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**REVIEW OF THE MONOGRAPH ENTITLED “POLAND-SERBIA:
THE CHALLENGES OF THE SCIENTIFIC COOPERATION”;
NON-PROFESSIONAL POINT OF VIEW**

It is my pleasure to make remarks on the monograph entitled “POLAND-SERBIA: The Challenges of the Scientific Cooperation” published by Acta Academiae Modreviana (Kraków, 2010) under scientific editorial supervision of Zbigniew Paszek. The book which lies in front of me has an elegant three-coloured cover – white, blue and red. Those are Serbian national colours. Furthermore, there is also included the Polish “badge” in a symbolic way. The book contains the collection of 21 academic articles written by 28 authors – 20 from Serbia and 8 from Poland. The book has more than 300 pages. The title of the monograph (suggested by Slobodan Malinić) fits the content because there are *challenges* but not only and not solely challenges. The papers are ordered alphabetically according to the authors` names. However, behind the alphabetic courtesy someone could find several leading ideas in the book which organise the content. There are:

The fundamental civilisation idea:

The Paradigm of Sustainable Development has been presented by Biljana Jovanović Gavrilović. The history of sustainable concept since the famous report (1987) of the Brundtland Commission entitled “Our Common Future” has been described. It has been characterized as a long debate, over the last fifty years, which reflected the evolution of thinking development; from economic growth to sustainable development. The author considers various implications of the classic definition: *a development that meets the needs of the present without compromising the ability of future generations to meet their own needs*. The author’s statement that *the realisation of sustainable development is a true challenge for each country* could be the motto of the monograph. Not only has the essence of the concept been presented but also the interdependence of the three key dimensions: economic, social and environmental. The author stressed that the measurements of sustainable

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development are a task of particular complexity and significance. *Sustainable development requires an integrated set of policies to jointly work towards improvement of human welfare. This way conditions will be created for the interaction between the key dimensions of sustainable development to be taken into account in the phase of designing different political interventions. Measures undertaken with the aim to affect one of the three dimensions (economic, social or environmental), can cause unforeseen consequences and costs without a good study of their effect on the other two. Responsibility to achieve sustainable development lies to a great extent in the hands of a state, but other institutions, from the domain of private sector and civil society, should also become active partners in that process. Each of these management holders has a unique and important role in promotion of sustainable development.*

The Biljana Jovanović Gavrilović's words mentioned above made the wide spread framework for other topics presented in the monograph on various levels of generalisation and complexity.

The diagnosis of the current status:

Objective Dependence Cooperation between the Economy and the State by Vlastimir Leković,

On Serbian Economic Competitiveness in Transitional Conditions by Ljiljana Maksimović,

Economic Crisis and Crisis in Serbian Enterprises – New Challenges for the Government, Managers and Accountants by Slobodan D. Malinić,

Results Achieved in Meeting Convergence Criteria in Serbia as a Necessary Condition for Joining EMU by Dragana Marković and Srdjan Furtula,

Internal Audit Analysis on the Example of Joint Stock Company Variant from Cracow by Vesna Milovanović,

Marketing in Poland in the Twentieth Year of Political Transformation by Roman Niestrój,

The Analysis of Business Success in Tourism by Gordana Radosavljević,

Export Performances of National Economy in the Conditions of Global Economic Crisis by Petar Veselinović.

Quest and basic questions:

Can education be the key to welfare? What can a person educated in new times do? Is the intelligentsia heading towards the liberal or etatistic orientation? (Jerzy Mikułowski Pomorski).

Quest in the right way: Polish science and higher education against international background. *There is a long list of sins also included, underestimating the importance and role of competition both in the fields of science and education.* Finally, the conclusion: *The European Union, and Poland with it, will not overtake the USA or Asian countries if the foundation of the basic solutions both in economy and in education and science is not formed by healthy competition, immanent competition system in accessing R&D financing sources and the conviction that knowledge-based economy is an economy based on freedom, creativity and equality* (Tadeusz Pomianek, Andrzej Rozmus).

