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INTERNAL PUBLIC RELATIONS WITHIN SERBIAN INTELLECTUAL DIASPORA

Migration of highly-skilled individuals is one of the most obvious consequences of contemporary globalization trends, which affects a large number of less developed countries, including Serbia. Considering the large number of academics, scientists, experts, business people and students of Serbian descent who live, work or study abroad, the crucial issues are their networking, institutional organization and joining forces and efforts in order to achieve cooperation, preserve national identity and help economic and cultural development of their country of origin. The paper emphasizes the importance of formulating and implementing appropriate strategies of public relations within the intellectual diaspora as a community of highly educated Serbs in the diaspora whose main activities are effective communication, informing of target audience and their inter-connections. The main purpose of the research is assessment of the existing level of internal coherence and cooperation among members of the intellectual diaspora, carried out in the form of survey. The results could be further used as a basis for future studies that deal with diaspora relations.

Keywords: public relations, intellectual diaspora, internal communication, networking.

Міліца Костіч-Станкович, Єлена Цвййович, Невенка Жаркич-Йоксимович ВНУТРІШНІЙ ПІАР У СЕРБСЬКІЙ ІНТЕЛЕКТУАЛЬНІЙ ДІАСПОРИ

У статті показано, що міграція професіоналів – один із найбільш очевидних наслідків глобалізації, яка зачіпає велику кількість країн із перехідною економікою, у тому числі Сербію. Враховуючи велику кількість учених, експертів, бізнесменів і студентів сербського походження, які живуть, працюють або вчаться за кордоном, найважливішими питаннями є їх взаємодія, створення інституційних організацій і об'єднання зусиль, спрямованих на розвиток співпраці, збереження національної ідентичності і допомогу в економічному і культурному розвитку їх рідної країни. Підкреслено важливість розробки і реалізації відповідних стратегій зі зв'язків з громадськістю в інтелектуальній діаспорі – співтоваристві високоосвічених сербів, основна діяльність яких спрямована на ефективну комунікацію, інформування цільової аудиторії і створення взаємозв'язків. Оцінено існуючий рівень внутрішньої узгодженості і співпраці між членами інтелектуальної діаспори. Отримані результати опитування можуть надалі використовуватися як основа для майбутніх досліджень з питань відносин в межах діаспори.

Ключові слова: зв'язки з громадськістю, інтелектуальна діаспора, внутрішня комунікація, співпраця та спілкування у мережі.

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В статье показано, что миграция профессионалов – одно из наиболее очевидных последствий глобализации, которая затрагивает большое количество стран с переходной экономикой, в том числе и Сербию. Учитывая большое количество ученых, экспертов, бизнесменов и студентов сербского происхождения, которые живут, работают или

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учатся за рубежом, важнейшими вопросами является их взаимодействие, создание институциональных организаций и объединения усилий, направленных на развитие сотрудничества, сохранение национальной идентичности и помощь экономическому и культурному развитию их родной страны. Подчеркивается важность разработки и реализации соответствующих стратегий по связям с общественностью в интеллектуальной диаспоре – сообществе высокообразованных сербов, основная деятельность которых направлена на эффективную коммуникацию, информирование целевой аудитории и создание взаимосвязей. Оценен существующий уровень внутренней согласованности и сотрудничества между членами интеллектуальной диаспоры. Полученные результаты опроса могут в дальнейшем использоваться в качестве основы для будущих исследований по вопросам отношений в диаспоре.

Ключевые слова: связи с общественностью, интеллектуальная диаспора, внутренняя коммуникация, сотрудничество и общение в сети.

1. Introduction. International migration of intellectuals in recent years and decades has become a subject of many scientific, theoretical and practical researches. Recent studies indicate that this phenomenon still shows an upward trend, and, therefore, the issues related to migration are, to a large extent, the focus of interest for countries of origin and for destination countries, alike for communities of migrants within diasporas around the world (Ozden and Schiff, 2006). Migration of highly educated individuals primarily refers to the movement from underdeveloped to developed countries in search for better life and business opportunities. Numerous studies have been carried out in order to account for this phenomenon, its causes and consequences. Most of these studies are based on the macrostructural push-pull theories claiming that direction and pace of migration of highly skilled personnel are conditioned by a level of economic development in countries of origin and host countries (Lee, 1970). According to the theory of human capital, people move geographically to find work and better wages in accordance with their formal education and their professional skills (Iredale, 2001). Studies conducted and published by American scientists are mainly based on that theory and represent the attitude that any decision to migrate is determined by experts' calculation of "investment return" of the income, gaining new skills and better job conditions and opportunities, as well as advancement of a career (Da Vanzo, 1981). Studies of Russian scientists represent a theory of assimilation, based on individual value judgment about the migrant's own ability to fit into the potential environment (Nekipelova et al., 1994). Migration of intellectuals, scientists and experts is mostly treated economically, though it has a significant social impact, both for countries of origin and host countries.

