CONTENTS

5 Challenges of contemporary Chinese Business and Management
Vesna Miščević, Vladimir Lovrić, Aleksandar Marković

11 The agency Dilemma : Information Asymmetry in the “Principal-Agent” Problem
Milena Popović, Marija Kuzmanović, Bisera Andić Gušavac

19 Stock Exchange Communication with Target Groups of Public
Milica Kostić Stanković, Natalija Nedeljković

29 Prezentation and Suggestion for the Placement of Goat – Milk Products
Katica Radosavljević

39 Transition and Job Maintainance in Serbia
Gordana Milosavljević, Zorica Tanasković

45 General Financial Reporting and Special – Purpose Reports of Banks
Snežana Knežević, Draginja Đurić, Veljko Dmitrović

57 Benefits Management in Energy Efficiency Projects in Serbian Public Buildings
Marko Mihić, Aleksandar Vučković, Miodrag Vučković

67 The Role of Business in the Society
Jelena Krstović, Tamara Vlastelica Bakić, Slavica Cicvarić Kostić

73 Critically Generated Knowledge – the Triple Loop Learning Result
Slavica Petrović

83 Human Resources Management – the Strategic Aspect
Milica Dušović

89 Management as Cause and Mechanism of Creative Accounting Prevention
Goranka Knežević, Vule Miziđraković, Nada Arežina

97 The Relation to Money as a Factor of the Consumer´s Behavior
Iva Antanasićević, Zorica Marković, Branko Ninković