na koja su autori rada nastojali da odgovore. Cijeli rad je pisan na osnovu teorije ekonomske nauke, zvaničnih podataka službi BiH te ličnih stavova i uvjerenja autora rada.

Ključne riječi: JIE 2020; zaposlenost; obrazovanje; BDP; tržište rada

JEL klasifikacija: E24, O110, O150, R110

Abstract: Strategy for South East Europe (SEE) in 2020 also called the "Jobs and prosperity in the European perspective" of the Council for Regional Cooperation adopted at the Ministerial Conference of the Investment Committee for South-East Europe on 21st November 2013 in Sarajevo. The objectives of the strategy are regional growth and development of the countries of South Eastern Europe, and some of them, which are directly related to employment and education are the increase in the number of highly educated people in them, 300,000 as part of the labor force in the region; increase in the annual number of new companies with 30.107 to 33.760 (about 12%) which will lead to an increase in the number of workplaces; then increasing the overall employment rate as a percentage of the population aged 15 years and more and from 39.5% to 44.4%. The title of this scientific work is "The Place and Role of Bosnia and Herzegovina in the strategy SEE 2020" as part of it is, as the title suggests, analyzes the place and role of Bosnia and Herzegovina in the above mentioned strategy on the way to show concrete steps that our country will take in order to achieve this strategy. It is discussed about how many of million workplaces planned be opened for the countries of South Eastern Europe, will belong to citizens of Bosnia and Herzegovina; then in what way and to what percentage is planned the increase in the gross domestic product of Bosnia and Herzegovina, and how will it affect employment (analysis based on Okun's law). The status of the Bosnia and Herzegovina one year after acceptance of SEE 2020 and the changes that were led by this strategy, are also covered by this work. In accordance with the recent and current natural disaster, whose victims were Bosnia and Herzegovina and countries in the region, we commented on their impact on the implementation of the strategy SEE 2020. Having in mind that the food industry, beverage industry and tourism at the time of acceptance of the strategy, were the main advantages of Bosnia and Herzegovina to achieve the same, their potential were observed after the devastating floods. Whether Bosnia and Herzegovina will be able to increase GDP, having in mind destroyed production potentials; how to increase exports to the scarcity of products even for their own needs; and which of those businesses that have suffered tremendous damage will be able to expand their capacity and create new jobs, these are some of the questions that the authors of the paper sought to answer. Full text is written based on theory of economics, official data services of Bosnia and Herzegovina and personal attitudes and beliefs of the authors work.

