




# Pisanje i prezentovanje akadenskog rada



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# 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)

UNIVERZITET CRNE GORE  
EKONOMSKI FAKULTET PODGORICA  
Predmet: Međunarodna ekonomija

## **MEĐUNARODNA EKONOMIJA**

SEMINARSKI RAD

**MENTORI:** Prof. dr Danijela Jačimović  
Mr Sunčica Rogić

**STUDENTI:** Marko Marković, br.ind.  
Petar Petrović, br.ind.

Podgorica, 01.10.2018. godine

# 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

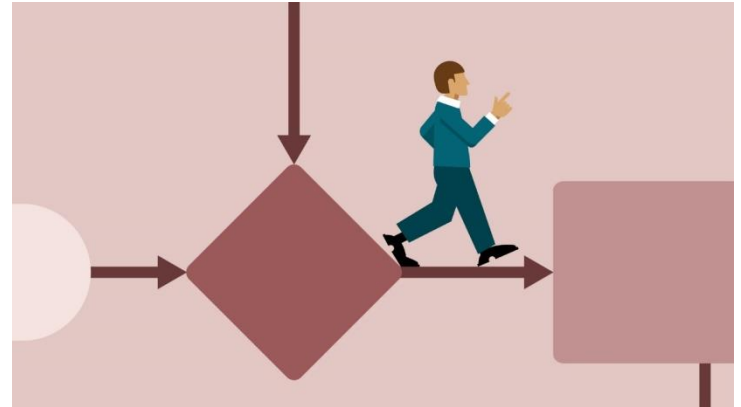
Uvod i Zaključak se najčešće pišu na kraju

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.



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Slika br. 11: Najaktivniji sponzori evropskog fudbala

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

Čak 33% najznačajnijih fudbalskih turnira, klubova, liga ili 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 *Mizuno*<sup>174</sup>. 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)<sup>175</sup>. Dodatno, ova kompanija je kreirala *Longines* Nagradu za eleganciju, koja se dodjeljuje gimnastičarima koji tokom nastupa prikazuju najviše harizme, harmonije i elegancije – što su neke od bazičnih vrijednosti ove kompanije<sup>176</sup>. Ovaj primjer potvrđuje da je za uspjeh saradnje između događaja i brenda neophodno pronaći adekvatnu vezu između njih. Kompanija *Longines* je oličjenje 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 13 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

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


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Pretražili ste: međunarodna ekonomija | Izbor zapisa=Sva grada [Tok pretraživanja](#)

Broj pronađenih zapisa: 276 PROMENI ZAHTEV ZA PRETRAŽIVANJE

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

Br.	Rel.	Autor	Naslov	Vrsta građe	Jezik	Godina	Dostupnost fonda	E-pristup
1.	***	Grgić, Mato Bilas, Vlatka	Međunarodna ekonomija	udžbenik	scr	2008	● za pozajmicu - u čitaonici	
2.	***	Prič, Jadranko Marić, Zeljko	Međunarodna ekonomija	udžbenik	scr	2008	● za pozajmicu - van biblioteke	
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16.	**	Hübner, Antje	Englisch für die Aussenwirtschaft : aufbaukurs für die Sprachkundigenausbildung. Stufe I a	knjiga	ger; eng	1975	● za pozajmicu - u čitaonici	
17.	**	Krieger, Madan	Dr. Zorko Mručić: "Međunarodna ekonomija"	udžbenik	scr	1988	● za pozajmicu - u čitaonici	

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AK Gupta, V Govindarajan - Academy of management review, 1991 - journals.aom.org  
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M Blomström, A Kokko - Journal of Economic surveys, 1998 - Wiley Online Library  
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Academy of Management Review, Vol. 16, No. 4 | Articles

## Knowledge Flows and the Structure of Control Within Multinational Corporations

Anil K. Gupta and Vijay Govindarajan





Published Online: 1 Oct 1991 | <https://doi.org/10.5465/amr.1991.4279628>

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### Abstract

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 (i.e., subsidiary-specific contingency perspective), this article examines how, within the same corporation, the nature of corporate control might also vary systematically across subsidiaries. Differences in subsidiary contexts are analyzed along two dimensions: (a) the extent to which the subsidiary is a user of knowledge from the rest of the corporation and (b) the extent to which the subsidiary is a provider of such knowledge to the rest of the corporation.

