

Pisanje i prezentovanje akademskog rada

Sunčica Rogić
suncica.rogic@hotmail.com



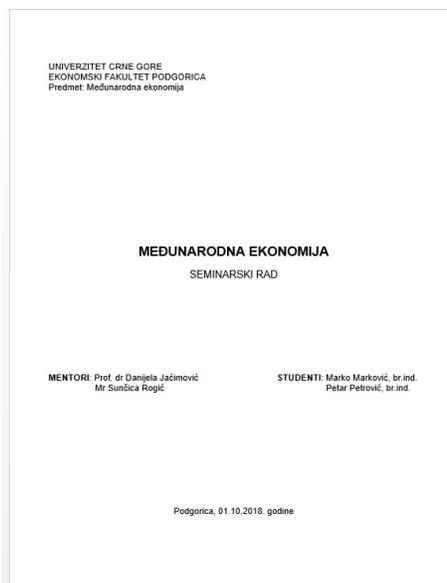
Proces pisanja rada

- 1** Izbor i definisanje teme
Odabir istraživačkog pitanja / hipoteze – cilj istraživanja
- 2** Kreiranje „kostura“ rada
Prikupljanje literature
- 3** Pisanje prve verzije
Revizija
- 4** Konačan sadržaj rada



Struktura rada

1. Naslovna strana
2. Apstrakt (nije obavezno)
3. Uvod
4. Razrada teme
5. Zaključak
6. Reference
7. Prilog (nije obavezno)



Smjernice za pisanje rada

01

Rad je potrebno pisati u trećem ili prvom licu množine.

02

Stranice u radu je neophodno numerisati.

03

Ukoliko se u tekstu daje tabelarni prikaz tabele je potrebno jasno i koncizno nasloviti i numerisati (npr. Tabela 1. ili Tab. 1). Slike i prilozi se takođe naslovljavaju i numerišu.

04

Izvori preuzetih tabela, slika ili drugih priloga se moraju navesti. Takođe, sve navode u tekstu koji su u originalu preuzeti ili parafrazirani iz literature i drugih izvora potrebno je citirati.

Smjernice za pisanje rada

05

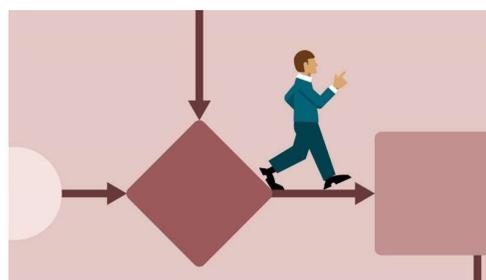
Uvod i Zaključak se najčešće pišu na kraju

06

Uvod u budućem vremenu, najavljuje strukturu rada i predmet istraživanja

07

Zaključak u prošlom vremenu, opisuje ukratko ključne djelove rada



Smjernice za pisanje rada

Istraživanjem kompanija koje su aktivni sponzori evropskog fudbala, došli smo do podatka da je kompanija *Coca Cola* je najaktivniji sponzor evropskog fudbala. Prikaz najaktivnijih sponzora evropskog fudbala dat je na slici koja slijedi.



© 2015 IEG, LLC. All rights reserved.

Slika br. 11: Najaktivniji sponzori evropskog fudbala

Izvor: <http://www.sponsorship.com/legsr/2015/09/28/The-Most-Active-Companies-And-Categories-Sponsorin.aspx>, datum pristupa 27.07.2016.

Čak 33% najznačajnijih fudbalskih turnira, klubova, liga i upravljačkih tijela, kao i nacionalni timovi Engleske, Italije, Španije, Francuske i Njemačke imaju saradnju sa kompanijom Coca Cola, navodi se u rezultatima istraživanja IEG iz 2015. godine. Na drugom mjestu nalazi se kompanija Nike, sa 22%, a prati je Adidas sa 19%.

Ne numeriše se

Numeriše se

Zvanični sponzori svjetskog prvenstva u gimnastici 2015. godine bili su, između ostalih, kompanije Longines, VTB group i Mizuno¹⁶. Proizvođač satova, Longines, je već preko dvadeset pet godina zvanični partner i mjerac vremena za takmičenja iz umjetničke i ritmičke gimnastike koje organizuje Svjetska gimnastička federacija (FIG)¹⁷. Dodatno, ova kompanija je kreirala Longines Nagradu za eleganciju, koja se dodjeljuje gimnastičarima koji tokom nastupa prikazuju najviše harmonije i elegancije – što su neke od bazičnih vrijednosti ove kompanije¹⁸. Ovaj primjer potvrđuje da je za uspjeh saradnje između događaja i brenda neophodno pronaći adekvatnu vezu između njih. Kompanija Longines je otkrivenje svojih vrijednosti pronašla u gimnastici, pa se saradnja između ove dvije strane nameće kao prirodan korak.



S druge strane, konkurentna kompanija Tissot ima mnogo veći sponzorski portfolio. Svojim logotipom, koji sadrži zastavu Švajcarske, asocira na kvalitet i pouzdanost. Upravo zbog

Smjernice za formatiranje rada

1

Rad treba da sadrži minimum 10 strana kucanog teksta (uvod, razrada teme i zaključak)

2

Papir je veličine A4

3

Font – Times New Roman 12 ili Arial 11 za osnovni tekst

4

Prored - Single

Check-list za finalnu verziju

- Gramatičke greške
- Greške u kucanju
- Nedovršene rečenice i ponavljanje riječi
- Navedene reference i u tačnom formatu
- Logičan prelaz između pasusa/naslova
- Jasan zaključak



Prikupljanje literature – Virtuelna biblioteka Crne Gore

COBISS Kooperativni online bibliografski sistem i servisi

PRETRAŽIVANJE BIBLIOGRAFIJE I E-CRIS.CG OSTALE USLUGE O sistemu COBISS.CG COBISS.net crnogorski

VBCG Centar
→ O VBCG Centru
→ Podaci za kontakt

Konferencija COBISS 2018
28. - 29. novembar 2018

Obaveštenja i novosti
06. 09. 2018.
Najava COBISS konferencije 2018 (postov)

Virtuelna biblioteka Crne Gore
Ulaz u COBISS/OPAC

SA JEDNOG MJESTA pristup informacijama u više od 26 biblioteka u Crnoj Gori (2.000 linkova do e-izvora, 250.000 knjiga, 65.000 članaka, 2.500 časopisa, 2.200 CD-ova/DVD-ova...)

