

## SADRŽAJ / TABLE OF CONTENTS

УТИЦАЈ ПЕРЦИПИРАНОГ КВАЛИТЕТА НА КРЕИРАЊЕ ВРИЈЕДНОСТИ БРЕНДА Глуховић Никола.....	5
DOES PERSONAL TRANSFERS INFLOW AFFECT ECONOMIC GROWTH? EVIDENCE FROM BOSNIA AND HERZEGOVINA Dražen Marjanac, Miloš Grujić.....	13
THE ANALYSIS OF THE IMPORTANCE OF IMPLEMENTING A DUAL EDUCATION SYSTEM FOR THE DEVELOPMENT OF BUSINESS CAREERS AMONG YOUNG PEOPLE Katarina Božić.....	23
THE MAIN FEATURES OF ONLINE SALES STRATEGIES IN PHARMACEUTICAL SECTOR Marjan Gjurikj.....	35
DIGITALIZATION OF EDUCATION IN THE EUROPEAN UNION AND EFFECTS ON THE KNOWLEDGE ECONOMY Vesna Petrović, Carolina Timbalari.....	47
COMPARATIVE ANALYSIS OF TRADE PERFORMANCE IN SERBIA AND SELECTIVE COUNTRIES IN THE REGION BASED ON THE AROMAN METHOD Radojko Lukić.....	57
RESEARCH OF THE CONCEPT OF FINANCIAL STRATEGY OF THE NTERPRISE AND ITS COMPONENTS Aleksei A. Orekhov.....	67
FEATURES OF PROFESSIONAL SELF-DETERMINATION OF STUDENTS AT AGRICULTURAL UNIVERSITIES: EXPERIENCE OF VORONEZH STATE AGRARIAN UNIVERSITY Demidov Pavel Valer'yevich.....	73