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### 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/>

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### 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

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- 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>

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- 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.



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### 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.

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- 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/>

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- 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>

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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>

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<sup>193</sup> 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.

<sup>194</sup> *Ibid.*

<sup>195</sup> TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

<sup>196</sup> *Olympic Marketing Fact File 2016 edition*, dostupan na - [https://stillmed.olympic.org/Documents/IOC\\_Marketing/olympic\\_marketing\\_fact\\_file\\_2016.pdf](https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf), datum pristupa 04.08.2017.

<sup>197</sup> Trkulja, *op.cit.*, str. 172.

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Chicago	Hill, Charles. "International business: Competing in the global market place." <i>Strategic Direction</i> 24, no. 9 (2008).
Harvard	Hill, C., 2008. International business: Competing in the global market place. <i>Strategic Direction</i> , 24(9).
Vancouver	Hill C. International business: Competing in the global market place. <i>Strategic Direction</i> . 2008 Aug 22,24(9).

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# 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).

# Redosled referenci

**A**

1

Knjige i udžbenici

2

Naučni članci

3

Ostala dokumentacija (Propisi, Vladina dokumenta, Pravilnici, Strategije...)

4

Internet izvori

**Z**



# Korisna literatura iz oblasti metodologije

**A**

1

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2

Šušnjić, Đ. (2005). Metodologija. Čigoja, Beograd.

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Bajgorić., N. & Somun-Kapetanović, R. (2012). Uvod u metodologiju naučno-istraživačkog rada. Ekonomski fakultet u Sarajevu, Sarajevo.

**Z**

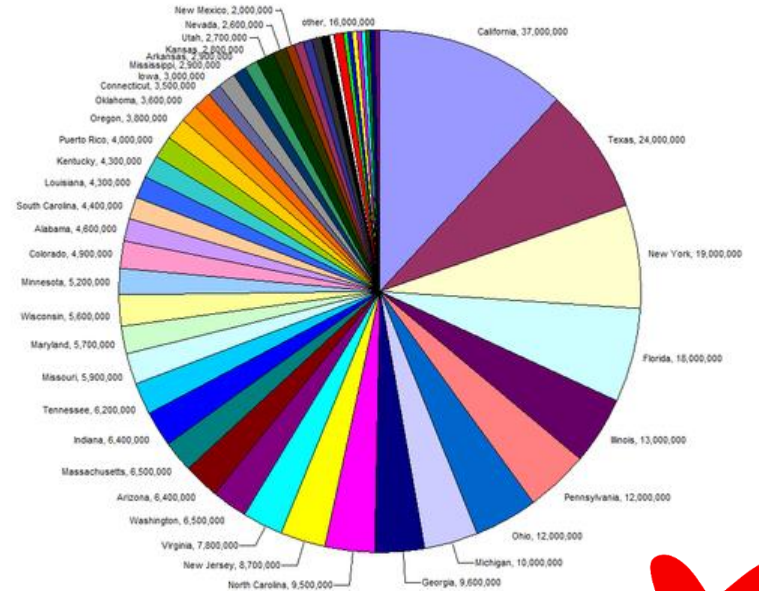
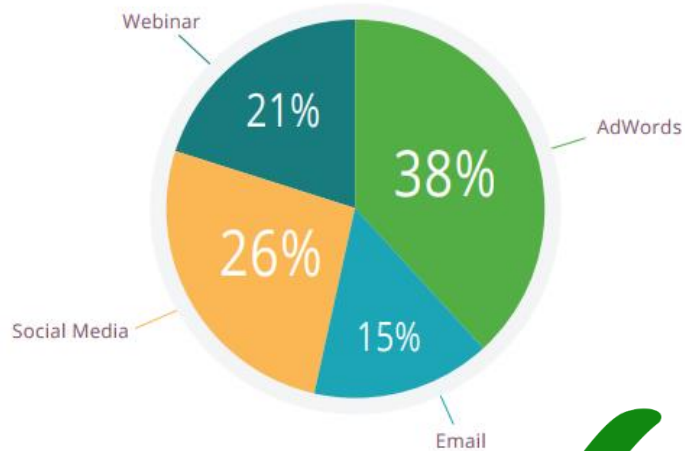
## Korisni linkovi za prikupljanje statističkih podataka