unesite zahtjev za pretraživanje

PRETRAŽI

Biblioteka u Crnoj Gori
COBIB.CG - baza podataka o bibliotekama
Pristupne stranice biblioteka

Biblioteka članice
Lista svih biblioteka
COBISS3 - instalacija
Nove članice:
Centralna univerzitetska biblioteka - Biblioteka umjetnosti
Pomorski muzej Crne Gore Kotor
Fakultete za crnogorski jezik i književnost Cetinje

➤ Bibliografije i E-CRIS.CG
➤ Personalne bibliografije
➤ Bibliografije radova u serijskim publikacijama
➤ E-CRIS.CG

➤ Moja biblioteka (COBISS/OPAC)
➤ Pregled pozajmljene građe
➤ Produčavanje roka pozajmice
➤ Rezervacija građe
Ulaz

➤ Najčešća pitanja

Za BIBLIOTEKE:

➤ COBISS3 - Instalacija
➤ Portal Obrazovanje
➤ Klasif. kursevi, prezentacije...
➤ Licenca za uzajamnu katalogizaciju

➤ Preporučena oprema
➤ Organizacija znanja (OZ)

➤ E-priručnici
➤ Statistike

IZUM © 2002-2018 IZUM

<http://vbcg.vbcg.me/>

Prikupljanje literature – Virtuelna biblioteka Crne Gore

COBISS Virtuelna biblioteka Crne Gore IZUM

Pomoć Poděšavanje crnogorski

Baze podataka Pretraživanje Rezultati pretraž. Moja biblioteka

Uzajamna baza podataka: COBIB.CG - Uzajamna bibliografsko-kataloška baza podataka COBIB.CG (Br. zapisa: 490.720)

Rezultati osnovnog pretraživanja

Pretraži ste: međunarodna ekonomija i izbor zapisa-Sve građa

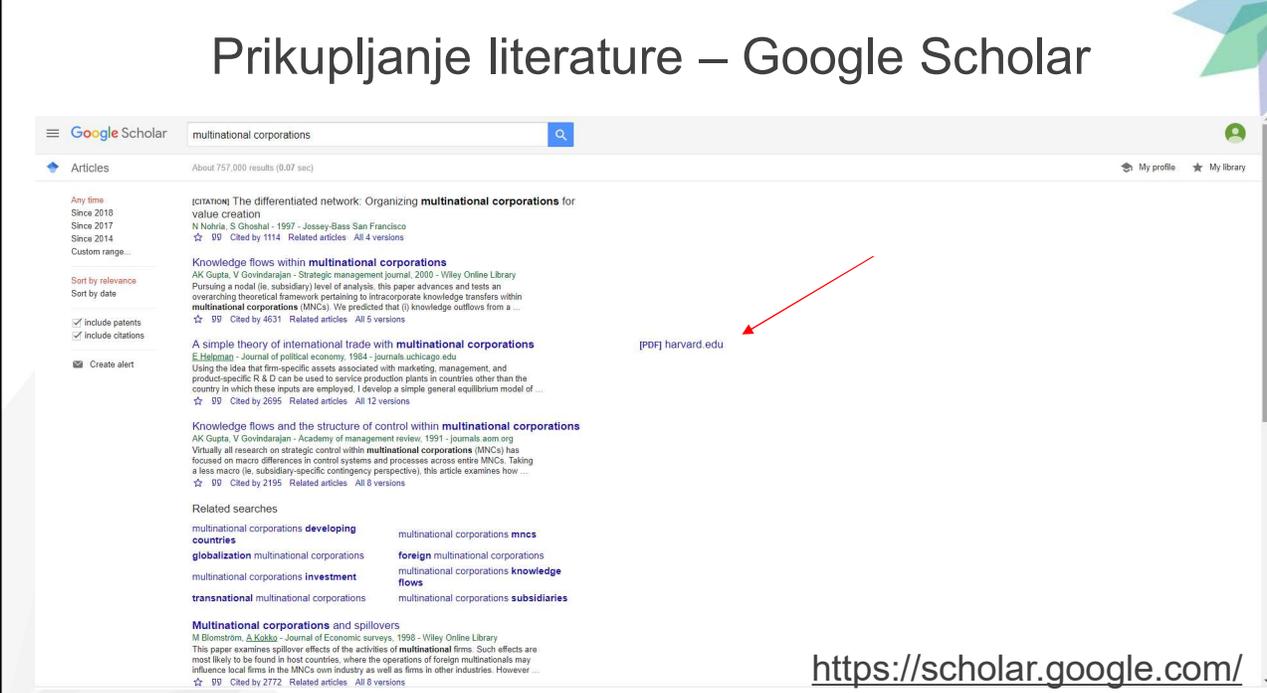
Broj pronađenih zapisa: 276

FROMENI ZAHTEV ZA PRETRAŽIVANJE

Sortiranje po: Ret. (ocena relevantnosti) [Zapisi: 1-20] 1 2 3 4 5 6 7 8 9 10 ...

Br.	Ret.	Autor	Naslov	Vrsta građe	Jezik	Godina	Dostupnost fonda	E-pristup
1	***	Grčić, Mato	Međunarodna ekonomija	udžbenik	scr	2008	za pozajmicu - u čitaonici	
2	***	Prčić, Jagarino	Međunarodna ekonomija	udžbenik	scr	2008	za pozajmicu - van biblioteke	
3	**	Krugman, Paul R.	Međunarodna ekonomija : teorija i ekonomska politika	knjiga	scr	2009	za pozajmicu - van biblioteke	
4	**	Babić, Mate	Međunarodna ekonomija	udžbenik	scr	2000	za pozajmicu - van biblioteke	
5	**	Babić, Mate	Međunarodna ekonomija	udžbenik	scr	1993	za pozajmicu - u čitaonici	
6	**	Babić, Mate	Međunarodna ekonomija	udžbenik	scr	1989	za pozajmicu - van biblioteke	
7	**	Babić, Mate	Ekonomija : uvod u analizu i politiku	udžbenik	scr	2009	za pozajmicu - u čitaonici	
8	**	Trlin, Vladimir	Međunarodna ekonomija : determinante, mehanizmi i politika	udžbenik	hrv, srp	1983	za pozajmicu - van biblioteke	
9	**	Unković, Miroslav	Međunarodna ekonomija	udžbenik	scr	2005	za pozajmicu - van biblioteke	
10	**	Durić, Dragana M. Prekajac, Zora	Međunarodna ekonomija	udžbenik	scr	2000	za pozajmicu - van biblioteke	
11	**	Stiglitz, Joseph E. Charlton, Andrew	Pravedna trgovina za sve	knjiga	scr	2008	za pozajmicu - u čitaonici	
12	**	Plevnik, Jasna	Uz globalizaciju : geopolitika međunarodnih odnosa	knjiga	scr	2003	za pozajmicu - van biblioteke	
13	**	Frank, Gerhard	Russisch für die Aussemwirtschaft : aufbaukurs für die Sprachkundigenausbildung. Stufe II a. Teil I	knjiga	ger, rus	1975	za pozajmicu - u čitaonici	
14	**	Macesich, George	Dugovi : stvarnost i mit	knjiga	scr	1987	za pozajmicu - van biblioteke	
15	**	Frank, Gerhard	Russisch für die Aussemwirtschaft : aufbaukurs für die Sprachkundigenausbildung. Stufe I a	knjiga	ger, rus	1973	za pozajmicu - van biblioteke	
16	**	Hübner, Antje	Englisch für die Aussemwirtschaft : aufbaukurs für die Sprachkundigenausbildung. Stufe I a	knjiga	ger, eng	1975	za pozajmicu - u čitaonici	

