

# **ECONOMIC REVIEW**

**Journal of Economics and Business**

**ISSN 1512-8962 (Print) ISSN 2303-680X (Online) Vol. XVIII, Issue 1, May 2020**

In the period between 2003 and 2010, the Economic review: Journal of Economics and Business was published in Bosnian (Ekonomaska revija: Časopis za ekonomiju i biznis).

**Publisher:**

University of Tuzla, Faculty of Economics

**Editor:**

Jasmina Okičić, Associate professor  
University of Tuzla, Faculty of Economics

**Members of Editorial:**

Safet Kozarević, Professor  
safet.kozarevic@untz.ba

Zijad Džafić, Professor  
zijad.dzafic@untz.ba

Sado Puškarević, Professor  
sado.puskarevic@untz.ba

Merim Kasumović, Professor  
merim.kasumovic@untz.ba

Meldina Kokorović Jukan, Associate Professor  
meldina.kokorovic@untz.ba

Beriz Čivić, Associate Professor  
beriz.civic@untz.ba

Amra Nuhanović, Associate Professor  
amra.nuhanovic@untz.ba

Mirza Suljić, Senior Teaching Assistant  
mirza.suljic@untz.ba

**Editorial lector:**

Tanja Pavlović, Associate professor

**Members of the International Advisory Board:**

Adil Kurtić, Professor Emeritus, University of Tuzla, BiH

Adel M. Sarea, Associate Professor, Ahlia University, Kingdom of Bahrain

Adisa Delić, Professor, University of Tuzla, BiH

Ali Coşkun, Associate Professor, American University of Middle East, Kuwait

Aziz Šunje, Professor, University of Sarajevo, BiH

Badar Alam Iqbal, Professor Emeritus, Federic Bastiat Institute for African Research, Ghana

Bahrija Umihanić, Professor, University of Tuzla, BiH

Dražen Barković, Professor, University of Osijek, Croatia

Edin Osmanbegović, Associate Professor, University of Tuzla, BiH

Emira Kozarević, Professor, University of Tuzla, BiH

Fabrizio Santoboni, Sapienza University of Rome, Italy

Francisco J. Delgado, Associate Professor, Faculty of Economics and Business, Oviedo, Spain

Gianfranco A. Vento, Professor, Regent's University, London, UK

Hala Hattab, British University in Egypt, El Sherouk, Egypt

Hasan Hanić, Professor, Belgrade Banking Academy, Serbia

Joseph W.H. Lough, University of California, Berkeley, US

Jusuf Šehanović, Professor, University Jurja Dobrile in Pula, Croatia

Kasim Tatić, Professor, University of Sarajevo, BiH

Lorena Škuflić, Associate Professor, University of Zagreb, Croatia

Mary A. Weiss, Professor, Temple University, Philadelphia, US

Miodrag Lovrić, Professor, University of Kragujevac, Serbia

Miroslav Rebernik, Professor, University of Maribor, Maribor, Slovenia

Mustafa Sinanagić, Professor, University of Tuzla, BiH

Olivera Kostoska, Associate Professor, "St. Kliment Ohridski" University – Bitola, North Macedonia

Ondřej Dvouletý, Assistant Professor, University of Economics, Czech Republic

Oğuzhan Aytar, Assistant Professor, Faculty of Economics and Administrative Sciences, Turkey

Reza Fazeli, California Polytechnic University, Pomona, US

Sead Omerhodžić, Professor, University of Tuzla, BiH

Sejfidin Zahirović, Professor, University of Tuzla, BiH

Senija Nuhanović, Associate Professor, University of Tuzla, BiH

Slavica Singer, Professor Emeritus, University of Osijek, Croatia

Stevan Stević, Professor, University of Eastern Sarajevo, BiH

Thomas Schøtt, Professor, University of Southern Denmark, Kolding, Denmark

Teoman Duman, Professor, Epoka University, Albania

Tim Query, Associate Professor, New Mexico State University, Las Cruces, US

Vesna Čančer, Associate Professor, University of Maribor, Slovenia

Zlatan Fröhlich, International Graduate Business School (IGBS) Zagreb, Croatia

**Webmaster:**

Senad Čeliković, librarian

**EDITORIAL OFFICE:**

University of Tuzla, Faculty of Economics  
Urfeta Vejzagića 8, 75000 Tuzla  
Bosnia and Herzegovina, 75000 Tuzla

t. +387 (0)35 320 820; f. +387 (0)35 320 821  
www.ef.untz.ba  
e-mail: economic.review@untz.ba

**Indexed in:**

Cabell's Directories, EBSCO Business Source Complete, ECONBIZ, EconLit, EconStor, EconPapers, Index Copernicus, RePEc (Research Papers in Economics), Road.