How to make the two-way effective leader communication successful? The answer is that it is not exclusively *the matter of intellect and logic, but of trust, emotions and accepting difference of other people and the efforts to comprehend the intention of the communication, with no prejudice and a priori refusing the message content.* *The ability of keeping such communication is of an essential importance in the process of organizational changes which request changes at personal level too, with efforts to understand and appreciate individual distinctions* (Vesna Stojanović Aleksić, Srdjan Šapić).

What is the goal of Serbian policy makers in the conditions of global economic crisis? How to create preconditions for increasing export possibilities? Final conclusion: *Without creating competitive advantages and technology development Serbian economy will not be involved in the world trade with an opportunity to obtain significant export results* (Petar Veselinović).

Models and means to aim:

Innovation Processes Through SME's Networking by Verica Babić and Jelena Erić,

Regional Development Incentives in Serbia by Stevan Devetaković

The Concept of Corporate Social Responsibilities – the Impact on Practice by Momčilo Djordjević and Srdjan Šapić,

An Organic Model of Strategic Management by Marek Lisiński,

Alternative Sources of Financing Economic Development by Nikola Makojević,

Financial Liquidity Management by Predrag Stančić and Vladimir Stančić.

Possibilities of the Application of Pricing Strategies in the Development of Trade between Poland and Serbia (Klemens Budzowski) is one of the most valuable articles in the book. The paper presents the results of analyses according to which the trade exchange between Poland and Serbia is not satisfactory, especially in the context of historical, geographical backgrounds as well as objective possibilities. According to the Author the choice of appropriate price strategies could actuate further development and growth in the trade exchange between both countries. Advantages and disadvantages of high and low price strategy, concentration-based pricing strategy as well as imitation strategy have been well exemplified. A very interesting problem of price paradoxes such as: Giffen's, Veblen's, initiation and snob effect, income effect of price reduction, shock and timing effect, speculative effect and others were also presented.

Very peculiar place among other articles has been devoted to Benford's Law (Tadeusz Grabiński) which could be treated even as a general law of nature. From another point of view the Benford Law is of practical meaning and is utilized in different scientific and real life domains: economic studies, quantitative research, earth sciences, technical studies and information technology studies.

It is worth emphasizing that published articles are particularly addressed to one of the title countries: Poland (J. Mikułowski - Pomorski, V. Milovanović, R. Niestrój, T. Pomianek, A. Rozmus), Serbia (Stevan Devetaković, N. Makojević, L. Maksimović, S.D. Malinić, D. Marković, S. Furtula, P. Veselinović, E. Vuksanović, R. Stefanović) or addressed to both countries (K. Budzowski). There are also more universal considerations (V. Babić, J. Erić, M. Djordjević, S. Šapić, T. Grabiński, B. Jovanović Gavrilović, V. Leković, M. Lisiński, G. Radosavljević, P. Stančić, V. Stančić, V. Stojanović Aleksić).

The monograph is dedicated to Professor Ilija Rosić, Rector of Kragujevac University (1990-1992) and Dean of the Faculty of Economics (1987-1990; 2000-2002), who is the man to whom 28 authors from two countries addressed their papers. The answer can be found in two papers on the first pages of the book: *Life and Work of Ilija Rosić. Education and Scientific Achievements* by Slobodan D. Malinić and *Ilija Rosić – A Man Dedicated to Science, Education and Academic Cooperation with Polish Universities* by Zbigniew Paszek. The essence of Ilija Rosić's personality is described by Zbigniew Paszek in the following words: *professor Ilija Rosić was always full of energy and enthusiasm in any work he*

undertook; very well known for being good-natured, for his optimism and cheerfulness as well as his witty comments.

I am a little bit embarrassed that this review is so uniformly positive. However, I should mention that I am also emotionally involved because in 2003, as the Vice-Rector for Academic Affairs of Warsaw University of Technology, I had an opportunity to meet prof. Ilija Rosić, when I organized his lecture for students of our Business School. Right now I would like to make very sincere appreciation to Zbigniew Paszek – doctor honoris causa of the Kragujevac University in the name of all who knew Ilija Rosić for his great job as the scientific editor of the book. The book is invaluable as it is the tribute to the fascinating Person but, also, because it defines the modern civilisation challenges in an interesting and precious manner.