

UVODNIK PRVOM BROJU

Poštovani čitaoci, pred vama je prvi broj časopisa MEGABIZNIS, u izdanju Fakulteta za menadžment u Zaječaru, koji ima za cilj da pospeši istraživanja i prezentuje najnovija teorijska i praktična znanja, pre svega iz oblasti ekonomije, menadžmenta i biznisa. Časopis izlazi dva puta godišnje.

Poštujući tradiciju i edukativni značaj koji Fakultet za menadžment Zaječar poseduje i razvija godinama unazad, uredništvo časopisa je odlučno u nameri da se na ovom mestu objavljuju naučni i stručni radovi kao odraz prikupljenih saznanja iz različitih naučnih oblasti, kao i da se kroz njihove sadržaje ponude rešenja različitih problema ekonomske i poslovne prakse. Takođe, već od ovog prvog broja, spremni smo da radimo na modelovanju takvog časopisa koji će u što većoj meri omogućiti razmenu informacija iz gore navedenih oblasti, uz želju da časopis bude naučnog karaktera, ali istovremeno i stručnog i informativnog.

Uredništvo će nastojati da kroz časopis omogući prezentovanje i podizanje naučnih i stručnih kompetencija autora različitih profila: kako onih koji se bave univerzitetskom nastavom ili se pripremaju za rad u visokoškolskim nastavno-naučnim i istraživačkim ustanovama, tako i autora koji se u okviru kurseva stručnog osposobljavanja i usavršavanja, bave obukom zasnovanom na principima učenja odraslih. Ovaj zadatak probaćemo da ostvarimo objavljujući naučne i stručne radove, pregledne članke, prikaze knjiga, monografija i udžbenika iz oblasti ekonomije, ekonomske politike, preduzetništva, finansija, bankarstva, statistike, marketinga, turizma, sporta, poslovne komunikacije, menadžmenta i drugih oblasti.

Na kraju, želeo bih da zahvalim autorima na njihovim prilozima, kao i recenzentima, priređivačima i svima koji su na bilo koji način saradivali i doprineli kvalitetu ovog broja.

*Glavni i odgovorni urednik
Prof. dr Dragan Mihajlović*

EDITORIAL FIRST ISSUE

Dear readers, you are holding the first issue of MEGABIZNIS journal issued by the Faculty of Management in Zaječar, which aims to support research and present the latest theoretical and practical knowledge primarily of economics, management and business. The journal is printed twice a year.

With respect to tradition and educational character that the Faculty of Management Zaječar has cherished and developed for years, the editorial board is determined to publish scientific and professional papers as a reflection of the knowledge gathered from various scientific areas, as well as to offer the solutions to various practical problems. Also, starting from the first issue, we are ready to work on modelling such a journal which will as much as possible enable the exchange of information from the above listed areas, with the wish that the journal should be of a scientific as well as professional and informative character.

The editorial board will strive to enable the presentation and enhancement of competences of authors of various profiles: those involved in university teaching process or those who are preparing themselves for working in higher education and research institutions, as well as the authors who are involved in training based on adult learning principles within courses of professional training and development. We will try to accomplish this task by publishing scientific and professional papers, review articles, book reviews, monographs and textbooks on economics, economic policy, entrepreneurship, finance, banking, statistics, marketing, tourism, sports, business communication, management and other areas.

At the end, I would like to thank the authors for their contributions, as well as the reviewers, editors, and all those who have cooperated and given their contribution to the quality of this issue.

Editor in chief
Dragan Mihajlovic, PhD