- 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/>



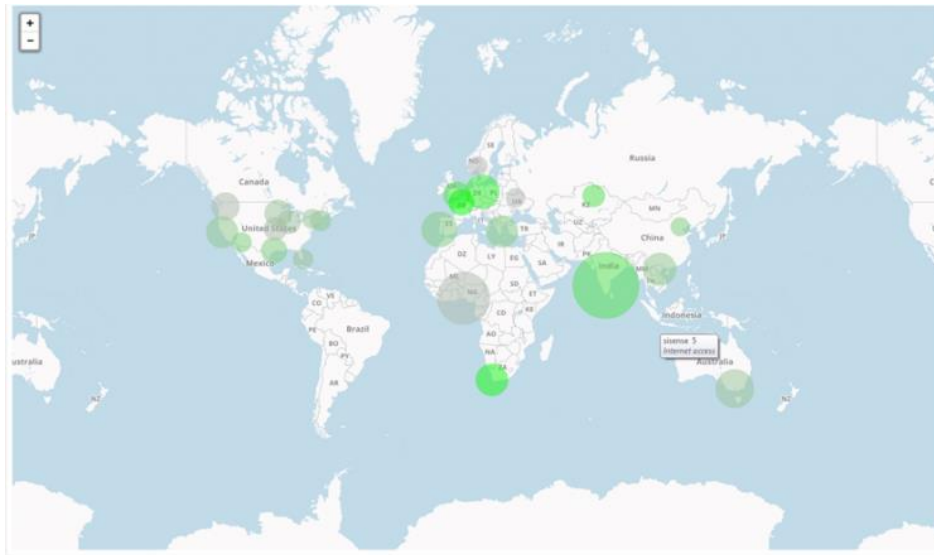
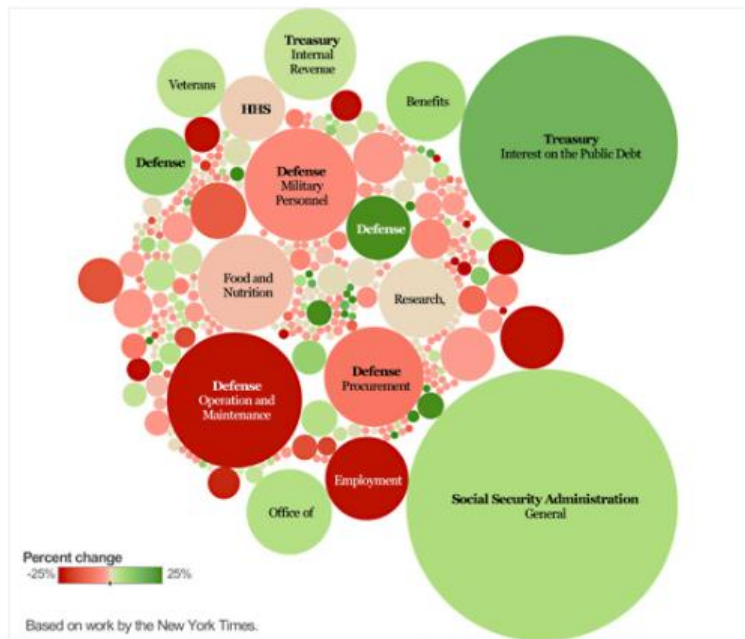
# Vizuelizacija podataka