The term "brain drain" is one of the most visible forms of manifestation of the international migration of talents. Brain drain designates "the movement of human capital in which the flow of expertise is predominantly in one direction" (Salt, 1997), usually from developing to more developed economies. The use of the word "brain" pertains to any skill, knowledge, scientific potential, competency or characteristic that is valued as a potential asset. "Drain" indicates very high, usually undesirable, outflow. Coupled, the two label the loss of the most talented people (Bushnell and Choy, 2001). From the historical point of view, Serbia is one of the well known emigrational areas in the world, has one of the largest diasporas. Although the state and its institutions work on development and implementation of strategies to motivate the

return of expatriates to the country, it is evident that the results do not meet the expectations. Taking into account poor economic situation in the country, high unemployment and low average wages, it is understandable why. The conversion of loss of the intellectual capital into new possibilities and opportunities has become a topic of great interest in the world, Serbia including.

Networking of members in a diaspora scattered around the world, their institutional organization and action towards realization of common goals is crucial. Adequate planning and implementation of strategies in the area of public relations can affect the target audience, in this case, the members of the intellectual and scientific diaspora. Only by increasing their internal connectivity, based on effective communication, important goals can be reached, not only for individuals, organizations or associations in diaspora, but also for the Republic of Serbia. Starting from publications and research papers conducted in recent years by state institutions, NGOs and individuals in Serbia, this paper attempts to highlight the current situation in the area of internal connectivity among the members of Serbian intellectual diaspora.

2. Serbian intellectual diaspora. In the broadest sense diasporas are understood as self-identified cultural communities living outside the country of origin, but remains connected to their home countries (Fullilove, 2008). Simple and concise definition of diaspora would be: "The population scattered for any reason, in several places of residence" (Yossi and Aharon, 2003). In recent literature, intellectual diasporas are defined as self-organized communities of expatriate scientists, engineers and professionals living in developed countries and working to impact the development of their home country or region, mainly in science, technology and education (Barre et al., 2003).

As most of the diasporas of the world, Serbian diaspora has been formed as a combination of voluntary and forced migrations, which occurred in several waves, 4 of them in the last hundred or so years. Serbian diaspora communities dispersed around the world, together with the Serbs who live in the territory of former Yugoslavia and countries in the region count almost 4 mln people. Sadly, Serbia has no valid statistics on the emigration of highly educated people because the Institute of Statistics of Republic of Serbia is not qualified to produce this type of evidence, but it is estimated that their share in the total number of emigrants ranges from 12 to 15% (Grecic, 2010).

In Filipovic's (2011) database of over 6400 PhDs and doctoral students of Serbian descent who live abroad large number of them are significantly represented within professional specialization fields as well as other areas – academia, research, cultural, entrepreneurial, sport. Filipovic noted that the largest concentration of Serbian PhDs is in 3 parts of the world: the West and the East coasts of North America (USA and Canada) and Western Europe. The largest number of the identified Serbian PhD holders in diaspora lives in the USA (39%), 15% live in Canada, 10% in the UK and close to 7% in Germany. The largest number of them works in academia (around 40%), around 33% are in business, close to 13% do research and around 14% are in some other areas. Close to 40% of the identified Serbian PhD holders in diaspora are female.

3. Intellectual diaspora networks – the role and importance. Features that distinguish diaspora from other communities are very strong connection among members

of the same nationality outside a home country, a strong sense of nostalgia about the country, in pursuit, even irrational, to return to their country and desire to participate in the events which characterize their home country. Diaspora can contribute to its motherland financially, socially and emotionally (Nielsen and Riddle, 2009). Networking of diaspora members plays significant role in that. Networks have been increasingly considered as the most promising response to the need for new kinds of organizational structure. The main objective of these networks is the usage of highly skilled migrant communities in different receiving countries in order to contribute to the process of motherland development. According to Meyer (2003), intellectual diaspora networks should meet the following criteria:

- Members must be of the same nationality and live and work or study abroad.
- Members must be highly qualified, active in some professional fields, with the emphasis on science.
- Network must put economic and social development of the country of origin as its main purpose.
- There must be some degree of funding or connecting among network members and among network members and their partners in the country of origin.