Prikupljanje literature – Google Scholar



Google Scholar multinational corporations

About 757,000 results (0.07 sec)

Articles

Any time
Since 2018
Since 2017
Since 2014
Custom range...

Sort by relevance
Sort by date

Include patents
 Include citations

Create alert

Knowledge flows within multinational corporations
AK Gupta, V Govindarajan - Strategic management journal, 2000 - Wiley Online Library
Pursuing a model (ie, subsidiary) level of analysis, this paper advances and tests an overarching theoretical framework pertaining to intracorporate knowledge transfers within multinational corporations (MNCs). We predicted that (i) knowledge outflows from a ...
☆ 99 Cited by 4631 Related articles All 5 versions

A simple theory of international trade with multinational corporations
E Helpman - Journal of political economy, 1984 - journals.uchicago.edu
Using the idea that firm-specific assets associated with marketing, management, and product-specific R & D can be used to service production plants in countries other than the country in which these inputs are employed, I develop a simple general equilibrium model of ...
☆ 99 Cited by 2695 Related articles All 12 versions

Knowledge flows and the structure of control within multinational corporations
AK Gupta, V Govindarajan - Academy of management review, 1991 - journals.aom.org
Virtually all research on strategic control within multinational corporations (MNCs) has focused on macro differences in control systems and processes across entire MNCs. Taking a less macro (ie, subsidiary-specific contingency perspective), this article examines how ...
☆ 99 Cited by 2195 Related articles All 8 versions

Related searches

multinational corporations developing countries	multinational corporations mncs
globalization multinational corporations	foreign multinational corporations
multinational corporations investment	multinational corporations knowledge flows
transnational multinational corporations	multinational corporations subsidiaries

Multinational corporations and spillovers
M Björnstrom, [S Kodila](#) - Journal of Economic surveys, 1998 - Wiley Online Library
This paper examines spillover effects of the activities of multinational firms. Such effects are most likely to be found in host countries, where the operations of foreign multinationals may influence local firms in the MNCs' own industry as well as firms in other industries. However ...
☆ 99 Cited by 2772 Related articles All 8 versions

[PDF] harvard.edu

<https://scholar.google.com/>

Prikupljanje literature – Ebsco



neOLIBRIS

EBSCO

Link za pristup Ebsco bazama uz pomoć korisničkog imena i lozinke:

EBSCO =>

* Za više informacija kontaktirajte nas na office@neolibris.rs

<http://neolibris.rs/ebsco>

Prikupljanje literature – Ebsco


Choose Databases
To search within a single database, click the database name listed below. To select more than one database to search, check the boxes next to the databases and click Continue.

UNIV OF MONTENEGRO-
 ECONOMIC FACULTY

Continue

Select / deselect all

eBook Collection (EBSCOhost)
Search and view the full text of eBooks.
[More Information](#)

eBook Academic Collection (EBSCOhost)
This growing subscription package contains a large selection of multidisciplinary eBook titles representing a broad range of academic subject matter, and is a strong complement for any academic collection. The breadth of information available through this package ensures that users will have access to information relevant to their research needs.
[More Information](#)

Academic Search Ultimate
Academic Search Ultimate offers students an unprecedented collection of peer-reviewed, full-text journals, including many journals indexed in leading citation indexes. The combination of academic journals, magazines, periodicals, reports, books and videos meets the needs of scholars in virtually every discipline ranging from astronomy, anthropology, biomedicine, engineering, health, law and literacy to mathematics, pharmacology, women's studies, zoology and more.
[Title List](#) [More Information](#)

MathSciNet via EBSCOhost
MathSciNet® is an electronic publication of the American Mathematical Society (AMS) offering access to a carefully maintained and easily searchable database of reviews, abstracts and bibliographic information for much of the mathematical sciences literature. Over 100,000 new items are added each year, most of them classified according to the Mathematics Subject Classification. Continuing in the tradition of the paper publication, *Mathematical Reviews (MR)*, which was first published in 1940, expert reviewers are selected by a staff of professional mathematicians to write reviews of the current published literature; over 40,000 reviews are added to the database each year.

Prikupljanje literature – Ebsco


 Searching: eBook Collection (EBSCOhost) | [Choose Databases](#)

UNIV OF MONTENEGRO-
 ECONOMIC FACULTY

Select a Field (optional) ▼
Search

AND ▼
Select a Field (optional) ▼
Clear ?