LEAD BREAKDOWN BY CAMPAIGN SOURCE

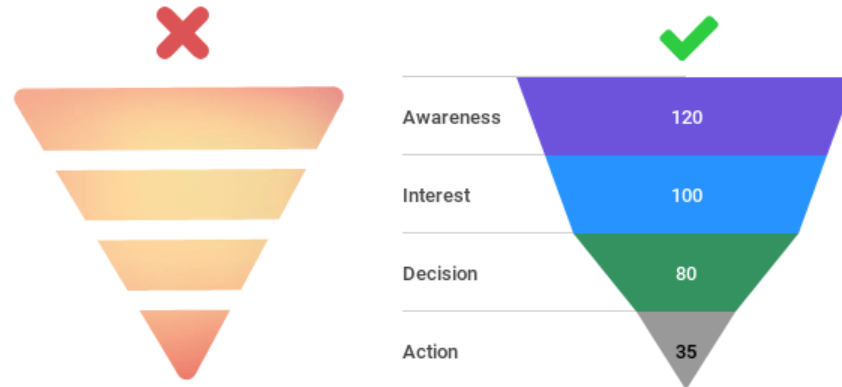


# Vizuelizacija podataka

## How \$3.7 Trillion is Spent



# Vizuelizacija podataka



# Vizuelizacija podataka



- USA
- Japan
- Germany
- Brazil
- United Kingdom



- iPhone
- Samsung
- LG
- Google Pixel
- HTC



- Beans
- Corn
- Mushrooms
- Tomatoes
- Peaches
- Pineapple
- Chicken Soup
- Corn Chowder
- Pea Soup



- Veggies
- Soup
- Fruit

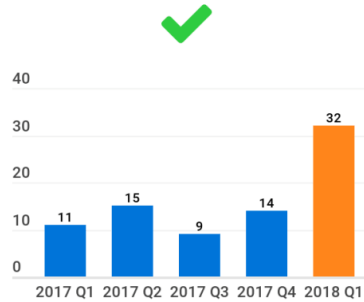
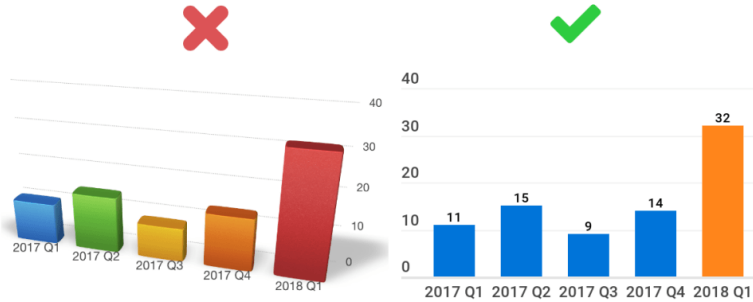
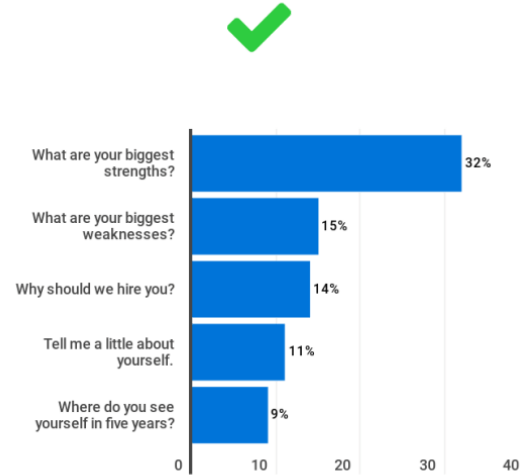
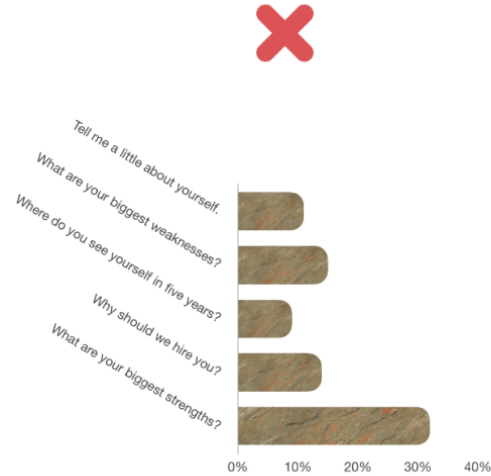
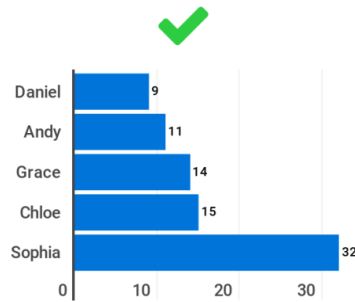
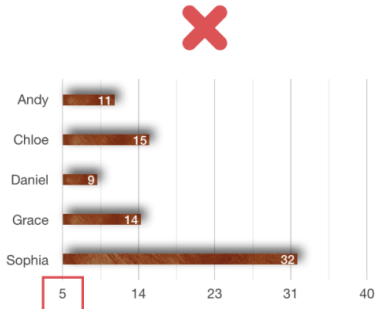


