

UVODNIK

EDITORIAL PREFACE

Drugim brojem časopisa Tržište u 2010. godini čestitamo 90. obljetnicu djelovanja našem suizdavaču, Ekonomskom fakultetu - Zagreb.

U zavidnoj povijesti za znanstvenonastavnu instituciju, brojne su osobe – znanstvenici, nastavnici i suradnici ulagali napore u obrazovanje ekonomskih stručnjaka vjerujući u dubok, pozitivan i trajan utjecaj koji će oni imati na gospodarske subjekte i društvo u cjelini.

U profiliranju ovog broja Tržišta, a koristeći prigodu obljetnice, polazište je upravo činjenica da su ljudi ti koji čine poduzeća, organizacije i institucije specifičnim i jedinstvenim te grade njihov imidž i reputaciju. Stoga s ponosom i zahvalnošću predstavljamo odabrane radove nekoliko naših inozemnih urednika koji su, poput većine znanstvenika, samozatajne osobe, usredotočene i predane u svojem djelovanju, a zahvaljujući kojima je i časopis Tržište jedna od prepoznatljivosti Ekonomskog fakulteta – Zagreb.

Uredništvo časopisa Tržište opredijelilo se pridonositi obrazovanju i cijeloživotnom učenju, i to prije svega marketinških, a potom i ekonomskih stručnjaka srodnih specijalnosti, pomažući im da budu bolji profesionalci, doprinose rastu i razvoju poduzeća i/ili organizacija u kojima su zaposleni te stvaraju bolje društvo. Sedam objavljenih članaka u ovome broju svjedoče o našoj opredijeljenosti.

Članovi uredništva iz Republike Hrvatske s velikom su radošću priredili ovaj broj. Potporu

With this second issue of Market journal in 2010 we wish to congratulate our co-publisher, the Faculty of Economics and Business – Zagreb, its 90th anniversary!

In its history, enviable for a scientific and educational institution, a number of people – scientists, lecturers and collaborators invested their efforts in the education of economic experts in a firm belief that they would leave a deep positive and lasting impact on economic entities and society as a whole.

A starting point in setting the content and the profile of this issue of Market, while also taking advantage of the anniversary, was the very fact that it is people who make companies, organizations and institutions specific and unique, building their image and reputation. Therefore, it is with pride and gratitude that we present selected papers written by several of our international editors who, like most scholars, are modest people, focused on their work and deeply committed to it. Thanks to them, Market journal has become one of the features that add to the recognition of the Faculty of Economics and Business – Zagreb.

The editorial board of Market has dedicated itself to contributing to the education and lifelong learning, primarily of marketing but also other economic experts of similar specializations. It has strived to help them become better professionals while fostering growth and development of the companies and/or organizations that they work for in a bid to create a better society too.

naših inozemnih suradnika te povjerenje i lojalnost naših čitatelja očekujemo i ubuduće.

I na samome kraju, našem suizdavaču ovom prigodom želimo još brojne uspješne godine, budućnost koju će obilježiti današnje, ali i nove generacije znanstvenika, nastavnika i suradnika.

prof. dr. sc. Đurđana Ozretić Došen
glavna urednica

Seven papers published in this issue testify to our dedication.

Croatian members of the editorial board worked on preparing this issue with great joy. We count on lasting support of our international collaborators in the future and also hope to preserve continued trust and loyalty of our readers.

And lastly, we take this opportunity once again to wish our co-publisher many more years of successful work – a future that may bear an imprint of today's as well as of new generations of scientists, teachers and associates!

Prof. Đurđana Ozretić Došen, Ph. D.
Editor in Chief