AND ▼
Select a Field (optional) ▼
+ -

[Basic Search](#)
[Advanced Search](#)
[Search History](#)

Search Options Reset

Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [link](#)

Apply related words

Also search within the full text of the articles

Apply equivalent subjects

Limit your results

Full Text

Published Date
 Month ▼ Year - Month ▼ Year

Title

Exclude Abridged Titles

ISBN

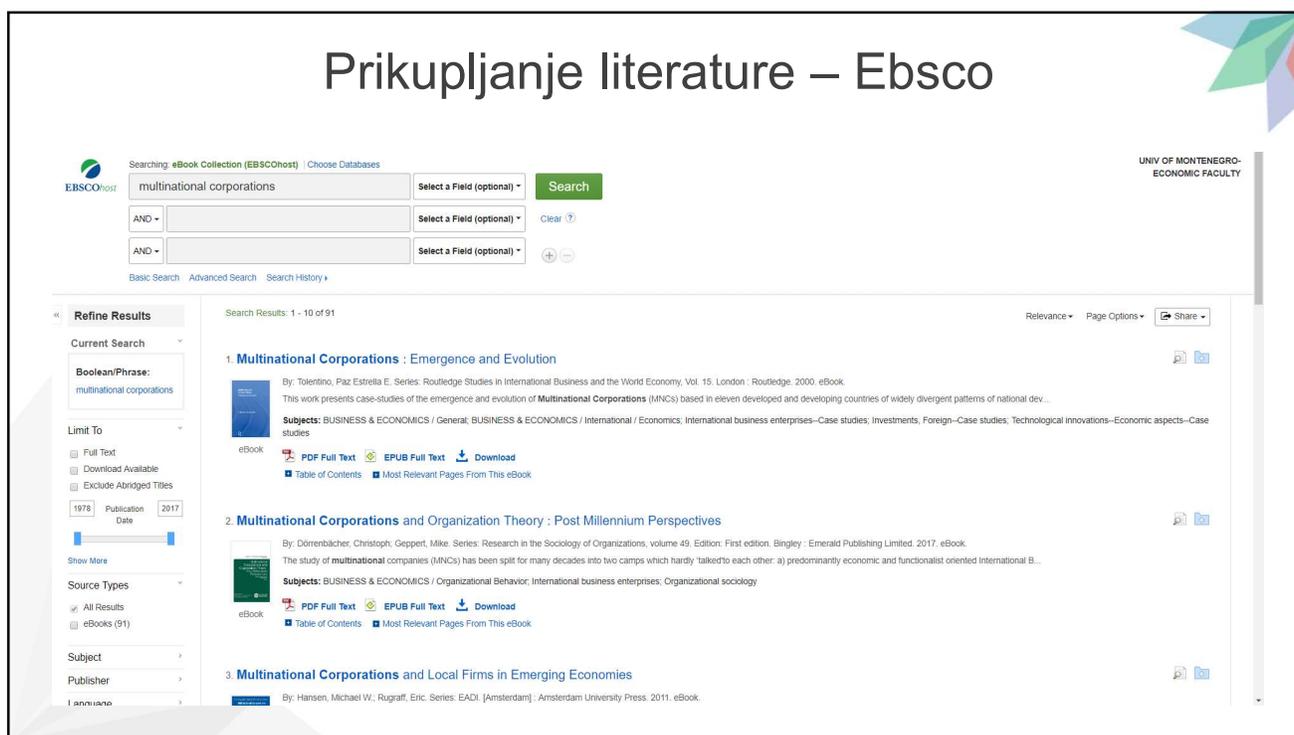
Download Available

Author

Publisher

Language
 All
 Arabic
 Chinese
 Czech

Prikupljanje literature – Ebsco



Searching **eBook Collection (EBSCOhost)** | Choose Databases

multinational corporations Select a Field (optional)

AND - Select a Field (optional)

AND - Select a Field (optional)

Basic Search | Advanced Search | Search History >

Refine Results | Search Results: 1 - 10 of 91 | Relevance | Page Options | Share

Current Search

Boolean/Phrase: multinational corporations

Limit To

Full Text

Download Available

Exclude Abridged Titles

1978 Publication Date 2017

Show More

Source Types

All Results

eBooks (91)

Subject

Publisher

1 **Multinational Corporations : Emergence and Evolution**

By: Tolentino, Paz Estrella E. Series: Routledge Studies in International Business and the World Economy, Vol. 15. London : Routledge, 2000. eBook

This work presents case-studies of the emergence and evolution of **Multinational Corporations (MNCs)** based in eleven developed and developing countries of widely divergent patterns of national dev...

Subjects: BUSINESS & ECONOMICS / General; BUSINESS & ECONOMICS / International / Economics; International business enterprises--Case studies; Investments, Foreign--Case studies; Technological innovations--Economic aspects--Case studies

eBook

2 **Multinational Corporations and Organization Theory : Post Millennium Perspectives**

By: Dörrenbächer, Christoph; Geppert, Mike. Series: Research in the Sociology of Organizations, volume 49. Edition: First edition. Bingley : Emerald Publishing Limited, 2017. eBook

The study of **multinational companies (MNCs)** has been split for many decades into two camps which hardly 'talked' to each other: a) predominantly economic and functionalist oriented International B...

Subjects: BUSINESS & ECONOMICS / Organizational Behavior; International business enterprises; Organizational sociology

eBook

3 **Multinational Corporations and Local Firms in Emerging Economies**

By: Hansen, Michael W.; Rugraff, Eric. Series: EADI. [Amsterdam] : Amsterdam University Press, 2011. eBook

Prikupljanje literature – korisni linkovi

1

<https://www.academia.edu/>

2

<https://www.researchgate.net/>

3

<http://libgen.io/>

4

<http://citeseerx.ist.psu.edu/>

Citiranje – APA stil

Knjiga:

- Author, F. M. (Year of Publication). *Title of work*. Publisher City, State: Publisher.
- James, H. (2009). *The ambassadors*. Rockville, MD: Serenity.

Poglavlje u knjizi:

- Author, F. M. (Year of Publication). Title of chapter. In F. M. Editor (Ed.), Title of book (pp. xx-xx). Publisher City, State: Publisher.
- Shuhua, L. (2007). The night of MidAutumn Festival. In J. S. M. Lau & H. Goldblatt (Eds.), *The Columbia Anthology of Modern Chinese Literature* (pp. 95-102). New York, NY: Columbia University Press.

E-knjiga:

- Author, F. M. (Year of Publication). *Title of work* [E-reader version]. Retrieved from URL
- Stoker, B. (2000). *Dracula* [Kindle HDX version]. Retrieved from <http://www.overdrive.com/>

Citiranje – APA stil

Akademski časopisi - online:

- Author, F. M. (Year of Publication). Article title. *Journal Title*, Volume Number(Issue Number), pp.-pp. <http://dx.doi.org/xxxx> or Retrieved from homepage URL
- Trier, J. (2007). "Cool" engagements with YouTube: Part 2. *Journal of Adolescent & Adult Literacy*, 50(7), 598-603. <http://dx.doi.org/10.1598/JAAL.50.7.8>

Akademski časopisi - Print:

- Author, F. M., Author, F. M. & Author, F. M. (Year of Publication). Article title. *Journal Title*, Volume Number(Issue Number), page range.
- Lin, M.G., Hoffman, E.S., & Borengasser, C. (2013). Is social media too social for class? A case study of Twitter use. *Tech Trends*, 57(2), 39-45.

