

EDITORIAL PREFACE

Market is celebrating its twentieth anniversary in a working fashion. All of us members of the editorial staff are still focused on achieving the goals we set two years ago. Pleased with our achievements, we are happy to be able to take this opportunity to communicate to our readers that:

- Starting with this issue, Market will be indexed and referred to in the EBSCO research database.
- The internationalization of the editorial board is continuing successfully – our colleague from Poland, Prof. Dr. Hab. Marianna Stryzyzewska of the Kolegium Nauk o Przedsiębiorstwie (Collegium of Business Administration), Szkoła Główna Handlowa (Warsaw School of Economics) has joined our team. In addition to her having thus expanded and strengthened our editorial board, we have high hopes that Professor Stryzyzewska will help promote Market in her national academic community and, in doing so, make a further contribution to the journal's affirmation among readers and authors on what we see as a very interesting market.
- A wide international authorship of the papers published in this issue bears witness to the efforts devoted to arousing the interest among authors in the publication in the journal. We present seven papers, two of which were written by Slovenian and two by Croatian authors. We are delighted by the fact that, for the first time in the journal's twenty-year history, we have the opportunity to include in Market a paper written by Spanish scientists. Similarly, we are extremely pleased by the American-Croatian collaboration on one of the papers as well as by the paper authored by our colleagues from Bosnia-Herzegovina. The heterogeneity of the content of the published papers will undoubtedly enable all our readers, once again, to find interesting, topical and relevant information in this issue!
- It is the first time that we are publishing more papers written in English (four out of seven) than in Croatian, making this a major step toward achieving yet another of

our goals – that setting the English language as a standard for paper publication in Market in order to increase significantly the field of potential readers and authors.

Regardless of the working character of the celebrations marking twenty years of Market's publication, one must not forget the occasion to emphasize the fact that among our readers and authors there is a group of people, our dear professors and colleagues, who have been faithful to the journal in both of the above mentioned capacities from the very beginning! It is thanks to their support that Market has overcome successfully no small number of difficult moments in its history. It may therefore be said without any shadow of a doubt that they deserve to be credited for their contribution to the fact we are now able to deliver this new issue of the journal into the hands of its readers!

Prof. Đurđana Ozretić Došen, Ph. D.

Editor in Chief