

**FROM THE EDITOR**

Dear reader,

This is the tenth year of our work and efforts to provide results of different researches our authors conducted in various fields of economics and business. For ten years we have been trying to raise the standards for publishing articles in the journal. We use this opportunity to thank our reviewers who supported us in this very demanding job. Certainly, it would have not been possible without the contributions of hundreds of authors from the region and wider who achieved the standards set by reviewers.

Volume X, Issue 1 consists of six papers contributed by the authors from Denmark, Iran, Serbia and Bosnia and Herzegovina. The first paper, DATA MINING APPROACH FOR PREDICTING STUDENT PERFORMANCE, explains how data mining can be used for development a model which can derive the conclusion on students' academic success. Authors, Edin Osmanbegović and Mirza Suljić, compared different methods and techniques of data mining during the prediction of students' success.

In the paper SYSTEMATIC RISK ASSESMENT USING OLS METHOD - THE CASE OF CAPITAL MARKET OF BOSNIA AND HERZEGOVINA, Azra Zaimović tested the hypothesis that beta coefficient, as a measure of systematic risk, is a relevant risk measure for the capital market of Bosnia and Herzegovina. Bosnia and Herzegovina market, characterized by a non-synchronous trading problem, is analyzed over a five-year period with focus on estimating beta coefficients that may be considered as reliable.

Nastooch Nochian and Thomas Schott in the paper ENTREPRENEURS' CONFIDENCE IN INNOVATION AND THEIR INNOVATIVENESS tested the hypothesis that entrepreneurs' confidence in innovation has a positive effect on their innovativeness. Using Global Entrepreneurship Monitor's survey, they analyzed the sample of 550 owner managers selected from the population of owner managers in Iran in 2010 and received some very interesting results.

The paper MEASURING GLOBALIZATION IN THE CONTEXT OF TRANSITION PROCESS - THE CASE OF WESTERN BALKAN COUNTRIES is focused on measuring globalization from the macro aspect. The author, Jelena Tešić conducted the research in Western Balkan countries, that are still in the transition process, and tried to define which additional indicators should be used to interpret indicators of globalization for these countries.

In the paper INSTITUTIONAL MARKETING COMMUNICATIONS IN ROLE OF ATTRACTING FOREIGN DIRECT INVESTMENTS TO BOSNIA AND HERZEGOVINA, Mustafa Sinanagić, Beriz Čivić and Alma Kamarić analyzed the problem of Foreign Direct Investment attraction in transition and developing countries that is caused by inadequate institutional framework. Their research shows that better institutional environment and institutional marketing communication in Bosnia and Herzegovina would attract significantly more Foreign Direct Investments.

The sixth paper, OUTSOURCING IN RETAIL, analyzes how application of outsourcing in retail business can reduce costs of competitiveness and improve business and financial performance of companies. Author, Radojko Lukić, emphasizes the importance and specific problems of application of outsourcing as the strategic technique in modern retail that is especially important for retailers in transition countries.

Editor:

Safet Kozarević  
University of Tuzla, Faculty of Economics