CONTENTS:

SOCIOLOGY AND ENTERPRENEURSHIP
Josip Županov: Sociology and Management .................................................. 1
Božena Jokić: Entrepreneurship and Society (Socially-Economic Analysis) .... 5
Drago Čengić: Sociology and Entrepreneurship ................................................. 11
Božo Jušić: Sociology, Organization and Managing of the Organization ....... 17
Fikreta Bahtijarević-Šiber: Organizational Culture: Operationalisation and Research 27
Veronika Vugrinec-Hitrec: The Business Image .................................................. 41
Veronika Vugrinec-Hitrec: The Concepts of Marketing and Management .......... 51
Drago Čengić and Božena Jokić: Bibliography of Management and Entrepreneurship 65

SCIENCE AND SCIENTISTS
Katarina Prpić: The Socio-Professional Patterns of Scientific Productivity .... 77
Branka Golub: Some Aspects of Potential Drain of Scientists ......................... 91
Drago Čengić: Innovation Subsystem: Analysis of a Basic Approach and its Fruitfulness 101

ETHNICITY AND MULTICULTURAL SOCIETY
Vjeran Katunarić: On Model of Ethnic Competition in the Case of Croatia ....... 117

REVIEWS