Key words: SEE 2020; employment; education; GDP; labour market

JEL classification: E24, O110, O150, R110

MEĐUZAVISNOST INFLACIJE I NEZAPOSLENOSTI U REPUBLICI SRPSKOJ

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Apstrakt: Nezaposlenost je jedna od glavnih preokupacija savremenog doba sa kojom se susreću sve zemlje svijeta, bez izuzetaka. Bosna i Hercegovina kao jedna od najnerazvijenih zemalja, posljednjih godina bilježi konstantan rast ovog problema. Poražavajuća statistika BiH govori da je u Republici Srpskoj stopa nezaposlenosti u 2012.godini iznosila 39,26%, a u Federaciji BiH, iste godine 46,80%. Na listi zemalja sa najvećom stopom nezaposlenosti, BiH sa svojih 44,60% zauzima jedanaesto mjesto. Nezaposlenost se u društvu javlja dvojako, i kao posljedica i kao uzrok raznih socio-ekonomskih problema. Neke od posljedica nezaposlenosti su smanjenje životnog standarda i loš kvalitet života, a u RS su svakako jedna od posljedica nezaposlenosti i migracije. Proces urbanizacije poznat je svim državama, ali osim unutrašnjih migracija, RS je sve više suočena sa migracijama stanovništva u druge zemlje (konkretno, najviše u zemlje Srednje Evrope) radi pronalazjenja radnih mjesta i boljih životnih uslova. Jedan od fenomena u vezi sa tim je i tzv. odliv mozgova. Sa druge strane, uzroci nezaposlenosti obuhvataju sve ono od raznih politika koje konkretna država vodi, zatim ekonomskih kriza i drugih globalnih dešavanja, do bruto domaćeg proizvoda, inflacije i sl. Predmet ovog rada je testiranje postojanja inverzne veze između inflacije i nezaposlenosti, poznate kao Filipsova kriva, na prostoru RS. Negativnu međuzavisnost između stope nezaposlenosti i stope inflacije, utvrdio je britanski ekonomista Filips (A.W. Phillips), sa Londonskog ekonomskog fakulteta, 1958.godine. Upravo po njemu je nazvana Filipsova kriva, analitički instrument koji se danas najčešće koristi za analizu međuzavisnosti inflacije i nezaposlenosti, a koji je osnova istraživanja i u ovom radu. Inovativnost ovog rada ne ogleda se toliko u samoj temi, koliko u kombinaciji teme sa područjem posmatranja. Naime, zbog specifične monetarne politike BiH, koja je odgovorna za činjenicu da BiH ne može samostalno da donosi odluku o štampanju novca i količini novčane mase u opticaju, u ovom istraživanju prikazaće se i specifičan odnos inflacije i nezaposlenosti u državi koja ne može da utiče na inflaciju. Rezultati istraživanja će pokazati da je odnos inflacije i nezaposlenosti samo još jedna u nizu stvari koje našu zemlju razlikuju od svih drugih zemalja, te da se empirija Republike Srpske, i po ovom pitanju, mimoilazi sa univerzalnim teorijskim postavkama. Podaci korišteni u istraživanju su na mjesečnom nivou, a nad njima je analiza vršena primjenom metoda najmanjih kvadrata, te testovima stacionarnosti i kointegracije. Izvor podataka su zvanične publikacije Republičkog zavoda za statistiku Republike Srpske.

Ključne riječi: inflacija; nezaposlenost; Filipsova kriva; kointegracija

JEL klasifikacija: E24, E31

THE TRADEOFF BETWEEN INFLATION AND UNEMPLOYMENT IN REPUBLIC OF SRPSKA

JELICA RASTOKA

Abstract: Unemployment is one of the greatest Modern period's concerns, by which are, universally affected all countries of the world. Latterly, Bosnia and Herzegovina, as one of the least developed countries, has a constant growth of this problem. Devasting statistics of Bosnia and Herzegovina shows that in Republica of Srpska (RS) unemployment rate for year 2012 was 39.26%, while at same period in Federation of Bosnia and Herzegovina it was 46.80%. On the list of countries with highest unemployed rate, whit it's 44.60%, Bosnia takes the 11th place. In society, unemployment occurs in two ways, both a cause and a consequence of various socio-economic issues. Some of the unemployment's consequences are reduced standard of living and poor quality of life, as well as migration in the case of RS. All countries are familiar with the process of urbanization, but in addition to internal migration, RS is faced with migration of population in foreign countries (primarily in Central European countries) with the purpose of finding job and better living conditions. One of the phenomena in connection with these is so called brain drain. On the other side, causes of unemployment include everything from various policies pursued by specific country, then economic crises and other global issues, to gross domestic product, inflation etc. Subject of this research is testing the existence of inverse relationship between inflation and unemployment, also known as Phillips curve, in the area of Republic of Srpska. The tradeoff between inflation and unemployment was first established by british economists A.W.Phillips from London School of Economics, in 1958. Just named after him is the Phillips curve, analytical instrument, which is today most used for analysing inflation and unemployment rate interdependence, and which is also basis of this research paper. Innovation of this paper lies not in the subject itself, as much as in study on the case of Republica of Srpska. Naimly, due to a specific monetary policy of Bosnia and Herzegovina, which is responsible for fact that Bosnia can't independently decide on printing money nor on the quantity of money supply, in this research will be presented the specific inflation and unemployment rate interdependence in country which can't influence the inflation. Study results will show that the ratio between inflation rate and unemployment rate is another in a series of things that distinguish our country from all other countries, and that the empirics of Republica of Srpska, also in this issue, evades universal theoretical settings. Data used in this paper is on a monthly basis, and analysis of it was performed with the Method of Least Squares, stationarity test and cointegration test. Data sources are official publications of Institute of Statistics of Republic of Srpska.

