



## FROM THE EDITOR

Dear readers,

It is a great pleasure to introduce a new issue of the Economic Review: Journal of Economics and Business, which, after eight years of experience, from this Volume IX, Issue 1 is printed only in English. In order to increase the quality of the papers, we also changed our reviewing policy and all the manuscripts included in this issue were reviewed by two referred reviewers on double-blind basis. The format of the journal is modernized and a few members of new Editorial were included in preparation of the issue. We hope these changes will make the journal more interesting for academic and wider public, but also encourage researchers and attract them to contribute manuscripts showing results of their science research work.

In this issue we offer six papers where the authors showed high quality of their work. The first paper **SEE IT, LIKE IT, BUY IT! HEDONIC SHOPPING MOTIVATIONS AND IMPULSE BUYING** brings the ideas of Merima Činjarević, Kasim Tatić and Srđan Petrić. They analyzed influence of hedonic shopping motivations and fashion consciousness on consumers' impulse buying behavior. The findings from the survey they conducted in Bosnia and Herzegovina can be very useful for retailers in creating their retailing strategy.

Nino Serdarević in the paper **ACCOUNTING POLICIES AND FINANCIAL ANALYSIS INTERDEPENDENCES - EMPIRICAL EVIDENCE** shows the importance of non-financial indicators in analyzing financial reports and accounting data. His findings are based on outcomes of an internationally organized research on financial reports usefulness.

Nenad Brkić, Miralem Čorbo and Denis Berberović focused their research on ethnocentrism and animosity of the consumers in Bosnia and Herzegovina in the paper **ETHNOCENTRISM AND ANIMOSITY IN CONSUMER BEHAVIOR IN BOSNIA AND HERZEGOVINA AND IMPLICATIONS FOR COMPANIES**. Their study shows the level of ethnocentrism and animosity towards the products from the neighboring countries.

The paper **EDUCATION IN ECONOMIC THEORY** shows results of theoretical analysis of the role of education in economic theory conducted by Jasmina Osmanković, Hatidža Jahić and Ensar Šehić. By presenting the evolution of theories focused on interdependence between education and economic development, the authors recognized education as the key factor for future development.

In the paper **SOURCES OF ERRORS IN THE EVALUATION OF PERFORMANCE OF EMPLOYEES IN THE SECTOR OF PUBLIC ADMINISTRATION REFORM IN BOSNIA AND HERZEGOVINA**, Adisa Delić and Mirela Čebić put emphasize on performance evaluation employees. Their research conducted in the sector of public administration in Bosnia and Herzegovina shows possible errors that occur in the evaluation process.



Milijana Novović, Vladimir Kaščelan and Julija Cerović in the paper PERFORMANCES OF INSURANCE MARKET IN MONTENEGRO IN CONDITIONS OF FINANCIAL CRISIS presented review of the insurance market of Montenegro. They analyzed influence of the financial crisis on the market and identified the key barriers for the insurance market development in Montenegro.

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