Citiranje – APA stil

Novine – online

- Author, F. M. (Year, Month Day of Publication). Article title. *Newspaper Title*. Retrieved from newspaper's homepage URL
- Kaplan, K. (2013, October 22). Flu shots may reduce risk of heart attacks, strokes and even death. *Los Angeles Times*. Retrieved from <http://www.latimes.com>

Novine - Print:

- Author, F. M. (Year, Month Day of Publication). Article title. *Newspaper Title*, pp. xx-xx.
- Bowman, L. (1990, March 7). Bills target Lake Erie mussels. *Pittsburgh Press*, p. A4.

Citiranje – APA stil

Neakademski časopis/Magazin - Print:

- Author, F. M. (Year, Month of Publication). Article title. *Magazine Title*, Volume number (Issue number), page range.
- Luckerson, V. (2014, January). Tech's biggest promises for 2014. *TIME*, 183, 23-25.

Neakademski časopis/Magazin – Online:

- Author, F. M. (Year, Month of Publication). Article title. *Magazine Title*, Volume number (Issue number). Retrieved from URL of magazine's homepage or DOI number.
- Luckerson, V. (2014, January). Tech's biggest promises for 2014. *TIME*. Retrieved from <http://time.com/>

Web sajt:

- Title of web page [Format]. (Year, Month Day of Publication). Retrieved from URL
- Mongolia. (2016, December 5). Retrieved from <https://travel.state.gov/content/passports/en/country/mongolia.html>

Citiranje – APA stil

Magistarska/ doktorska disertacija:

- Author's Last name, F. M. (Year published). *Title of dissertation or thesis* (Doctoral dissertation or Master's thesis). Retrieved from Database Title. (Order number or Accession number).
- Knight, K.A. (2011). *Media epidemics: Viral structures in literature and new media* (Doctoral dissertation). Retrieved from MLA International Bibliography Database. (Accession No. 2013420395)

Rad predstavljen na konferenciji:

- Author's Last name, F. M. (Year presented, month). *Title of conference paper*. Paper presented at the meeting of Name of Organization, Place of Meeting. Retrieved from URL
- Briden, J., Burns, V., & Marshall, A. (2007, March). *Knowing our students: Undergraduates in context*. Paper presented at ACRL National Conference, Baltimore, MD. Retrieved from <http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/national/baltimore/papers/184.pdf>

Citiranje – APA stil (citiranje u fusnoti)

¹⁹³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁹⁴ *Ibid.*

¹⁹⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁹⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁹⁷ Trkulja, *op.cit.*, str. 172.

Citiranje – APA stil (citiranje u tekstu)

What You Are Citing	In-Text Citation
The entire work	(Smith, 2004)
A specific page	(Smith, 2004, p. 39)
If the author's name is included in the text of the sentence where the citation takes place	Smith (2004, p. 39) claims that... Use only the date or date and page number.

Two authors

Example: Reference List Citation	Example: In-Text Citation
Kelley, P. C., & Chang, P. L. (2007).	(Kelley & Chang, 2007)

Three to five authors

Example: Reference List Citation	Example: In-Text Citation
Hughes, J. C., Brestan, E. V., & Valle, L. A. (2004).	First citation: (Hughes, Brestan, & Valle, 2004) Subsequent citations: (Hughes et al., 2004) When a work has more than 2 authors, subsequent in-text citations consist of the first author's name followed by "et al." (Latin for "and others") and the date.

Citiranje – korisni linkovi

Detaljna pravila i primjere citiranja u APA formatu možete pronaći na:

http://sites.umuc.edu/library/libhow/apa_examples.cfm

<http://www.bibme.org/citation-guide/apa/>

Pravila i primjere citiranja u Harvard formatu možete pronaći na:

Piši pravilno - Vodič za Harvardski („autor-datum“) sistem navođenja referenci -

http://www.ucg.ac.me/skladiste/blog_21804/objava_28390/fajlovi/Write%20it%20Right.pdf

<https://www.mendeley.com/guides/harvard-citation-guide>

<http://libguides.gwumc.edu/c.php?g=27798&p=170464>

Generator citata:

<http://www.citationmachine.net/apa/cite-a-book>

Generisanje citata iz Google Scholar-a

The screenshot shows a Google Scholar search for 'international business'. The search results list several articles. A red circle highlights the definition of 'international business' in the first article snippet. A 'Cite' popup window is open, showing citation options for the selected article: 'Hill, Charles. "International business: Competing in the global market place." Strategic Direction 24.9 (2008)'. The popup lists citation styles: MLA, APA, Chicago, Harvard, and Vancouver, along with a 'BibTeX' option and a 'RefMan' link.