The emergence of most of these networks is generally initiated by a group of students or scientists and researchers who have recognized the need for this type of initiative. The Internet is the main tool used for their establishment, promotion and availability to all existing and potential members. Fazal and Tsagarousianou (2002) write: "With the spread of new technologies, diasporic communities have often developed virtual connections and a host of Information and Communication Technology – premised resources". These networks, in most cases, are not associated with any political party or a national government and act totally independently, although, there are networks directly linked to various government institutions and state agencies. Networks are normally managed by an Executive Board or an Executive Council. In the case of independent networks, which do not receive any funding from national governments, membership fees is usually the only source of income. Intellectual diaspora networks are active in the fields of natural, social and human sciences, also in management and administration.

The importance of networking of intellectual and scientific diaspora around the world intensified since the 1990s. Emphasis is placed on the process called "brain gain", which is based on the idea that intellectual elites who emigrated from developing to developed countries represent a valuable human resource potential, instrumental for the socioeconomic progress of their homelands (Kuznetsov, 2006). According to Meyer and Brown there are two types of benefits from the experts in the diaspora (brain gain): return of displaced professionals in the country of origin (return option) and their mobilization from "distance" and participation in the development of the country of origin (diaspora option) (Meyer and Brown, 1999). Mobilization of this latent national resource, as Gamlen (2005) calls it, through such connectivity programs do not require a large infrastructural investment, which is an advantage of any diaspora option.

As developed countries often provide far better working conditions and training, those who have decided to migrate to these countries rarely return. However, they can stay concerned and interested in the development of the country of origin, due to family, cultural, ethnic and other ties. From this point of view a need to connect them

to motherland scientific community arises, in order to effectively and productively engage them in the process of development of their native country without temporary or permanent physical return. This type of cooperation is possible through various forms, most of which refer to international research projects based on cumulative knowledge and collective group practice and multinational corporations.

4. Channels of internal communication within Serbian intellectual diaspora.

Public relations play a very important role in networking of intellectual diaspora community members around the world. These activities are usually carried out by various organizations, either at the level of individual countries, or at the global level. In order to pursue planned strategies and activities of public relations it is necessary that, first of all, each of these organizations and associations determine target group of the public. Diaspora, by itself covers a large human capital, so, every organizational subject must determine the criteria to perform segmentation of target groups. For organizations that are limited exclusively to territories of certain countries or continents, geographic segmentation is relevant, if their potential membership does not require certain profile and they want to address only to the target public on a particular territory. Demographic segmentation is the key determinant if the segmentation is based on age, gender, or, for example, the time of immigration. In addition, psychographic segmentation is also an essential element and shows common characteristics of groups based on education, membership of social class, occupation (Filipovic and Kostic-Stankovic, 2010). Thus, the primary target group of organizations and associations within Serbian intellectual diaspora are the persons with higher education, university, master's or doctoral degrees, acquired at home or abroad, living and working outside of the motherland, as well as the students of Serbian origin enrolled in basic or graduate studies at overseas universities. The main task of any institutional form in the diaspora is to determine the communication habits of its target group and reconsider the possibilities of restoration of communication link or improvement of existing relationships.

Tsagarousianou (1999) states that medias in diaspora "might be a valuable cultural and political resource available to minority groups, by instituting public spaces of representation and participation and creating an opportunity structure for cultural and political expression, dialogue and self-definition by members of ethnic communities". The research on medias in diaspora, conducted in 2007 by Serbian Ministry of Diaspora, shows that most respondents access media content via the Internet. This category includes Internet radio and television, websites, blogs, magazines, newspapers that have online form, social networks. 1/3 of the diaspora members cited that print media also have an important place. The most frequent topics of Serbian diaspora newspapers are actual events in Serbia, then the topics related to a local Serbian community or country in which this minority lives.