Key words: inflation; unemployment; Phillips curve; cointegration

JEL classification: E24, E31

REFORMS IN EDUCATION A FUNDAMENTAL PRINCIPLE OF INCREASING SOCIAL IMPACT INDICATOR FOR OPEN ECONOMY PROCESSES THAT SHARES RESOURCES AND CAPABILITIES.

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Abstract: the approval of education reforms such ambitious goals of any strategy are simply and easily approved, but the set goals, not always sufficient under the new requirements in the educational process. They require processes for innovation and rapid implementation of the same, because the values of a university is determined by the capacity of implementing true doctrine of economic, legal and environmental flows and teamwork to create a visionary learning and knowledge by conducting training sessions for all subjects in that process.

The purpose of this paper is to strengthen the powers and full application of knowledge, open partnership with the economy and public sector strategic design of the indicators and the open economy processes as serious and dedicated process in creating and charting its own future, the entrepreneurial way thinking, followed by processes for promoting growth and development and use of teamwork based on sharing resources and capabilities shall be applied.

Keywords: education, reforms, university, processes, vision, design, teamwork.

USPEŠNOST POSLOVANJA NA INO TRŽIŠTU

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Apstrakt: U ovom rada govorićemo o tome kako firme mogu da stvaraju vrednost i postižu konkurentske prednosti na globalnom tržištu, kao i na koji način da izbegnu postavljene zamke. Raspravljaćemo ne samo o faktorima koji mogu da utiču na nacionalni uspeh u pojedinim privrednim granama, već i kako firme mogu da postanu uspešne u uključivanju u međunarodno poslovanje, čime postaju raznovrsne u pogledu širenja svog obima poslovanja. U sklopu faktora koji utiču na nacionalnu konkurentnost, u radu se naglašava položaj nacije u faktorima proizvodnje, priroda potražnje, povezane i prateće delatnosti kao i njihovo rivalstvo.

Ključne reči: globalizacija, tržište, poslovanje, konkurentnost.

JEL: L1

Abstract: In this paper we will discuss how companies can create value and achieve competitive advantage in the global marketplace, as well as how to avoid the pitfalls. Will discuss not only the factors that may affect national success in certain industries, but also how companies can become successful in engaging in international business, thus becoming diverse in terms of expanding its scope of operations. Within the factors that influence national competitiveness, the paper highlights the position of the nation in the production factors, the nature of demand, related and supporting activities and rivalry.

Keywords: globalization, market, business competitiveness.

CONTEMPORARY RETURN MIGRATION FROM WESTERN EUROPE TO BIH

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Abstract: The return of approximately 2.2 million forcibly displaced Bosnian and Herzegovinian citizens, reintegration and sustainability of their return are phenomena closely tied to 1992-1995 war in Bosnia and Herzegovina (BiH), provisions of the Dayton Peace Agreement (DPA), and the wide-reaching consequences thereof in the post-conflict recovery period. While there is an impressive statistical data indicating the success of return in total numbers, often referring to high rates of reclaimed pre-war property (around 99%), and extensive body of research on the real obstacles to sustainable return, little attention has been given to actual *life return projects*, by putting in focus the returnees' experiences and practices i.e. motivations, strategies, actions and pre- and post-return realities, in pursuing their right to (re)integrate within a socio-economic, political and cultural context of the post-Dayton BiH society. The research on contemporary return migration, presented at this conference, draws on the recently collected data that puts in focus characteristics of return and life patterns among the *most recent wave* of returnees to BiH - persons who returned from Western recipient countries, (including Norway, Sweden, Italy, Switzerland, USA and Canada), where they all had obtained both asylum and citizenship and spent 15 to 18 years (temporal average in the sample) of their (re)settlement lives. This research was an explorative investigation of the overall character of the ongoing return migration (temporary, permanent, open end, etc), as well as an in-depth qualitative study of the sustainability and the reintegration patterns of the highly skilled young returnees (both highly educated and enterprenours). Accordingly, drawing on the extensive field work, participatory observation, and 25 in-depth (semi-structured) interviews (stratified sample) with the latest returnees in BiH, focused on their life stories tied to the process of return and home (re)making in BiH, this presentation will strive to provide insights into returnee practices and experiences and point to the key motivational, organizational and experiential aspects of their undertaken return projects as related to socio-economic reintegration and identity (collective and personal) at multiple levels (individual, household/family, community, societal).

