

EDITORIAL

After the conducted double-blind review procedure and the improvement of the received manuscripts, Issue 1 Volume 2018 of the *Economic Horizons* contains seven contributions: three original scientific papers, three review papers, and the announcement of the international scientific conference.

Given the fact that so far no adequate research interest has been expressed for the key aspects of gender (in)equality in higher education in the Republic of Serbia, *Slavica Manic*, *Ljubinka Joksimovic* and *Sinisa Zaric* did research into the "position of women in science according to their position on the career ladder." Through the research process in which adequate research instruments was used, that the "under-representation of women is more pronounced along the career ladder" was confirmed, namely that the representation of women is subject to change inversely proportionally to their position in the academic hierarchy, which is indicative of the insufficient and/or inadequate utilization of the human potential because previous investments in their education are not materialized in the right manner, which has broader social and economic consequences.

Starting from the attitude that in numerous studies a fact was established that ecological accounting did also have an impact, among other things, on the profitability of an enterprise, *Amaechi Patrick Egbunike* and *Godsday Edesiri Okoro* did research into whether ecological accounting is relevant for the profitability of Nigerian enterprises. On the basis of the financial reports of the analyzed enterprises that are not engaged in the production of non-consumer goods, the research study that was carried out leads us to a conclusion that there is no significant correlation between ecological accounting and the level of the profitability of the mentioned enterprises, given the fact that the level of their profitability remains unchanged irrespective of whether such enterprises do, or do not, apply the standards of ecological accounting. Despite the mentioned current practice, an indication is made with respect to the fact that the application of ecological accounting is an important factor of the

improvement of the business results and the level of the competitiveness of Nigerian enterprises.

Pursuant to the importance of the protection and preservation of the living environment, an increasingly larger number of enterprises are making an attempt to reduce the negative impact on the living environment while simultaneously increasing economic efficiency, which is contributed to by the application of the ISO 14001 standard. Endeavoring to identify the motives for and benefits from the implementation of this Standard, *Dejan Jovanovic* and *Vesna Janjic* conducted an empirical research study by surveying the managers of enterprises via a questionnaire, which showed that the primary motives for the introduction of the ISO 14001 Standard were as follows: the responsibility for the living environment, the creation of the image of a socially responsible company, a better reputation of the enterprise, and the improvement of performances, whereas the benefits reflect in the improvement of ecological performances, the growth of efficiency, and greater profitability, which is correlated to cost reduction and the motivation of employees.

The decision-making process is effective and efficient when it is a result of a rational choice made by a fully informed decision-maker. However, *Jelena Nikolic* points to the fact that, in real conditions, there are deviations in the application of rational decision-making procedures due to the influence of the uncontrolled factors that limit the full knowledge of information and rationality. As a consequence of asymmetrical information and limited rationality, only in exceptional situations do decision-makers make a decision to look for and make a choice of the optimal alternative, i.e. they aspire to find satisfactory, not optimal solutions. Limited rationality, together with cognitive limitations, leads towards a decrease in the quality of decisions and the application of inadequate decision-making models since an approximate, simplified model of a real situation is used. The mentioned is implicative of the errors in the decision-making process since routine problem solving prevails, heuristics as a mental shortcut are applied, and different deformations in thinking occur, which leads to the prejudices that define the decision-making process.

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Given the fact that education is a driving force of economic prosperity, while starting from the implications of the economy of knowledge and new technologies on economic successfulness, *Rade Stankic, Biljana Jovanovic Gavrilović* and *Jasna Soldic Aleksic* conduct a research study of the mutual relations between information-communications technologies (ICTs), the education of the population and economic growth and development. It is indicated that quality and inclusive education has the key role in the achievement of dynamic and sustainable economic development. Pursuant to that, it is necessary that ICTs should be integrated into all of the aspects of the education process for the needs of a more effective and more efficient education. That is the way to encourage the development of the creative and innovative potential as a factor of economic development through a better usage of new technologies and the updating of the learning process, which results in an increased interest of young people to acquire knowledge and skills for the digitalized working environment.

Deliberating the relevant aspects of the Bretton Woods International Monetary System, since the suspension of which many years have passed, *Nenad Jankovic* indicates the need of monetary reforms at the world level, as well as the establishment of regional monetary cooperation, in the sense of the more adequate positioning of the euro and the Chinese yuan. With respect to that, however, there is still no needed consent since the dollar still preserves its position of the dominant currency of the world's foreign-exchange reserves. Namely, in spite of China's economic prosperity and the integration processes in the European Union, as some kind of the transition of the international monetary system from the bipolar (the US dollar and the euro) towards the tripolar currency bloc, which, beside the dollar and the euro, would also become richer for the yuan, not one single other currency has succeed yet in increasing its participation in the international financial market more significantly.

As the member of the Organizational Board, *Dejana Zlatanovic* announces the Fifth International Conference entitled *Contemporary Issues in Economics, Business and*

Management - EBM 2018, which will be organized by the Faculty of Economics of the University of Kragujevac and held on the days of 9th and 10th November 2018. The participants at the Conference will have an opportunity to point to the current development trends both in the theory and in the practice of economics, business economics and management.

In January 2018, the Faculty made changes in the Editorial Board of the *Economic Horizons* Journal by appointing the Editor-in-Chief, the Secretary and the Members of the Editorial Board from within its professors. The members of the prior convocation of the Editorial Board, together with the authors of the published contributions and the reviewers, were an important support to the improvement of the quality of the Journal, for which we extend our gratitude to them.

For the duration of the previous six years, namely from 2012 to 2017, the Editor-in-Chief of the *Economic Horizons* Journal was Slavica P. Petrović, PhD, Full Professor. Through her dedicated engagement, she decisively contributed to the creation and implementation of the new editing policy that is implicative of the continuous improvement of the quality of the Journal, its inclusion in a greater number of the world's reference bases of scientific journals and a significant international reputation. This is an opportunity for me to thank professor Slavica P. Petrović on behalf of the Faculty of Economics of the University of Kragujevac, as the publisher, the Editorial Board of the *Economic Horizons* Scientific Journal, and on my own behalf, for her unselfish engagement in the editing and continuous qualitative improvement of the *Economic Horizons*, which - during the twenty years of its publishing - achieved the worthiest results in this period.

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Editor-in-Chief

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Vlastimir Lekovic is a full professor at the Faculty of Economics of the University of Kragujevac. He earned his PhD at the Faculty of Economics of the University of Kragujevac, in the scientific field of general economics and economic development. He teaches the following teaching disciplines: Comparative Economic Systems, Public Sector Economics, Institutional Economics and Market Regulation Policies in the basic, master and PhD studies. The key fields of his scientific-research interest are the economic system, economic policy and institutional economics.