
TABLE OF CONTENTS

<i>Preface</i>	<i>i</i>
<i>List of contributors</i>	<i>ii</i>

Introductory paper

Klemens Budzowski, Zbigniew Paszek

RESEARCH COOPERATION BETWEEN POLAND AND SERBIA
FOR BUSINESS

iii-xxvii

1. Bojan Krstić, Marija Džunić

INNOVATION AS A FACTOR OF DEVELOPING KNOWLEDGE ECONOMY
AND NATIONAL COMPETITIVENESS

- BENCHMARKING STUDY OF THE BALKAN COUNTRIES..... 1-17

2. Andrzej Chodyński

ENTERPRISE AND BUSINESS COMPETITIVENESS

BASED ON SUSTAINABILITY ASSUMPTIONS 19-38

3. Suzana Đukić, Ljiljana Stanković

BRAND COMMUNITY

AS A MEANS OF PROVIDING CUSTOMER LOYALTY 39-52

4. Milan Ambrož, Božidar Veljković

EFFECTS OF LOCAL GOVERNANCE

ON THE SUSTAINABLE LOCAL COMMUNITY DEVELOPMENT 53-72

5. Marian Huczek

SMALL AND MEDIUM-SIZED ENTERPRISES

IN BUILDING REGIONAL COMPETITIVENESS..... 73-88

6. Srđan Marinković, Ognjen Radović

WHY DOESN'T UNCOVERED INTEREST PARITY HOLD FOR SERBIA

– RISK PREMIUMS OR UNCOMPLETED LIBERALIZATION? 89-109

7. Małgorzata Czerwińska

MECHANISMS OF THE UNION COMMON MARKET AND

THEIR EFFECT IN BUILDING COMPETITIVENESS OF COMPANIES..... 111-130

8. Biljana Rakić, Milena Nikolić

THE ROLE OF PUBLIC AND PRIVATE PENSION FUNDS

IN CREATING FINANCIALLY SUSTAINABLE PENSION SYSTEM..... 131-145

9. Krzysztof Waśniewski

FIRMS' STRATEGIES IN THE EUROPEAN SECTOR OF RENEWABLE

ENERGY: EVIDENCE FROM ALTERNATIVE CAPITAL MARKETS..... 147-161

10. Dragana Radenković-Jocić	
INTRODUCTION OF PUBLIC AND PRIVATE PARTNERSHIP REGULATION IN THE COMPANIES' COMPETITIVENESS CONTEXT.....	163-177
11. Wojciech Huszlak	
ASSESSMENT OF THE COMPETITIVENESS OF ENTERPRISES BASED ON SOCIAL AND ENVIRONMENTAL INDICATORS	179-197
12. Vesna Janković-Milić, Sonja Jovanović	
CORRELATION BETWEEN COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT IN SERBIA AND NEIGHBOURING COUNTRIES	199-215
13. Robert Góra, Radosław Ślusarczyk	
THE THEORIES OF INTEREST IN THE CONTEXT OF THE CURRENT WORLD FINANCIAL CRISIS	217-231
14. Jadranka Đurović-Todorović, Marina Đorđević	
ANALYSIS OF THE EFFICIENCY OF THE VALUE ADDED TAX COLLECTION IN ORDER TO IMPROVE ITS PERFORMANCE	233-251
15. Marija Anđelković Pešić, Vinko Lepojević	
AN ANALYSIS OF EMPLOYEES' ROLE IN REACHING BUSINESS EXCELLENCE	253-272
16. Marija Petrović-Randelović, Tatjana Stevanović	
MEASURING AND MONITORING MULTINATIONAL CORPORATIONS' CONTRIBUTION TO SUSTAINABLE DEVELOPMENT	273-290
17. Mariya Stankova, Teodora Rizova	
TOURISM DESTINATION MANAGEMENT BY APPLYING THE CLUSTER APPROACH.....	291-311
18. Tamara Milenković-Kerković, Ksenija Denčić-Mihajlov	
ARE THE LAW AND REGULATION COMPETITIVE FOR FRANCHISING INVESTMENT? - AN OVERVIEW OF FRANCHISING LEGAL ENVIRONMENT IN SERBIA	313-333