ZNAČAJ UVOĐENJA LICENCIRANE EDUKACIJE ZDRAVSTVENIH RADNIKA RADI EFIKASNOG UPRAVLJANJA POSLEDICAMA KATASTROFA

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Sažetak: Katastrofe se javljaju usljed nemogućnosti obuzdavanja kriznih situacija koje po prirodi svoje pojave predstavljaju odstupanje od normalnog dešavanja. Takva situacija po pravilu potencijalno uzrokuje mnogostruke opasnosti po ljude i okruženje izazivajući masovnu smrt ljudi, rušenje i uništavanje infrastrukture. Kada se desi katastrofa, kada „puca“ kompletan (nacionalni) infrastrukturni sistem tada i (nacionalni) zdravstveni sistem „puca“ usljed narušenosti balansa između potreba i mogućnosti zdravstvenog sistema da adekvatno reaguje u novonastalim uslovima.

U prošlosti edukacija zdravstvenih radnika kada je u pitanju njihovo djelovanje u uslovima katastrofa se uglavnom ignorisala. Takav pristup državnih vlasti ovom problemu proisticao je iz činjenice da su se katastrofe smatrale pojavama koji se rijetko događaju, imaju bezbroj oblika djelovanja, uzroka nastanka i svakako nemjerljive posledice. U tom pogledu vladala je nacionalna predrasuda da je gotovo nemoguće ustanoviti nacionalne standarde za djelovanje u uslovima velikih nesreća odnosno katastrofa.

Ali, katastrofe koje su se dogodile poslednjih decenija, ubrzan tehničko-tehnološki razvoj, informatička dostupnost širokim slojevima stanovništva doprinijela su stvaranju obrazaca prema kojima je donekle moguće predvidjeti (definisati) nivo problema izazvanih određenim tipovima katastrofa što je kompletno zdravstvo jedne (savremene) zemlje stavilo pred edukacijski izazov. Na taj način stvoreni su uslovi da savremene države (pa i BiH) u svoje školske sisteme a posebno u sisteme postdiplomskog i/ili specijalističkog studija formalnog zdravstvenog obrazovanja, uključe i licencirane programe savladavanja vještina koje se odnose na upravljanje i saniranje posledica katastrofa izazvanih iznenadnim djelovanjem prirodnih, tehničkih i kosmičkih faktora.

Ključne riječi: krizna situacija, katastrofa, nacionalni zdravstveni sistem, zdravstveni radnici, licencirana edukacija, zdravstvena infrastruktura,

IMPORTANCE OF INTRODUCTION OF THE LICENSED EDUCATION OF MEDICAL WORKERS FOR THE PURPOSES OF MORE EFFECTIVE CONTROL OF THE CATASTROPHE CONSEQUENCES

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Abstract: Catastrophes occur due to impossibility to prevent the crisis situations which by nature of their phenomena present the deviation from normal events. Such a situation as a rule possibly causes multiple dangers for people and surrounding causing massive death of people, demolition and destruction of the infrastructure. When the catastrophe occurs, when the complete (national) infrastructural system “breaks” due to distortion of balance between the needs and possibilities of the health system to appropriately react in the newly created circumstances.

In the past, the education of medical workers, when it is about their actions in case of catastrophe has been mostly ignored. Such an approach of the state authorities regarding this problem came out from the fact that the catastrophes were considered as phenomena to have rarely occurred, have numerous forms of actions, causes of occurrence and definitely immeasurable consequences. In that regards, there was a national prejudice that it is almost impossible to establish the national standards for acting in conditions of major disasters namely catastrophes.

