Artificial intelligence is a computer-based analytical process that tends to create computational systems which we would incline to be called intelligent. Expert systems are the most important part of the artificial intelligence from economic perspective. Expert systems attempt to mimic the human thought process including reasoning and optimization. “Knowledge” is represented by a set of “if-then” rules in a form of knowledge base. The results of artificial intelligence system implementation in refining marketing customer strategy based on five customer behaviour factors: revenues, profit margin, market share, liquidity, long term value, and retention probability are presented in the paper. Customer marketing strategy depends on the combination of the value of these five attributes. Expert system helps a marketer to “drill down” into data and identify the most loyal customers, separates the customers into groups, and plans the adequate marketing strategy. Expert system for determining adequate marketing customer strategy is developed using Visual Prolog programming language. Visual Prolog has shown satisfactory application and developing power.

A virtual organization is a collection of geographically distributed, functionally and/or culturally diverse entities that are linked by electronic forms of communication and rely on lateral, dynamic relationships for coordination. Virtual organizations provide employees the freedom to work from any place and at any time. Identification has been considered to be the glue linking virtual workers and their organizations. In this context the question may be raised how employees in virtual organizations sustain organizational identification. However, the real question is whether organizational identification is needed at all and whether any glue, except communication, is needed to link virtual workers and their organization. The virtual organisation in the future will have an almost infinite variety of structures, all of them fluid and changing. The focus of virtual organizations provide the freedom to work from any place and at any time. Identification has been considered to be the glue linking virtual workers and their organizations. In this context the question may be raised how employees in virtual organizations sustain organizational identification. However, the real question is whether organizational identification is needed at all and whether any glue, except communication, is needed to link virtual workers and their organization. The virtual organisation in the future will have an almost infinite variety of structures, all of them fluid and changing. The focus of virtual organizations provide the freedom to work from any place and at any time.
importance of management, poor use of modern technologies
obstacles: lack of practice, literature, education, awareness of the
ministries. In Croatia relations with investors face numerous
with investors are carried out through a number of agencies and
stock exchange. In the sphere of public administration, relations
to disclosure of material facts of companies that are listed on the
growth. In communication with investors all the usual channels
with investors in the future will include the identification of the
and potential conflicts of interest. The development of relations
in the State, inflow of investments is a key generator of economic
pay. At companies that is communicating with their owners, and
that the administration of companies and governments often
representatives (analysts, bankers, etc.) are segment of the public
administration, technology, investment brand
Key words: visualization of the company, corporate visual identity,
color, symbol, brand name, typography
Abstract: We were interested in how to create an effective visual-
ization of a company and how big is the impact of corporate visual
identity elements on company recognition. Effectiveness of
corporate visual identity elements was tested. We were also
interested in which are the steps of design process. Existing
company was included in our study. Data was collected through
a combination of interview, questionnaire and survey. Results of
the research show that the company has a well-planned brand
name, typography and colours. These are used appropriate
generating to the purpose. Some of the key elements of symbol
design (harmony, naturalness and ratio) are badly designed,
which result in negative impact of the symbol, symbol also does
not broadcast desired meaning and generally does not contrib-
ute to the construction of the desired brand or company image.

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Category: Authors Review
Title: INVESTOR RELATIONS AS IMPORTANT FUNCTION OF PUBLIC RELATIONS IN COMMERCIAL COMPANIES AND PUBLIC ADMINISTRATION
Author(s): Ivana Gažić1, Zvonimir Grgaš2
Affiliation: Zagrebačka burza d.d., Zagreb, Croatia1; Z-plan d.o.o., Zagreb, Croatia2
Key words: Investor Relations, public relations, public administra-
tion, technology, investment brand
Abstract: The development of relations with investors in compa-
nies, but also in state bodies, is important as investors and their
representatives (analysts, bankers, etc.) are segment of the public
that the administration of companies and governments often
pay. At companies that is communicating with their owners, and
in the State, inflow of investments is a key generator of economic
growth. In communication with investors all the usual channels
of public relations are used, although there is legislation relating
to disclosure of material facts of companies that are listed on the
stock exchange. In the sphere of public administration, relations
with investors are carried out through a number of agencies and
ministries. In Croatia relations with investors face numerous
obstacles: lack of practice, literature, education, awareness of the
importance of management, poor use of modern technologies
and potential conflicts of interest. The development of relations
with investors in the future will include the identification of the
two most important trend within this function: the impact of
technology and the need to create investment brands.

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References:18 Tables: 1 Figures: 1
Category: Authors Review
Title: SOCIOLOGICAL – KINESIOLOGICAL ACCESS TO SPORT RECREATION IN THE REINTREGRATION OF PERSONS WITH DISABILITIES
Author(s): Allen Bartoš
Key words: sports recreation, disability, socialization, kinesiology, rehabilitation
Abstract: People with disabilities need in a professional way to rehabilitate, but also help to re-socialization. The process of rehabilitation and re-socialization is one of the most difficult processes. Requires patience and hard work. When it comes to sports and recreation activities of persons with disabilities, it can be said that the above term covers a wide range of medical and social facilities. Among them stands out treatment, rehabilitation and social reintegration. The aim is to raise the physical, but also the psychosocial health, and improve the quality of everyday life. People with disabilities need to inspire and motivate, and in the beginning of the rehabilitation they need help with.

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References:0 Tables: 9 Figures: 0
Category: Authors Review
Title: IMPACT OF PUBLIC RELATIONS ON THE PROCESS OF PURCHASE DECISION
Author(s): Sandra Soče Kraljevič1, Zorana Vidačak2, Mirela Ma- bić3
Affiliation: Faculty of Economics, University of Mostar, Mostar, Bosnia and Herzegovina1; AX-SOLING D.O.O., Grude, Bosnia and Herzegovina2
Key words: public relations, market research, atmosphere in
stores, purchase decision, customer’s satisfaction.
Abstract: The aim of this paper is to report primary changes in
the market concerning public relations and atmosphere in stores.
This study examines the impact of public relations and various
dimensions (factors) of the atmosphere on creation (formation)
of the purchase decision. The aims of study were: determine in
which way the atmosphere affects the purchase decision; research and specify which kind of atmosphere at the sale point
positively influences the purchase decision; research and specify the
trend level of consumer's satisfaction with the atmosphere in the
store. The sample of 200 buyers was chosen on the basis of geo-
ographical zone of sampling procedure in Bosnia and Herzegovina.
Results show that in most dimensions (factors) creation (forma-
tion) of the atmosphere in the store influences significantly on
the purchase decision. Furthermore, many dimensions (factors) of
the atmosphere were found that affect significantly differently
on the purchase decision. The results of this research may be of
particular interest to those who organized retail stores.

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CBR is a method of machine learning which adopts solutions used to solve problems in the past and uses them for solving new problems. Instead of relying on general knowledge of the problem domain, CBR has the ability to use specific knowledge of past experience. This paper presents results of a research on the usage of CBR in the companies of the Herzegovina region with the purpose of discovering knowledge and fostering lifelong learning along with the aim of achieving business objectives.