

**Media, Culture and Public Relations, 7, 2016,1, 5-13**

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*Page numbers:* 5-13  
*Language –of text:* Engl. – *of Summary:* Engl., Croat.  
*References:*4 *Tables:* 1 *Figures:* 2  
*Category:* Original Scientific Paper  
*Title:* ARTIFICIAL INTELLIGENCE IN DETERMINATION OF  
 MARKETING CUSTOMER STRATEGY  
*Author(s):* Brano Markić, Sanja Bijakšić, Marko Šantić  
*Affiliation:* University of Mostar, Mostar, Bosnia and Hercegovina  
*Key words:* artificial intelligence, expert systems, marketing  
 strategy, knowledge base, Visual Prolog  
*Abstract:* 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 probabili-  
 ty 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.

**Media, Culture and Public Relations, 7, 2016,1, 14-34**

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*Received:* 2015-04-12  
*Published:* 2015-02-13  
*Page numbers:* 14-34  
*Language –of text:* Croat. – *of Summary:* Engl., Croat.  
*References:*47 *Tables:* 47 *Figures:* 0  
*Category:* Original Scientific Paper  
*Title:* MANAGING INFORMATION AND KNOWLEDGE IN  
 THE CASE OF THE CAMPAIGN FOR ELECTIONS TO THE  
 EUROPEAN PARLIAMENT IN 2013  
*Author(s):* Goran Popović<sup>1</sup>, Tanja Grmuša<sup>2</sup>, Hrvoje Prpić<sup>3</sup>  
*Affiliation:* Croatian Communication Association, Zagreb, Croatia<sup>1</sup>;  
 Business School Zagreb, Zagreb, Croatia<sup>2</sup>; Medianet, Zagreb,  
 Croatia<sup>3</sup>  
*Key words:* selection of news, news value, political communication,  
 political participation, elections to the European Parliament,  
 credibility of reporting  
*Abstract:* Managing information in the media is based on journal-  
 list and editorial evaluation of news value which is based on  
 various criteria that determine whether an event will become  
 news. Communicating political issues is occupying a large part  
 of the media landscape, providing a legitimisation of political

decisions, but also affecting political participation of citizens,  
 which is getting smaller. Elections to the European Parliament  
 are perceived as secondordered, primarily because citizens are  
 poorly informed about the internal functioning and structure of  
 the EU. A survey conducted in March and April 2013 during the  
 official first campaign for the European Parliament elections in  
 Croatia in the five widely-read newspapers (Jutarnji list, Večernji  
 list, 24 sata, Novi list and Slobodna Dalamcija), by using a meth-  
 od of content analysis on a sample of 250 articles sought to  
 determine the form of media coverage of the campaign, then  
 issues related to the EU in general and to establish indicators of  
 credibility and objectivity. The results showed unbalanced report-  
 ing in all analyzed newspapers with smaller news forms,  
 and with a high level of credibility and objectivity in reporting,  
 which was still disrupted with dominant on-sided reporting.

**Media, Culture and Public Relations, 7, 2016,1, 35-42**

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*Other indetification:* INFO-99 *Issue No:* 1  
*Received:* 2015-04-14  
*Published:* 2015-05-16  
*Page numbers:* 35-42  
*Language –of text:* Engl. – *of Summary:* Engl., Croat.  
*References:*22 *Tables:* 0 *Figures:* 0  
*Category:* Preliminary Communication  
*Title:* VIRTUAL ORGANIZATION – THE FUTURE HAS AL-  
 READY BEGUN  
*Author(s):* Ksenija Čulo  
*Affiliation:* Faculty of Civil Engineering, University of Osijek,  
 Osijek, Croatia  
*Key words:* virtual organization, organizational identification,  
 communication, shared vision  
*Abstract:* 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 organiza-  
 tions 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 organiza-  
 tions 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  
 will inevitably shift from “who we are” to “what we are doing”,  
 from organizational structure to projects or products.