But, catastrophes that have happened during last decades, an accelerated technical-technological development, availability of informatics for wider ranges of population contributed to development of forms according to which it is possible to some extent to foresee (define) a level of problems caused by certain types of catastrophes which the complete health system of one (contemporary) country put before the educational challenge. In that way, conditions were created for contemporary countries (even BiH) to include in their curriculum especially in the system of post-graduate and/or specialized study of formal health education, the licensed programs to exercise the skills related to control and rehabilitation of consequences of the catastrophes caused by sudden actions of natural, technical and cosmic factors.

Key words: crisis situation, catastrophe, national health system, medical workers, licensed education, health infrastructure

INFORMACIONO-KOMUNIKACIONE TEHNOLOGIJE I VJEŠTAČKA INTELIGENCIJA U NASTAVI I UČENJU

LAZO ROLJIĆ

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Sažetak: Postoji veliko interesovanje za područje sistema e-učenja (e-Learning). Tokom prošlih nekoliko desetaka godina, najvažnije inovacije u obrazovnim sistemima baziraju se na uvođenju informacione i komunikacione tehnologije (eng. Information and communication technology, ICT) E-učenje predstavlja presjek svijeta informacione i komunikacione tehnologije i svijeta obrazovanja. Ovaj članak bavi se analizom stanja i ocjenom mogućnosti tri različite vrste sistema e-učenja: nastava (kursevi) bazirana na webu (eng. Web-based courses), sistemima za upravljanje sadržajem učenja (eng. Learning content management systems – LCMS) a posebno inteligentnim tutorskim sistemima (eng. Intelligent tutoring systems – ITS) koji se mogu primijeniti na obrazovne sisteme s obzirom na specifičnost njihovih podataka i ciljeva za otkrivanje, čuvanje, prezentaciju i evaluaciju znanja. Postoji više vrsta i podvrsta tradicionalne nastave: privatna, javna, osnovna, srednja, akademska, obrazovanje za odrasle, za osobe s posebnim potrebama, itd. Kritikovana je zbog poticanja pasivnog učenja, ignorisanja individualnih razlika i potreba učenika i studenata, neobraćanja pažnje na rješavanje problema, razvijanja kritičnog mišljenja ili nekih drugih vještina promišljanja višeg nivoa. U usporedbi s tradicionalnom nastavom u predavaonici (učionici, sali ili laboratoriji), koja u središte stavlja predavača (profesora, nastavnika, asistenta, učitelja) i njegovu kontrolu nad klasom ili razredom, nastavnim sadržajem i procesom učenja i nastave, e-učenje u središte stavlja slušaoca (studenta ili učenika) kojem omogućava interaktivno učenje vlastitim ritmom, u jednostavnom, fleksibilnom, distribuisanom okruženju za učenje. Najčešće korištena definicija e-učenja je da je e-učenje skup aplikacija i procesa, kao što su učenje bazirano na Web-u (eng. Web-based learning), učenje bazirano na računaru (eng. Computer-based learning), virtualni razredi (eng. Virtual classrooms) i digitalna saradnja (eng. Digital collaboration), koji omogućavaju pristup nastavnim sadržajima pomoću različitih elektronskih medijia (CD-ROM, Internet, intranet, extranet, audio i video, satelit, itd.). Sistemi e-učenja, stoga, omogućavaju pristup elektronskim izvorima za učenje bilo gdje, bilo kada i bilo kome. Web kursevi, tutorijali, itd. su napravljeni u obliku standardnih HTML stanica (HyperText Markup Language) koji imaju jednake izvore podataka:

- Sadržaj: Stvarni podaci na web stanicama, npr. tekst, grafika, video zapis, zvuk, itd.
- Struktura: Podaci koji opisuju organizaciju sadržaja, npr. raspored različitih HTML ili XML

tagova na stranici.

– Upotreba: Podaci koji opisuju uzorak korištenja web stranica, npr. informacije o učenikovoj komunikaciji, te informacija o učenikovoj aktivnosti.

– Profil korisnika: Podaci koji daju demografske informacije o korisnicima.