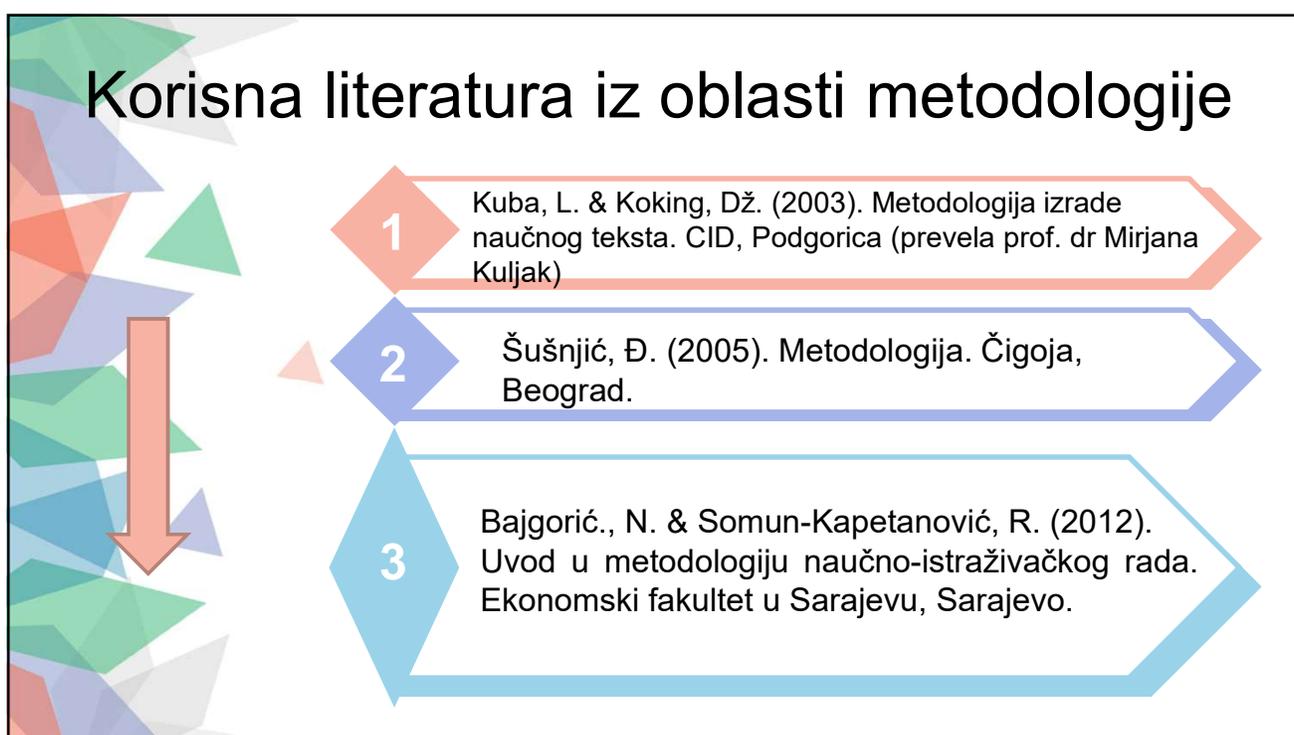
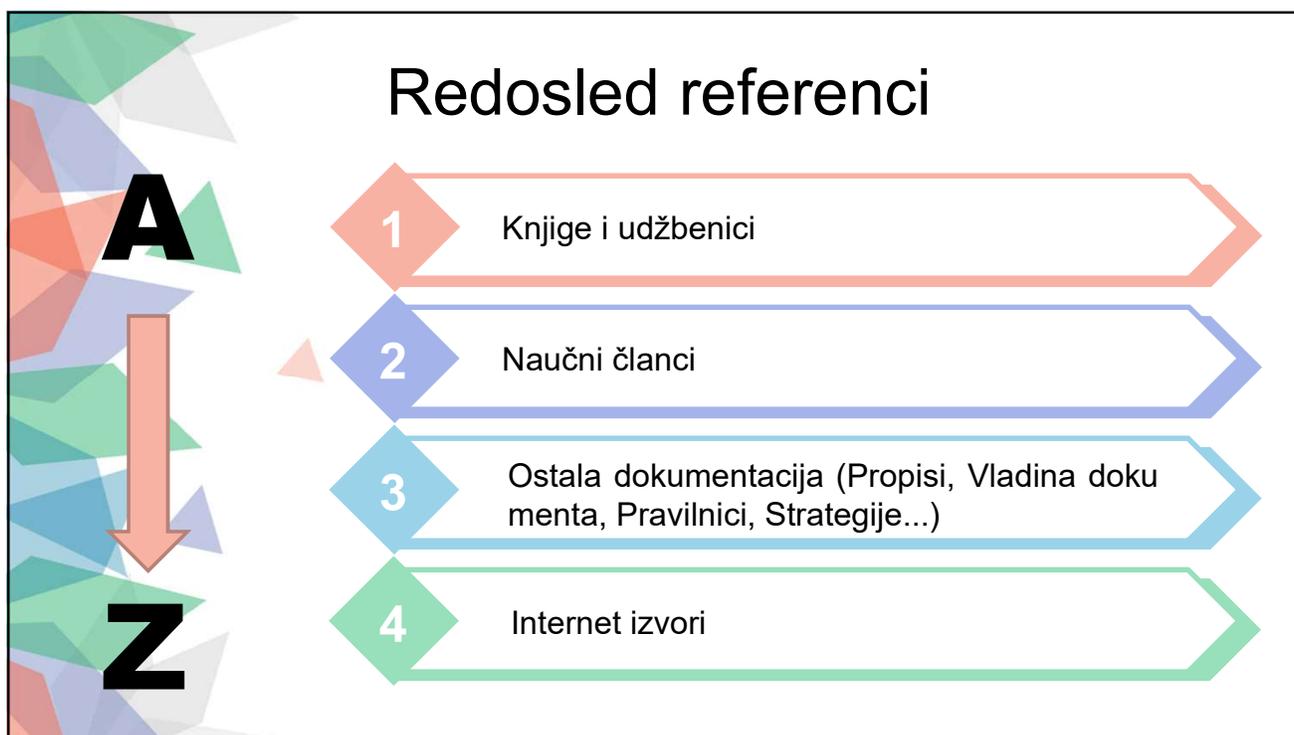
Primjer citiranja i parafraziranja

Primjer parafraziranja:

Rješavanju krize pomažu stručnjaci za krizno komuniciranje primjenjujući strategije kao odgovor na krizu, čiji je cilj očuvanje ugleda i poslovanja organizacije. No, izbor odgovarajuće strategije, kako ističu Tomić i Milas (2007), ovisi o samoj prijetnji koju kriza predstavlja.

Primjer citiranja:

"Stručnjaci za krizno komuniciranje u krizama primjenjuju strategije kao odgovor na krizu. Svrha je tih strategija očuvanje ugleda organizacije. Ugled organizacije je bitan resurs koji može utjecati na zapošljavanje stručnjaka, osobito u upravi, cijenu dionica i prodaju. Stoga, situacijska krizna teorija komunikacije dokazuje da je najbolji način da se zaštiti reputacijski resurs izbor strategije koja će najbolje odgovarati reputacijskoj prijetnji koju predstavlja kriza. Strategija kao odgovor na krizu ono je što organizacije kažu i čine nakon što se kriza dogodi" (Tomić & Milas, 2007, str. 147-148).