**Media, Culture and Public Relations, 7, 2016,1, 43-56**

*Literature:* Serial *Bibliographic level:* Analytic  
 UDC: 334.72:659.1:003.62 ISSN: 1333-6371  
*Vol. No. (Year):* 7(2016) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-100 *Issue No:* 1  
*Received:* 2015-05-10  
*Published:* 2015-02-12  
*Page numbers:* 43-56  
*Language –of text:* Engl. – *of Summary:* Engl., Croat.  
*References:*44 *Tables:* 1 *Figures:* 8  
*Category:* Authors Review  
*Title:* QUALITY VISUALIZATION OF THE COMPANY FOR A  
 BETTER RECOGNITION  
*Author(s):* Monika Senčar<sup>1</sup>, Matjaž Duh<sup>2</sup>

*Affiliation:* FERL, University of Maribor, Maribor, Slovenia<sup>1</sup>; PEF, University of Maribor, Maribor, Slovenia<sup>2</sup>

*Key words:* visualization of the company, corporate visual identity, color, symbol, brand name, typography

*Abstract:* We were interested in how to create an effective visualization 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 according 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 contribute to the construction of the desired brand or company image.

**Media, Culture and Public Relations, 7, 2016,1, 57-70**

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UDC: 35:659.4:336.714 ISSN: 1333-6371  
*Vol. No. (Year):* 7(2016) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-101 *Issue No:* 1  
*Received:* 2015-04-14  
*Published:* 2015-09-11  
*Page numbers:* 57-70  
*Language –of text:* Engl. *– of Summary:* Engl., Croat.  
*References:*44 *Tables:* 1 *Figures:* 2  
*Category:* Authors Review  
*Title:* INVESTOR RELATIONS AS IMPORTANT FUNCTION OF PUBLIC RELATIONS IN COMMERCIAL COMPANIES AND PUBLIC ADMINISTRATION  
*Author(s):* Ivana Gažić<sup>1</sup>, Zvonimir Grgas<sup>2</sup>  
*Affiliation:* Zagrebačka burza d.d., Zagreb, Croatia<sup>1</sup>; Z-plan d.o.o., Zagreb, Croatia<sup>2</sup>  
*Key words:* Investor Relations, public relations, public administration, technology, investment brand  
*Abstract:* The development of relations with investors in companies, 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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UDC: 615.8-056.26:796 ISSN: 1333-6371  
*Vol. No. (Year):* 7(2016) *Short title:* Media cult. Public relat.  
*Other indetification:* INFO-102 *Issue No:* 1  
*Received:* 2015-06-14  
*Published:* 2015-08-11  
*Page numbers:* 71-78  
*Language –of text:* Croat. *– of Summary:* Engl., Croat.

*References:*18 *Tables:* 1 *Figures:* 1

*Category:* Authors Review

*Title:* SOCIOLOGICAL – KINESIOLOGICAL ACCES TO SPORT RECREATION IN THE REINTREGATION OF PERSONES 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 shore 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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*Vol. No. (Year):* 7(2016) *Short title:* Media cult. Public relat.  
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*Received:* 2015-05-30  
*Published:* 2016-12-02  
*Page numbers:* 79-90  
*Language –of text:* Croat. *– of Summary:* Engl., Croat.  
*References:*0 *Tables:* 9 *Figures:* 0  
*Category:* Authors Review  
*Title:* IMPACT OF PUBLIC RELATIONS ON THE PROCESS OF PURCHASE DECISION  
*Author(s):* Sandra Soče Kraljević<sup>1</sup>, Zorana Vidačak<sup>2</sup>, Mirela Mabić<sup>1</sup>  
*Affiliation:* Faculty of Economics, University of Mostar, Mostar, Bosnia and Herzegovina<sup>1</sup>; AX-SOLING D.O.O., Grude, Bosnia and Herzegovina<sup>2</sup>  
*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 level of consumer's satisfaction with the atmosphere in the store. The sample of 200 buyers was chosen on the basis of geographical zone of sampling procedure in Bosnia and Herzegovina. Results show that in most dimensions (factors) creation (formation) 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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*Published:* 2016-03-02  
*Page numbers:* 91-98

*Language –of text:* Engl. – *of Summary:* Engl., Croat.