Sistemi za poslovanje sadržajem učenja (LCMS) omogućavaju razmjenu informacija i komunikaciju između sudionika, predavačima omogućavaju distribuciju informacija slušaocima, stvaranje nastavnih materijala, pripremanje zadataka i testova, sudjelovanje u diskusijama, upravljanje udaljenim klasama ili razredima, te kolaborativno učenje pomoću foruma, aplikacija za razgovor, područja za smještanje datoteka, usluga za objavljivanje novosti, itd. Neki od komercijalnih primjeraka ovih sistema su Blackboard, Virtual-U, WebCT, TopClass, itd. a neki od besplatnih primjeraka su Moodle, Ilias, Claroline, aTutor, itd.

Inteligentni sistemi e-učenja imaju sposobnost prikladnog ponašanja u neizvjesnim situacijama koje se javljaju u procesu učenja i nastave. Posebna klasa inteligentnih sistema e-učenja su inteligentni tutorski sistemi (ITS). Inteligentni tutorski sistemi (ITS) su alternativa tradicionalnom „samo stavi na web“ pristupu. Dakle, ITS-ovi su računarski sistemi namijenjeni podršci i poboljšanju procesa učenja i izvođenja nastave u odabranom područnom znanju, poštujući individualnost slušalaca (učenika, studenata), kao što je to slučaj kod tradicionalne nastave jedan-na-jedan. ITS-ovi svojim modelima područnog znanja određuju šta će se predavati, a strategijama izvođenja nastave određuju kako će se ta nastava izvoditi. To su sistemi računarom kontrolisane nastave u koje je integrisana vještačka inteligencija, odnosno to su sistemi koji moraju imati razvijenu komponentu “razmišljanja”, tj. rješavanja problema onako kako bi to učinili ljudi, a uz to su i tutorski sistemi s razvijenom pedagoškom paradigmom koja se bazira na činjenici da ITSovi, da bi ispunili svoju funkciju, moraju osposobiti slušaoca (učenika ili studenta) za rješavanje problema u datom područnom znanju. Neki primjerci ITS-ova su SQL-Tutor, German Tutor, ActiveMath, VCProlog-Tutor. Osnovne karakteristike ovih sistema su: (1) znanje koje sistem ima o područnom znanju; (2) principi pomoću kojih sistem izvodi nastavu i metode pomoću kojih primjenjuje te principe; (3) metode i tehnike za modeliranje slušaoca (učenika ili studenta) tokom sticanja znanja i vještina. Ove osnovne odrednice uslovljavaju sljedeću strukturu inteligentnog tutorskog sistema: (1) baza područnog znanja (modul stručnjaka); (2) modul za vođenje poduke (modul predavača); (3) modul za obuhvat i procjenu znanja slušalaca (modul učenika); (4) modul interakcije slušaoca, predavača i područnog znanja (modul komunikacije).

Ključne riječi: vještačka inteligencija, e-učenje, nastava bazirana na web-u, sistemi za upravljanje sadržajem učenja, inteligentni tutorski sistemi

PRIMJENA SISTEMA JAVNIH NABAVKI U BOSNI I HERCEGOVINI S OSVRTOM NA UNAPREĐENJE I RAZVOJ OBRAZOVANJA I USAVRŠAVANJA

TRAVAR OSTOJA¹, RIBIĆ DRAGANA²

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Abstrakt: Ovaj rad istražuje mogućnost izučavanja ove, danas, zasebne discipline. Potrebe privrede i javnog sektora nameće se kao osnovni razlog izučavanja javnih nabavki. Javne nabavke u sebi objedinjuju ekonomske i finansijske discipline i to počev od onih mikroekonomskih i makroekonomskih pa i do menadžerskih vještina i disciplina. Veoma je važno sticanje znanja o sistemu javnih nabavki, radi dobrog upravljanja javnim finansijama, za opstanak i rast korporacija, ali i za zemlju po pitanju privlačenja stranih investicija. Javne nabavke u Evropskoj uniji, Bosni i Hercegovini i zemljama u okruženju predstavljaju značajno tržište. Izučavanja javnih nabavki će doprinijeti razvoju, pravne, ekonomske, institucionalne i operativne fondacije radi djelotvornijeg funkcionisanja sistema javnih nabavki u Bosni i Hercegovini, u skladu sa standardima EU. Kao, i razviti i osugarati održiv program obuke odnosno obrazovanja i usavršavanja kadrova koji rade u sistemu javnih nabavki, kroz dizajn i provođenje programa velikih razmjera, a koji je u potpunosti prilagođen novom zakonodavnom okviru, te će sami tim, neposredno, doprinijeti jačanju sistema javnih nabavki sa ciljem približavanja Bosne i Hercegovine evropskim integracijama i uključivanja u globalnu privredu.