- Oranges
- Bananas
- Strawberries
- Blueberries
- Apples



- Oranges
- Bananas
- Strawberries
- Blueberries
- Apples

# Vizuelizacija podataka





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## 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 amoeba 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 95% 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 50% 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, regulations, 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 next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.



# Rok prijave i izrade seminara



Prijava na mail [milicamuhadinovic@gmail.com](mailto:milicamuhadinovic@gmail.com) do petka, 23.11. u 23:59 (nakon toga dobijate odgovor sa temom)

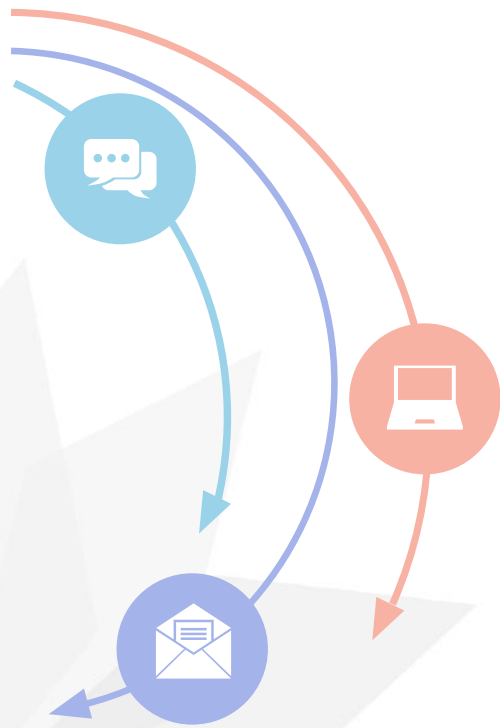
**Rade svi studenti!**

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

Broj članova grupe – 3

**\*naknadne prijave neće biti prihvaćene.**

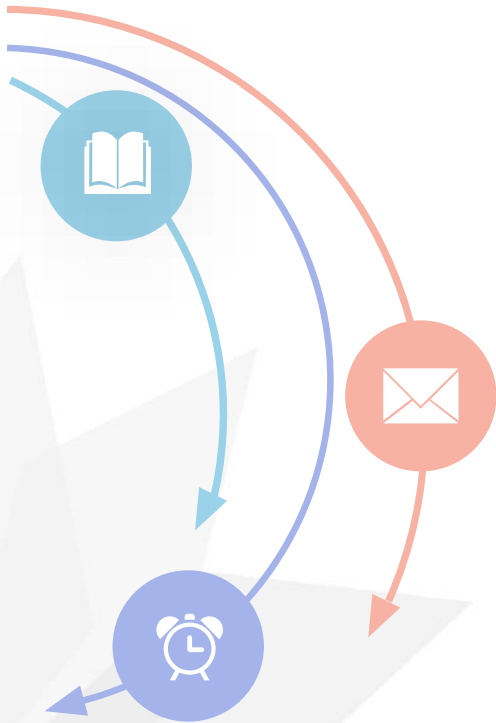
**ROK IZRADA: 10.12.2018. u 12h (od 12.12. p ocinju prezentacije u terminu casova – izlaže čitava grupa!)**



# Rok za dostavljanje rada



- Elektronsku verziju seminarskog rada neophodno je poslati na mail saradnika do 10.12.2018.
- Štampanu verziju predati na časovima vježbi u terminu prezentovanja
- PPT prezentaciju donijeti u terminu prezentovanja.



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