The results of previous researches suggest that it is necessary for diaspora organizations to form their own sites, which will provide potential members and other parties of interest with accurate information on their activities, goals and plans, and any other information of relevance. Communication with members must be regular, conducted by telephone, e-mail or personal contact, to ensure their commitment to joint tasks. In addition, by using modern technologies, organizations can reach mass communication and a much wider audience with significantly lower costs than by using of

traditional media. Organizations can communicate with its target audience through email, online forums and other social or interactive media. Opportunities that social media provide to an organization are: careful listening to their target group, objective insight into its reputation, understanding the target audience, identifying PR opportunities and range, direct communication with individuals, releasing them off an impression of the faceless crowd, getting positive feedback and immediate identification of crisis situations, the use of e-learning activities.

Preferably, organizations should issue internal sheets, brochures or leaflets, available to all interested parties. Organizing special events, such as various conferences, celebrations and mass gatherings of the similar type is also a significant aspect of development and improvement of internal relations within the intellectual community abroad, as they allow direct communication among members, sharing ideas, planning and finding ways to improve cooperation.

5. Methodology and research objectives. In an attempt to determine the level of existing internal connection, members of Serbian intellectual diaspora were asked to fill in the questionnaires. The survey was conducted to determine the level of existing internal connection within Serbian intellectual diaspora. It was administered to a representative sample of the intellectual diaspora during the period June-September 2011.

The survey was conducted in 2 stages. The first included personal contact with the respondents at two special diaspora events, Assembly of Serbs in diaspora and region and the Conference of Young Leaders in the Diaspora. 56 respondents were interviewed this way. The second stage included sending electronic versions of the questionnaire to e-mail addresses of the respondents. 68 members of the diaspora were interviewed in this stage. The questionnaire contained the questions relevant to the field of internal public relations and the results of this study portray the current state of internal coherence and the level of communication from the perspective of respondents, possible correlation of key concepts and variables, as well as the conclusions about the possibilities of improving the current situation and the internal connections and relations.

The main aim of the research was to examine the level of integration and communication methods of intellectual diaspora.

Specific objectives of the research were to:

- Analyze the demographic profile of the sample.
- Determine the frequency and modes of communication in the diaspora.
- Establish a possible correlation among different variables.
- Find out the percentage of respondents who belong to various organizations and associations.
- Determine whether there is a developed cooperation with the mother country and its institutions.
- Define the attitudes to future cooperation with the motherland.

Sample description. The sample includes 124 participants, members of Serbian intellectual diaspora. The sample was gender-unequal: 37 respondents (29.8%) were female and 87 respondents (70.2%) were male. The subjects were classified into 4 categories by age: 50 respondents (40.3%) were younger than 30; 40 respondents (32.3%) were 30 to 40; 18 respondents (14.5%) were 40 to 50, and 16 respondents (12.5%)

were more than 50. The highest percentage of women in the sample (38%) is under 30, while the majority of men (82.5%) aged between 30 and 40.

The subjects were grouped into 4 categories by the level of education: students – 11 respondents (8.9%); with a university degree – 60 subjects (48.4%); with the Master's – 36 respondents (29%); PhD – 17 respondents (13.7%).

The respondents, for easier data processing, were categorized by regions of the world where they come from in the following way: European countries (36.3%); countries in the region – (autochthonous population (see Filipovic, 2011) – Slovenia, Croatia, Macedonia – 13.7%); the United States (17.7%); Australia (21%); Canada (8.9%); Africa (1.6%); Asia (0.8% of the sample).

Based on the length of living abroad, most of respondents answered "more than 15 years" (45,2%), while the remaining 3 categories are relatively uniform: 21% answered "10 to 15 years"; 17.7% "from 5 to 10 years" and 16.1% "less than 5 years".

6. Results and discussion. The results of the survey show that most women and men were connected with more than 50 people of Serbian descent who also live abroad. The results also show that the majority of the respondents, regardless age, were in contact with more than 50 people of Serbian origin in the country where they live.

By comparing the education level of the respondents and the number of people of Serbian origin with whom they were in regular contact the following results were obtained: the students were mostly in contact with 20 to 50 people (63.6%); the respondents with a university degree – with more than 50 people (66.7%); 47.2% of the respondents who have completed Master's, and the vast majority of those with a doctorate (88.2%) maintained contact with more than 50 people. It can be concluded that people of Serbian origin who live somewhere abroad try to connect and make contact with as many Serbs as possible. This supports the idea of building large and solid diaspora networks.