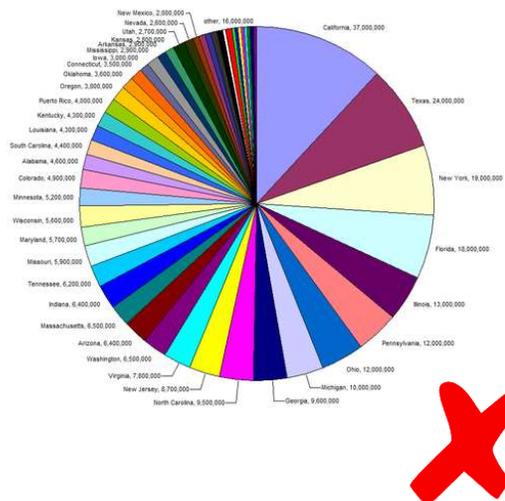
Korisni linkovi za prikupljanje statističkih podataka

- Monstat - <https://www.monstat.org/>
- Eurostat - <https://ec.europa.eu/eurostat>
- Zavod za statistiku UN (UN Statistics Division) - <https://unstats.un.org/>
- Evropska centralna banka - <https://www.ecb.europa.eu/>
- Svjetska banka - <https://www.worldbank.org/>
- MMF (IMF) - <https://www.imf.org/>
- STO (WTO) - <https://www.wto.org/>
- EU Open Data Portal - <http://data.europa.eu/euodp/en/data/>



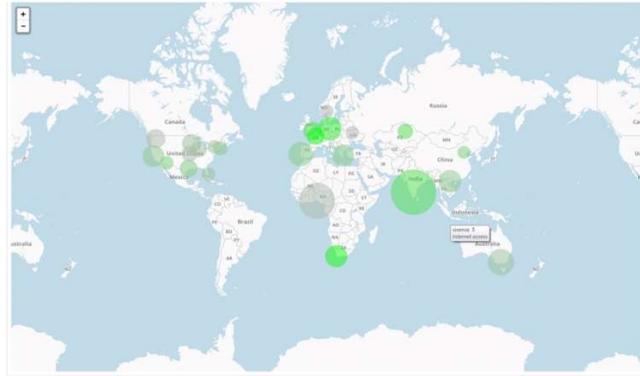
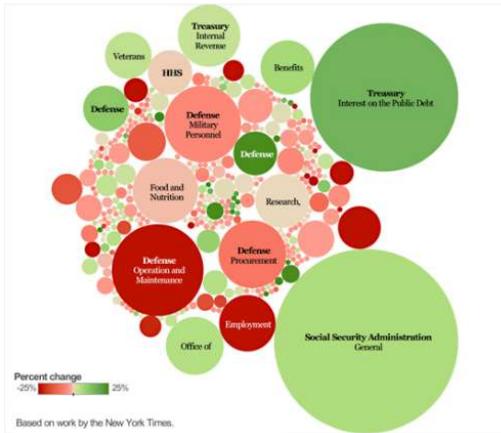
Vizuelizacija podataka