Ključne riječi: sistem javnih nabavki, zakonodavni okvir, obrazovanje i usavršavanje.

JEL klasifikacija: H 10, H 20

PREDUZETNIČKO OBRAZOVANJE - PUT KA SAMOZAPOŠLJAVANJU

VIŠNJA KOJIĆ, MILANKA ALEKSIĆ

Srednjoškolski centar "Gemit Apeiron" Banjaluka

Apstrakt: U današnjim poslijeratnim, teškim ekonomskim i socijalnim uslovima života u Bosni i Hercegovini i Republici Srpskoj, nakon završetka škole, nikoga ne čeka siguran i trajan posao. Uništena privreda, loša privatizacija i visok stepen korupcije imaju za posljedicu ogromnu stopu nezaposlenosti.

Da bi mogli da odgovore nesigurnim i turbulentnim uslovima života, stanovništvu su potrebne životne kompetencije, odnosno znanja, vještine i stavovi.

Neophodno je početi primjenjivati savremen vaspitno – obrazovni sistem koji će planski školovati, obučavati i spremati mlade, a i starije ljude za život, provoditi redovno i cjeloživotno učenje mladih i starih prema globalnim potrebama tržišta rada.

Preduzetništvo i preduzetničko obrazovanje su značajan privredni fenomen koji će da aktivira inovativnost i kreativnost, da stimuliše radni i životni uspjeh pojedinca, da podstakne ekonomski rast društva i obezbijedi zaposlenost i nova radna mjesta.

Ključne riječi: nezaposlenost, tržište rada, školovanje, preduzetničko obrazovanje,

Abstract: In today's post-war, harsh economic and social conditions in BiH and RS, after finishing school, no one can expect stable and permanent job. Destroyed economy, bad privatization and high levels of corruption have resulted in huge unemployment.

To respond to uncertain and turbulent life conditions, population needs life competencies or knowledge, skills and attitudes.

It is necessary to apply modern educational system that will systematically nurture, train and prepare young people and old people as well for life, and it is also necessary to conduct regular and lifelong education of young and old according to the global labor market needs.

Entrepreneurship and entrepreneurship education are significant economic phenomenon that will activate the innovation and creativity, they will stimulate employment and life success of individuals and they will encourage economic growth in the society and provide employment and new jobs as well.

Keywords: unemployment, labor market, education, entrepreneurship education

CIP - Каталогизacija у публикацији
Народна и универзитетска библиотека
Републике Српске, Бања Лука

331.5:374.7(048.3)(0.034.4)
374.7:314.15(048.3)(0.034.4)

МЕЂУНАРОДНИ научни скуп о економском развоју и животном
стандарду "EDASOL 2014 - Economic Development and Standard of
Living" (4 ; 2014 ; Бања Лука)

The Book of Abstracts [Електронски извор] : tema: Obrazovanje i
migracije u funkciji povećanja zaposlenosti =theme: Education and
Migration as a Function of Increasing Employment / IV Međunarodni
naučni skup о економском развоју и животном стандарду "EDASOL
2014 - Economic Development and Standard of Living", Banja Luka, 24-
25. oktobar 2014. =4th International Scientific Conference on economic
development and standard of living ; [urednici Zorka Grandov, Sanel
Jakupović]. - 1. izd. - Banja Luka : Panevropski univerzitet Apeiron,
2014 (Banja Luka : CD-ROM izdanje). - 1 elektronski optički disk (CD-
ROM) : tekst ; 12 cm. - (Edicija Ekonomska biblioteka ; knj. 101)

Nasl. sa naslovnog ekrana. - Radovi na srp. i engl. jeziku. - Tiraž 200.

ISBN 978-99955-91-44-1

COBISS.RS-ID 4576792

ISBN 978-9-9955914-4-1



9 789995 591441