Both men and women stated using all communication means offered in the questionnaire: Internet, telephone and direct "face to face" communication. As an alternative means of communication and making connections the respondents cited meetings, conferences, seminars and parties arranged by organizations and associations in the diaspora. The combination of all these means of communication is characteristic to the respondents of all ages and levels of education.

As for the frequency of meeting other Serbs in the countries they live, 40.5% of women stated "once a month", while the largest number of men (50.6%) chose the option "once a week".

As for the relationship between age and frequency of seeing other Serbs in the countries they live the following results were obtained: half of those respondents who have up to 30 rounded out "once a week"; the majority of the respondents in the category of 30 to 40 years (42.5%) also marked "once a week"; the majority of those between 40 and 50 (66.7%) reduced the frequency of seeing to once a month and 56.25% of the respondents older than 50 rounded out "once a week".

The research shows that the frequency of meeting with other people of the same origin differ by regions. The largest number of the respondents who live in European countries the frequency of seeing reduced to once a month (55.5%). Serbs living in the same region mostly rounded out "once a week" (59.2%). This applies also to the

United States and Australia, although the dispersion of those diaspora segments is large. In this way answered 45.4% of the respondents from the U.S. and up to 80% from Australia. As regards Canada, the same number of respondents (36.4%), voted for the option of "once a week" and "once every few months". The respondents from Africa rarely arrange meetings with other Serbs, once every few months or even once a year. The respondent from Asia marked "once a week".

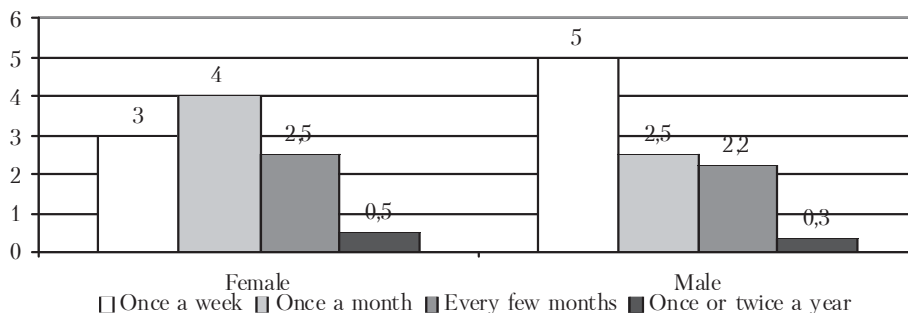


Figure 1. The frequency of Serbs diaspora communication by gender of the respondents

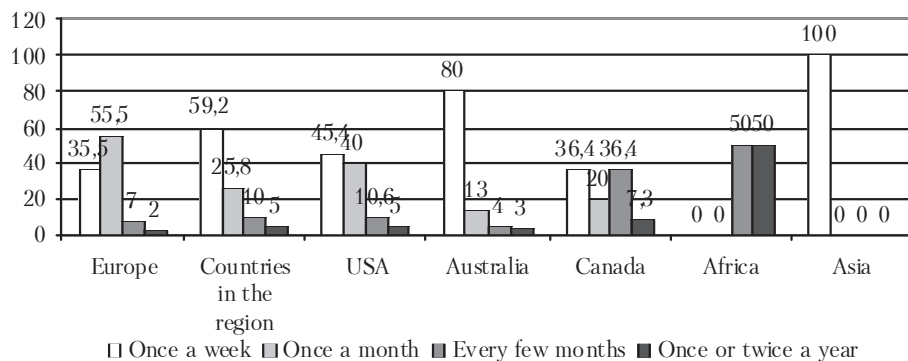


Figure 2. Frequency of communication by regions

The survey results show that male respondents in a much greater number join up various organizations and associations of the Serbs (77%) than females (23%). Most of the respondents of all ages are members of at least one such organizations – 64% of those younger than 30, 75% of the respondents aged 30 to 40, 72.2% of the respondents aged among 40 and 50, and 75% older than 50.

Majority of the respondents, regardless the level of education, declared themselves members of at least one Serbian diaspora association: within the students this percentage was even 90.9%; 63.3% persons with a university degree, 61.1% with Master's and all 100% with PhDs.

Looking at the regions of the world, 80% of the respondents living in one of the European countries are members of Serbian associations or organizations; and 64.7% of Serbs in the region; 54.5% in the US; 76.9% in Australia and 63.6% in Canada. None of the subjects from Africa was a member of any organization. The respondent from Asia answered positively.