## CONTENTS

///

1 – 2

### **FROM THE EDITOR**

Jasmina Okičić

///

3 – 19

### **RELEVANT FACTORS FOR BUILDING COMPETITIVENESS OF MANUFACTURING INDUSTRY IN BOSNIA AND HERZEGOVINA**

Merim Kasumović, Vildana Altumbabić

*Original scientific paper*

///

21 – 36

### **THE ANALYSIS OF THE KEY DRIVERS AND BARRIERS OF CLOUD MIGRATION IN COMPANIES IN BOSNIA AND HERZEGOVINA**

Kasim Tatić, Zijad Džafić, Mahir Haračić, Merima Haračić

*Original scientific paper*

///

37- 48

### **USER-GENERATED REVIEWS AND OFFICIAL STAR RATINGS: CAN THE TWO WORK TOGETHER IN HOTEL EVALUATION SYSTEMS?**

Femi Odebiyi, Vitaliya Gontar

*Preliminary communication*

///

49– 59

### **THE RELATIONSHIP BETWEEN RENEWABLE ENERGY CONSUMPTION, TRADE OPENNESS AND ECONOMIC GROWTH: THE CASE OF BOSNIA AND HERZEGOVINA**

Yilmaz Onur Ari

*Preliminary communication*

///

61– 73

### **CAPITAL INFLOWS, FINANCIAL DEEPENING AND ECONOMIC GROWTH NEXUS: THE MISSING LINK**

Amassoma Ditimi, Azeez Oluwatobiloba

*Preliminary communication*

///

75– 86

### **RESEARCH OF GENDER-BASED BEHAVIOURAL DIFFERENCES IN THE PURCHASING DECISION-MAKING PROCESS**

Dijana Tevšić, Arnela Nanić

*Review article*





**FROM THE EDITOR**

Dear reader,

It is a great pleasure to introduce the first issue of the journal in 2020. For this issue, we selected six new interesting topics in the field of economics and business, provided by the authors from Turkey, Nigeria, Lithuania, Russia, and Bosnia and Herzegovina.

The first paper, *RELEVANT FACTORS FOR BUILDING COMPETITIVENESS OF MANUFACTURING INDUSTRY IN BOSNIA AND HERZEGOVINA*, is written by Merim Kasumović and Vildana Altumbabić. The aim of this paper was to identify the relevant factors for enhancing competitiveness of Bosnia and Herzegovina's manufacturing industry in order to make appropriate recommendations for the formulation of adequate industrial policies on the basis of obtained results. The statistical analysis concluded that profitability and productivity have a positive impact on competitiveness of Bosnia and Herzegovina's manufacturing industry, while investments have a negative impact on competitiveness of Bosnia and Herzegovina's manufacturing industry. These findings are in line with theoretical assumptions about building competitive advantage of Bosnia and Herzegovina's manufacturing industry based on cost leadership strategies.

The following paper, *THE ANALYSIS OF THE KEY DRIVERS AND BARRIERS OF CLOUD MIGRATION IN COMPANIES IN BOSNIA AND HERZEGOVINA*, is written by Kasim Tatić, Zijad Džafić, Mahir Haračić, and Merima Haračić. The aim of this paper was to identify the key drivers and barriers of business migration to the cloud in domestic companies and to identify the cloud impact on the operations of domestic companies. According to the research results, the most significant obstacles of cloud migration include: lack of internal experts, privacy, lack of responsibility of cloud providers in case of security incident, costs and complexity of migration to the cloud, etc. The research results point to the conclusion that the use of cloud technology increases the degree of agility, operational flexibility, economic productivity, and competitiveness of companies.

In the next paper, *USER-GENERATED REVIEWS AND OFFICIAL STAR RATINGS: CAN THE TWO WORK TOGETHER IN HOTEL EVALUATION SYSTEMS?*, the authors, Femi Odebiyi and Vitaliya Gontar, wanted to understand the emerging influence of e-WOM (electronic word-of-mouth) as a contemporary feedback system, its role for hotels, and importance for guests. Furthermore, the study identified the nature of user-generated feedback in terms of determining hotel ratings and establishing whether there are similarities between official hotel ratings and guests' feedback evaluations. The most important review categories for guests were found to be that of amenities, service, and location. The findings reveal that the online review system is still not structured enough to become the main evaluation system of a hotel.

The following paper, by Yılmaz Onur Ari, titled *THE RELATIONSHIP BETWEEN RENEWABLE ENERGY CONSUMPTION, TRADE OPENNESS AND ECONOMIC GROWTH: THE CASE OF BOSNIA AND HERZEGOVINA*, is focused on the renewable energy consumption-trade openness-economic growth nexus for Bosnia and Herzegovina. The results obtained indicated that renewable energy dependent conservation policy may have a prohibitive effect on economic growth. The study also concluded that there is no association between trade openness and economic growth. Thus, the

finding supports the neo-classical growth theory. Besides, there is a causality from renewable energy consumption to trade openness, so the conservation policies will affect trade and trade liberalization policies designed to promote economic growth.

The next paper, CAPITAL INFLOWS, FINANCIAL DEEPENING AND ECONOMIC GROWTH NEXUS: THE MISSING LINK, is written by Amassoma Ditimi and Azeez Oluwatobiloba. The purpose of this study was to investigate direct effects of capital inflow and financial deepening on economic growth in Nigeria. The findings showed the existence of a long-run relationship between foreign capital inflows and economic growth in Nigeria. Furthermore, the ARDL regression estimate results pointed that foreign direct investment, foreign aids and financial development have a positive and significant impact on economic growth, while on the contrary, remittances exert a negative and insignificant relationship on economic growth. Based on the findings of this study, the authors concluded that capital inflows positively impact the Nigerian economy both in the short run and long-run.

The last paper, RESEARCH OF GENDER-BASED BEHAVIOURAL DIFFERENCES IN THE PURCHASING DECISION-MAKING PROCESS, is written by Dijana Tevšić and Arnela Nanić. The goal of this paper was to explore changes in consumer behavior caused by modern consumer trends, with the accent on gender-based differences in behavior by purchasing process. The research results showed that the purchase decision-making process is much simpler and shorter for men than for women.

Editor:

Jasmina Okičić  
Faculty of Economics, University of Tuzla