

UVODNIK

EDITORIAL PREFACE

Dvadesetu godišnjicu izlaza Tržište dočekuje rado. Svi članovi uredništva i dalje su usredotočeni na ostvarenje ciljeva koje su postavili prije dvije godine. Stoga ovom prigodom s osobitim zadovoljstvom zbog postignutog želimo priopćiti čitateljima neke novosti:

- Od ovoga broja Tržište je indeksirano i referirano i u EBSCO bazi podataka.
- Uspješno se nastavlja internacionalizacija članstva uređivačkog odbora - u tim se uključila naša kolegica, profesorica iz Poljske, dr. hab. Marianna Stryzyewska s Kolegium Nauk o Przedsiębiorstwie (Collegium of Business Administration), Szkoła Główna Handlowa (Warsaw School of Economics). Osim što je tako povećan i osnažen naš uređivački odbor, velike nade polažemo u činjenicu da će profesorica Stryzyewska promicati Tržište u svojem nacionalnom akademskom okruženju i time zasigurno dodatno doprinijeti njegovoj afirmaciji među čitateljima i autorima na nama zanimljivom tržištu.
- Međunarodni karakter autorstava u ovome broju objavljenih radova potvrđuje napore uložene u poticanje interesa za objavljivanje u časopisu. Predstavljamo sedam radova, od čega su dva slovenskih i dva hrvatskih autora. Raduje nas činjenica da prvi put u dvadeset godina izlaza časopisa u njemu možemo pročitati i rad španjolskih znanstvenika. Isto tako, veselimo se američko-hrvatskoj kombinaciji autora jednoga rada, kao i onome koji potpisuju kolege autori iz Bosne i Hercegovine. Heterogenost sadržaja objavljenih radova zasigurno će omogućiti svim našim čitateljima da i u ovome broju pronađu zanimljive, aktualne i relevantne informacije.
- Po prvi put u našem časopisu objavljujemo više radova na engleskom (četiri od sedam) nego na

Market is celebrating its twentieth anniversary in a working fashion. All of us members of the editorial staff are still focused on achieving the goals we set two years ago. Pleased with our achievements, we are happy to be able to take this opportunity to communicate to our readers that:

- Starting with this issue, Market will be indexed and referred to in the EBSCO research database.
- The internationalization of the editorial board is continuing successfully – our colleague from Poland, Prof. Dr. Hab. Marianna Stryzyewska of the Kolegium Nauk o Przedsiębiorstwie (Collegium of Business Administration), Szkoła Główna Handlowa (Warsaw School of Economics) has joined our team. In addition to her having thus expanded and strengthened our editorial board, we have high hopes that Professor Stryzyewska will help promote Market in her national academic community and, in doing so, make a further contribution to the journal's affirmation among readers and authors on what we see as a very interesting market.
- A wide international authorship of the papers published in this issue bears witness to the efforts devoted to arousing the interest among authors in the publication in the journal. We present seven papers, two of which were written by Slovenian and two by Croatian authors. We are delighted by the fact that, for the first time in the journal's twenty-year history, we have the opportunity to include in Market a paper written by Spanish scientists. Similarly, we are extremely pleased by the American-Croatian collaboration on one of the papers as well as by the paper authored by our colleagues from Bosnia-Herzegovina. The heterogeneity of the content of the published papers will undoubtedly enable all our readers, once again, to

hrvatskom jeziku. Na taj se način približavamo ostvarenju još jednoga od naših ciljeva, a to je engleski jezik kao standard objavljivanja radova, čime će se znatno povećati broj potencijalnih čitatelja i autora.

Bez obzira na radni karakter obilježavanja dvadesete godine izlaza časopisa, ne smijemo zaboraviti da je ovo prigoda u kojoj se mora istaknuti da je među čitateljstvom i autorima članaka i jedan broj naših dragih profesora i kolega koji su u svakom pogledu vjerni časopisu od samoga početka. Zahvaljujući njihovoj potpori Tržište je uspješno prebrodilo mnoge teške trenutke u svojoj povijesti. Stoga se bez ikakve dvojbe može tvrditi da je djelomično i njihova zasluga to što danas možemo predati u ruke našim čitateljima još jedan, novi broj časopisa.

Prof. dr. sc. Đurđana Ozretić Došen
Glavna urednica

find interesting, topical and relevant information in this issue!

- It is the first time that we are publishing more papers written in English (four out of seven) than in Croatian, making this a major step toward achieving yet another of our goals – that setting the English language as a standard for paper publication in Market in order to increase significantly the field of potential readers and authors.

Regardless of the working character of the celebrations marking twenty years of Market's publication, one must not forget the occasion to emphasize the fact that among our readers and authors there is a group of people, our dear professors and colleagues, who have been faithful to the journal in both of the above mentioned capacities from the very beginning! It is thanks to their support that Market has overcome successfully no small number of difficult moments in its history. It may therefore be said without any shadow of a doubt that they deserve to be credited for their contribution to the fact we are now able to deliver this new issue of the journal into the hands of its readers!

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