The results of this study clearly reflect the positive situation when it comes to intellectual segment of the diaspora, since all the categories of the respondents most-ly identified themselves as members, indicating high level of connectivity, networking and actions towards common goals.

As for business cooperation with other Serbs in the diaspora as seen by education level, the results were the following: 54.4% of those studying abroad were still in progress so far achieved business cooperation with fewer than 10 people; 56.7% of the persons with university degrees cooperate with up to 10 other Serbs, as well as 47.2% of those with MSc degrees. Finally, 64.7% of PhDs mentioned business cooperation with more than 30 Serbs abroad. The fact that the respondents with PhDs pointed out in this regard can be explained by the fact they jointly engage mostly in the field of science and research.

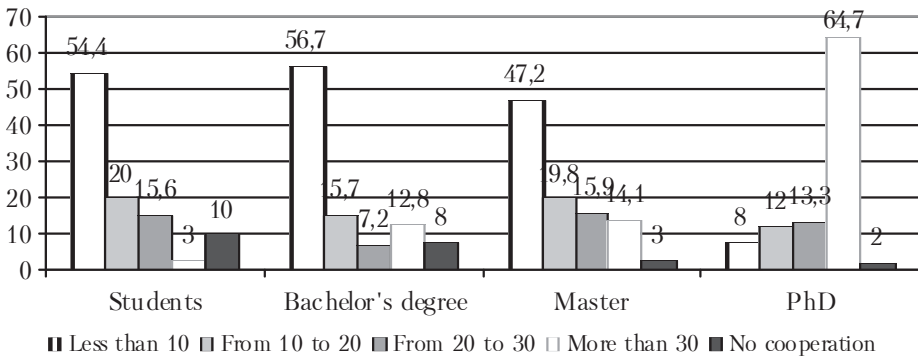


Figure 3. Relationship between education level and business cooperation

The largest number, 72% of the respondents aged less than 30 cooperate with fewer than 10 Serbs. No cooperation with any person of Serbian origin has 10% of this age group. 35% of the respondents aged 30 to 40 do some business with more than 30 people of Serbian descent, while 10% do not cooperate at all. 59% of the respondents aged 40 to 50 also do some business with more than 30 people of Serbian origin, while 16.6% do not cooperate at all. All the respondents in the age group over 50 pleaded business cooperation with other Serbs, 56.25% of them even with more than 30 people of Serbian descent.

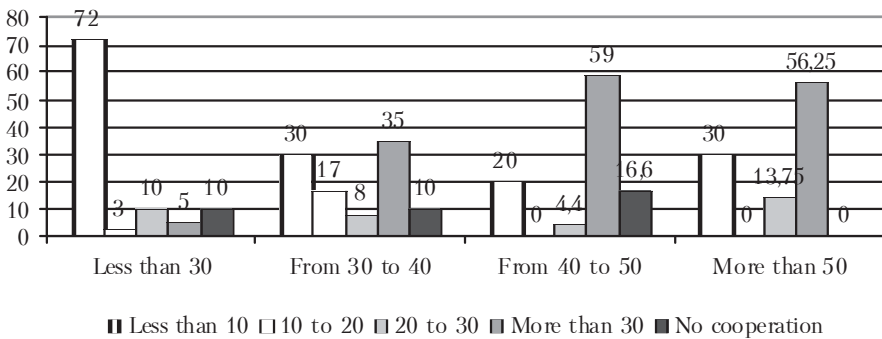


Figure 4. Relation between age and business cooperation in Serbian diaspora

Younger respondents, who were still students or just started their careers did not have extensive business networks of cooperation with other Serbs, but the number of business contacts increases significantly within the remaining 3 age groups. 64.5% of all the subjects who participated in this survey work in an organization/institution that employed other Serbs.

Regarding the collaboration with organizations and institutions in the motherland, 56.5% of the respondents answered positively, while the remaining 43.5% had not achieved that kind of cooperation. The fact that a large number of those who actively cooperate with the mother country tells us that displaced intellectuals are willing to help their homeland and contribute to its development.

From the standpoint of educational level groups, 36.4% of the students stated working with various organizations and institutions in their home country, as well as 60% of university graduates, 44.4% of masters and 82.3% of doctors.