LEAD BREAKDOWN BY CAMPAIGN SOURCE

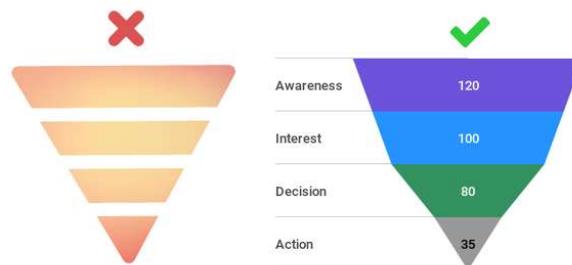


Vizuelizacija podataka

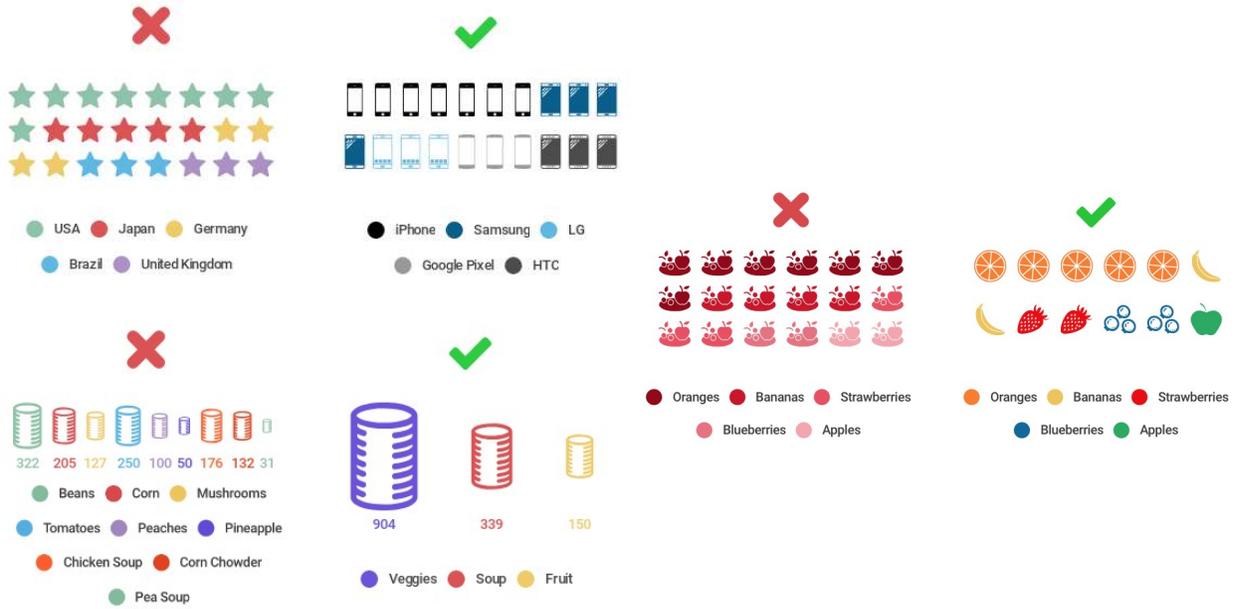
How \$3.7 Trillion is Spent



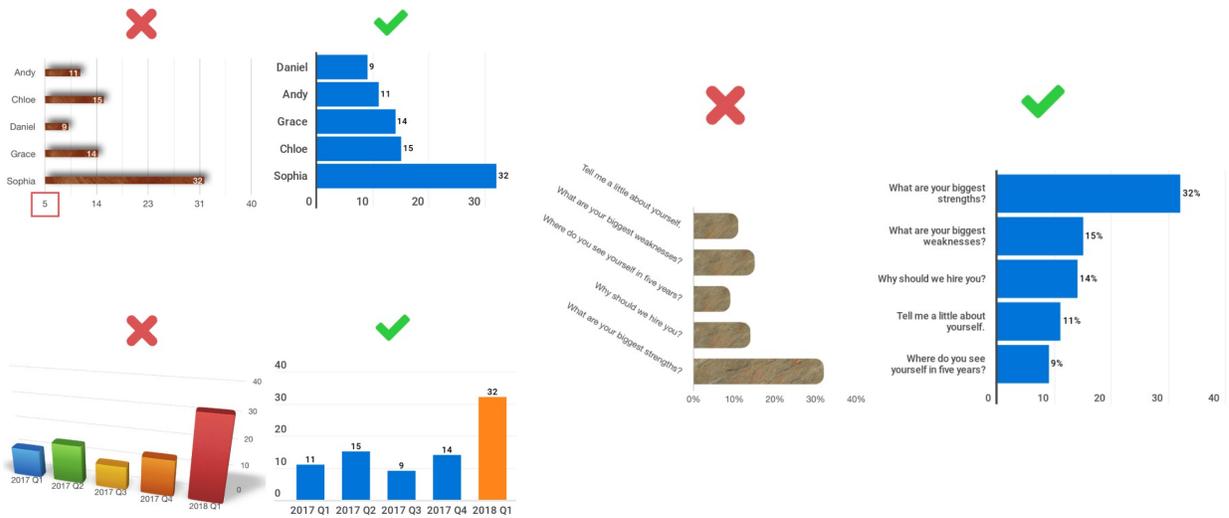
Vizuelizacija podataka



Vizuelizacija podataka



Vizuelizacija podataka



Izgled slajda



Tekst preko slike Tekst preko slike Tekst preko slike Tekst preko slike Tekst pre
ko slike Tekst preko slike Tekst preko slike Tekst preko slike Tekst preko slike



Izgled slajda



Tekst preko slike Tekst preko slike Tekst preko slike Tekst preko slike Tekst pre
ko slike Tekst preko slike Tekst preko slike Tekst preko slike Tekst preko slike



Izgled slajda



Tekst preko slike Tekst preko slike Te
 kst preko slike Tekst preko slike Tekst
 preko slike Tekst preko slike Tekst pr
 eko slike Tekst preko slike Tekst prek
 o slike



Izgled slajda

INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$54B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the ameba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 96% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo (up 20% in 6 months). US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulation, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the first operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

© TheWirelessConsulting All Rights Reserved



Rok za prijavljivanje

za **seminarske radove** – do **12.10.** na mail suncica.rogic@hotmail.com

Subject: Prijava za seminarski rad ME

U mail-u navesti imena članova grupe i brojeve indeksa.

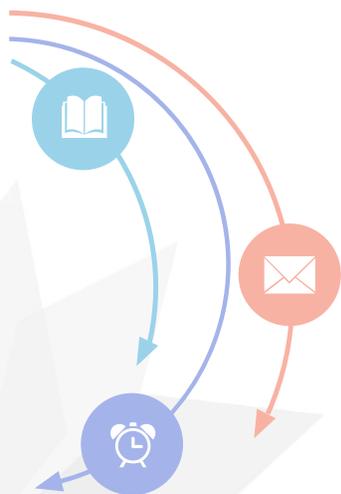
Broj članova grupe – 3

*naknadne prijave neće biti prihvaćene.

Rok za dostavljanje rada

- Elektronsku verziju seminarskog rada neophodno je poslati na mail najmanje 2 dana prije termina prezentovanja!
- Štampanu verziju predati na časovima vježbi u terminu prezentovanja
- PPT prezentaciju poslati zajedno sa elektronskom verzijom rada ili donijeti u terminu prezentovanja.

Trajanje prezentacije



- Prezentacija traje ne manje od 15, a ne više od 20 minuta
- Svi članovi grupe moraju prezentovati da bi ostvarili bodove za taj dio rada
- Pisani dio rada nosi do 4, a prezentacija do 3 boda

Okvirni plan rada

Uvodni čas – Informacije o predmetu	Pravila pisanja i pre- zentovanja semina- rskih radova	Klasične teorije spoljne trgovine + Merkantilizam u 21. vijeku (S1)	HOS teorija i savremene teorije spoljne trgovine
Carinska i necarinska ograničenja trgovine + Analiza trg. odnosa SAD i Kine (S2G1) + Analiza trg. odnosa Rusije i EU (S3G2)	Slobodna trgovina VS p rotekcionizam (S4 i S5)	MMS–prošlost, sadašnjost i budućnost + Regulisanje kripto valuta: Za/Protiv (S6 i S7)	MNK + Analiza poslovanja MNK (S8) + Analiza SDI u Zemljama Zapadnog Balkana (S9)
Platni bilans + priprema za test	Prezentacije seminarskih radova	Prezentacije seminarskih radova	Prezentacije seminarskih radova
Prezentacije seminarskih radova	Prezentacije seminarskih radova	Prezentacije seminarskih radova	

Grupe za prezentacije na časovima V (G1 utorak)

Datum	Tema	Student 1	Student 2
16.10.	Merkantilizam u 21. vijeku	Ostojić Jovana 37/15	Mujović Ksenija 26/15
23.10.	Analiza trgovinskih odnosa SAD i Kine	Pavlović Jovan 313/14	Ivanović Aleksa 314/14
30.10.	Slobodna trgovina VS protekcionizam	Sl. Trg. – Bibezić Naida 339/14	Kilibarda Marina
		Prot. – jakšić Ivana 63/15	Starovlah Vesna 224/15
06.11.	Regulisanje kripto valuta: Za/Protiv	Za – Božović Anđela 73/15	Mirotić Katarina 48/15
		Protiv – Dragojević Kristina 21/15	Popović Luka 27/15
13.11.	Analiza poslovanja MNK - IKEA	Muhović Erna 168/15	Bošković Bojana 16/15
13.11.	Analiza SDI u zemljama Za padnog Balkana	Kovačević Vesna 44/15	Muhović Ena 52/15

Grupe za prezentacije na časovima V (G2 četvrtak)

Datum	Tema	Student 1	Student 2
16.10.	Merkantilizam u 21. vijeku	Marković Katarina 226/15	Minić Stanica 231/15
25.10.	Analiza trgovinskih odnosa Rusije i EU	Nišavić Lazar 142/12	Zlajić Ivana 114/13
01.11.	Slobodna trgovina VS protekcionizam	Slob. trg. – Šekularac Marijana 322/14	Radunović Darko
		Prot. -	
08.11.	Regulisanje kripto valuta: Za/Protiv	Za -	
		Protiv – Ercegović Vuk 417/11	Backović Marko 412/11
15.11.	Analiza poslovanja MNK – L'Oréal	Vučinić Elena 106/14	Spasojević Lucija 188/14
15.11.	Analiza SDI u zemljama Za padnog Balkana	Caričić Milena 307/14	Planinić Jelena

