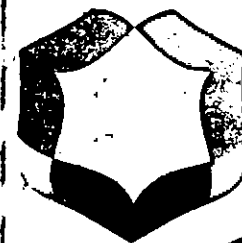


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CONTEMPORARY ISSUES IN
ECONOMICS, BUSINESS
AND MANAGEMENT



CONTEMPORARY ISSUES IN ECONOMICS, BUSINESS AND MANAGEMENT

Edited by
Gordana Radosavljević



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FOREWORD

The Proceedings represent the outcome of the Third International Scientific Conference on *Contemporary Issues in Economics, Business and Management (EBM 2014)*. The Proceedings include the results of scientific research in the fields of economics and management which refer to current changes in the environment, such as globalization process, economic crisis, increased competition, growth of technology, and the like. Globalization of the world economy is a complex process which primarily means changing the way in which economic activities are being organised. Nowadays, the activities are even more global-market-oriented. Companies that tend to achieve successful competitive position in a global market are compelled to apply modern methods and techniques of management, such as integrated management systems, corporate social responsibility, relationship marketing etc. Information and knowledge are the new base for business, present in all areas of production, services and public administration. Modern business also implies the need for respecting social interests. On that note, the Conference provided researchers from the country and abroad with an opportunity to exchange knowledge and experiences on contemporary issues in various fields of economics, management, marketing and e-business.

This book represents Conference Proceedings and consists of four parts. The first part *Key Issues in Management and Marketing* contains papers that refer to analysis of key aspects of competitiveness, perspective of organization, relationship marketing, strategy implications of innovation, value based management, corporate social responsibility, development of human resource management etc. The second part *Globalization and Regionalization* includes papers relating to key segments of globalization: the impact of globalization on national economies, the effects of the global economic crisis, monetary system in terms of economic integration, foreign capital in national banking systems, globalization and competition etc. The focus of the third part *Applied Informatics and Quantitative Methods in Economics and Management* is discussion about impact of ICT on quality improvement, role of ICT in ageing societies, barriers to adoption of e-commerce, risk management and information system security etc. The fourth part *Accounting and Business Finance* includes papers relating to the implementation of international standards, the financial reporting standards, efficiency of banking sector, aspects of financial security etc.

All papers have been reviewed and I hope that all suggestions and recommendations made in the papers will have a positive impact on improving economic knowledge of stakeholders and thus be a good base for further research.

Editor

Gordana Radosavljević

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THE IMPACT OF GLOBALIZATION ON POVERTY TRENDS IN SOUTH EASTERN EUROPE

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Saša Obradović²

Nemanja Lojanica³

Abstract: The concept of poverty has been increasingly mentioned in the context of globalization negative effects. Namely, the situation in global economy and the trends in economic activities indicate the problem of poverty which exists in many regions of the world. The countries of South Eastern Europe, which represent an integral part of global integration processes, are significantly influenced by this process. Consequently, this study aims at examining the impact of global changes on poverty trends in SEE countries. Taking into consideration the goals previously set, the hypothesis that globalizations process leads to an increase in poverty rate is tested on these countries. Economic growth, employment rate, investments in research and development, literacy rate, the openness of national economies and population growth are used as macroeconomic indicators of global economic integrations and their influence on poverty trends is confirmed.

Key words: globalization, poverty, macroeconomic indicators, countries of South Eastern Europe

Introduction

The concept of poverty is wide and therefore, it has many different interpretations. Despite the numerous interpretations, there is a consensus between the scholars on the significance of poverty on an entire national economy and all the other forms of economic and social functioning since this phenomenon causes social instabilities and makes severe obstacles to the improvement of overall life quality. The opinions on poverty have evolved over time, and now the concept is seen as a complex process which involves both economic and non-economic dimensions. Many countries are facing the problem of poverty. However, this phenomenon became topical during the last two or three decades. Up to that point, the problem had been discussed only sporadically. Focusing on the current trends and

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