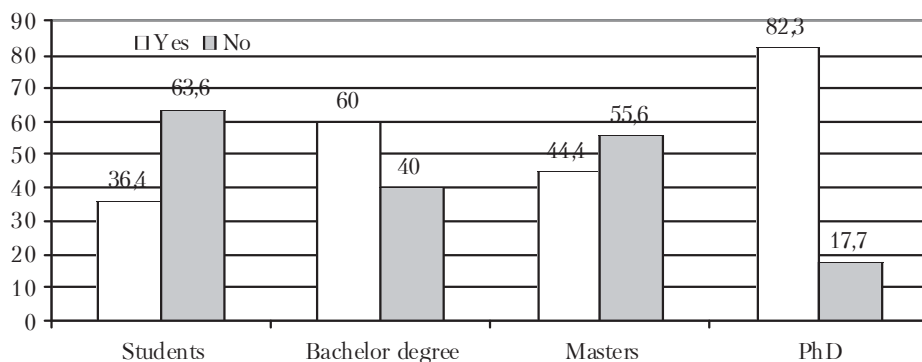


Figure 5. Relation between education level and cooperation with institutions in Serbia

From the perspective of years, 26% of those who are under 30 cooperate with organizations and institutions in Serbia. The percentage increases within the remaining age groups from 30 to 40 (up to 77.5%), from 40 to 50 (77.7%) and over 50 (75%).

As institutions they most commonly cooperate with, were mentioned the following: Ministry of Religion and Diaspora, Ministry of Foreign Affairs, Ministry for Kosovo and Metohija, Serbian Chamber of Commerce, National Bank of Serbia, state agencies, local government authorities, youth and cultural organizations, Matica Srpska, the Serbian Orthodox Church, as well as different companies.

In terms of cooperation with institutions and organizations in the Republic of Serbia in the future, 71% responded positively, 27.9% negatively, and 1.6% did not declare.

90% of the students intended to restore collaboration with Serbian institutions in the future, 65% of the university-educated respondents, 69.4% of the Masters, and 93.7% PhDs. The results are optimistic towards the possibilities of mobilisation of human resources from intellectual diaspora, which will certainly have a positive effect on the state of Serbia.

Types of cooperation which the surveyed members of the intellectual diaspora intend to achieve with the motherland were the following: economic cooperation

(46.3%), cultural cooperation (54%), scientific collaboration (32.5%), investments (23%), humanitarian assistance and grants (6.4%), cooperation with educational institutions (21.6%), cooperation with political parties (16%), cooperation with sports clubs, youth associations etc.

7. Conclusion. As a result of many economic and political factors and impact of globalization, migration of people at all continents has increased. Directions of migration are mainly focused on less developed countries to industrialized. This phenomenon is clearly present in Serbia, which is a traditional emigration country. Establishing and development of diaspora networks, as well as different types of organizations in all parts of the world where Serbian diaspora exists, should be strongly supported. Understanding the basic form, manner and process of communication flows is the key to successful exchange of information among members of the internal public within diaspora. The initial phase of this process includes defining the current state of the system, identifying obstacles, delays and strain point of the process of communication, with the analysis of key barriers to communication.

The results of this research reflect the existence of a positive attitude among the members of intellectual diaspora in terms of their networking, internal connecting and joining forces. Most of the respondents of both sexes, all ages and levels of education regularly contact and cooperate with their compatriots in diaspora, but also with many institutions and individuals in Serbia. It is necessary to use available resources in the best possible way, by uniting and gathering as many Serbs throughout the world, not only for financial aid programs, but also for establishing a wider range of cultural, educational and economic ties with their homeland.

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КНИЖКОВИЙ СВІТ



СУЧАСНА ЕКОНОМІЧНА ТА ЮРИДИЧНА ОСВІТА
ПРЕСТИЖНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД

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Монографія присвячена фінансово-економічним проблемам розвитку економіки України в умовах глобалізації. Викладені теоретико-методологічні питання розробки стратегії входження України у світове господарство та формування фінансово-економічного механізму цього процесу. В основу викладу матеріалу монографії покладені багаторічні дослідження науковців в галузі економічної теорії, фінансів та банківської справи, які були апробовані на сторінках авторитетного журналу "Актуальні проблеми економіки" в 2004–2007 роках. В монографії обґрунтовано шляхи забезпечення структурно збалансованого економічного зростання економічної системи України та її ефективного міжнародного співробітництва, визначені напрями вдосконалення всіх ланок господарської системи.