*References:*16 *Tables:* 0 *Figures:* 0

*Category:* Professional Paper

*Title:* COMMUNICATION STRATEGIES IN NON-STATE NON-PROFIT ORGANIZATIONS IN THE CZECH REPUBLIC

*Author(s):* Tereza Cimrmanová<sup>1</sup>, Zuzana Hubinková<sup>2</sup>

*Affiliation:* Charles University in Prague, Hussite Theological Faculty, Czech Republic<sup>1</sup>; Faculty of Business Administration, University of Economics, Prague, Czech Republic

*Key words:* communication, non-profit sector, motivational strategies, communication errors

*Abstract:* The functioning of NGO's in the Czech Republic has been influenced by radical changes in the laws in recent years. The revolution in the non-profit sector was caused by the law on social services (108/2006 Coll.) and particularly the civil code (89/2012 Coll.), which regulates particular forms of non-state non-profit organizations in a new way, and also defines the concept of public benefit. Organizations in the non-profit sector are struggling with a variety of problems. These include the lack of funds, high rate of staff turnover and uncertainty. Still many remain in the non-profit sector, in particular those who have drawn comparison with the work in the public or profit area. The reason may be the modern communication and motivational manager strategies, encouraging creative, credible and free work environment. The objective of this text is to provide a survey study from the non-profit sector in the Czech Republic and to answer these questions: What are the communication and motivational strategies that can make employee satisfaction in the NGO increase? What non-financial tools are used? What communication errors can managers make? What communication procedures are effective in order to increase the attractiveness of the work and credibility of a non-profit organization?

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*Page numbers:* 99-104

*Language –of text:* Croat. – *of Summary:* Engl., Croat.

*References:*9 *Tables:* 2 *Figures:* 0

*Category:* Professional Paper

*Title:* LEARNING FROM YOUR OWN EXPERIENCE: OVERVIEW ON CBR (CASE BASED REASONING) AT HERZEGOVINA COMPANIES

*Author(s):* Jelena Zovko

*Affiliation:* University of Mostar, Mostar, Bosnia and Herzegovina

*Key words:* knowledge management, CBR (Case Based Reasoning), tacit knowledge, business efficacy

*Abstract:* The bare usage of Information and Communication Technology is putting the company in the constant process of data analysis and studying. Consequentially, a company can be tagged as succesful when it creates knowledge, based on that data, and efficiently distributes it throughout the organization while implementing it in their activities. Naturally, during this process, certain methodologies of discovering and managing that knowledge are ought to be used. Case Based Reasoning –

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 life-long learning along with the aim of achieving business objectives.

#### Media, Culture and Public Relations, 7, 2016,1, 105-113

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*Page numbers:* 105-113

*Language –of text:* Croat. – *of Summary:* Engl., Croat.

*References:*11 *Tables:* 3 *Figures:* 1

*Category:* Professional Paper

*Title:* COMPUTER - YES, BUT HOW? SOCIALIZE AND ENCOURAGE FUNCTIONAL-LOGICAL THINKING FROM YOUR CHILDREN AT HOME

*Author(s):* Slavoljub Hilčenko

*Affiliation:* College of Vocational Studies, Subotica, Vocational Training of Preschool Teachers and Sports Trainers, Subotica, University of Novi Sad, Serbia

*Key words:* Generation "Y" and "Z", educational habits, functional-logical thinking, motor skills, e-learning model

*Abstract:* Parents (Generation "Y") do not have complete insight on how their children (Generation "Z") spend their time at the computer. The aim of this paper is presenting a model of quality relationship between parents and children in front of the computer to encourage functional-logical capacity (associated with motor exercises) in which the 15-year-old Serbians on PISA tests have shown disappointing results. Our school is not almighty and education is not acquired only in the context of institutional reproductive-traditional "walls". About her fundamental reforms in line with the times and needs of the market, there are no real indications! The way of design issues for this purpose, are the product of cooperation with MENSA Serbia. The paper presents the results of a comparative functional-logical testings of parents and children. Both tests were adapted to their educational and perceptual habits. Generation "Y", did the text-only test, and the Generation "Z" did dominant "image" test. Parents have made a very modest, but better results than children (who totally failed), which can be attributed to life experience. Traditional school probably left a deeper educational habits on the students than their senses adapted to modern means of informational technology, which are primarily used for entertainment rather than educational purposes. The total percentage of correct answers is extremely low, only 3.5%. The last two questions of the test, were the survey type, and were referred to the percentage of parents who would use free e-application voluntarily for socializing and stimulating functional-logical thinking of children at home. The positive response was on 40%, while in the case of a negative response, we demanded an explanation. Children were supposed to indicate the time spent during the day in front of the computer and the dominant field of interest.