

ISSN 2545 - 4390

VOLUME 8
ISSUE 3, OCTOBER | **2024**

PUBLISHER: TEMEL - Bitola

Street Address: Car Samoil No. 146, Bitola

Country: Republic of North Macedonia

temel.journal@gmail.com

<http://temel-ij.org>

<https://doi.org/10.52576/TEMEL>

EDITORIAL BOARD

Roberto Pasic, Faculty of Technical Science – Bitola, **Republic of North Macedonia** – editor in chief

Ivo Kuzmanov, Faculty of Technical Science – Bitola, **Republic of North Macedonia** – editor in chief

Kazumi Nakamutsu, University of Hyogo, **Japan**

Alexandru-Mircea Nedelea, Stefan cel Mare University of Suceava, **Romania**

Elitza Iordanova, Faculty of Design, Media & Management, Buck New University, **UK**

Marius Sikveland, University of Stavanger, **Norway**

Ajda Foshier, Faculty of Entrepreneurship, **Slovenia**

Stevo Borojevic, University of Banja Luka, **BiH**

K.B. Akhilesh, Indian Institute of Science, **India**

Aleksandar Erceg, Strossmayer University in Osijek, **Croatia**

Marina Letonja, Faculty of Entrepreneurship, **Slovenia**

Stanislav Ivanov, Varna University of Management, **Bulgaria**

Marjana Mekac, Faculty of Entrepreneurship, **Slovenia**

Nemanja Kasikovic, Faculty of Technical Science, University of Novi Sad, **Serbia**

Ivan Mihajlovic, Technical Faculty in Bor, University of Belgrade, **Serbia**

Renata Stasiac, Czestochowa University of Technology, **Poland**

Mitja Jeraj, Faculty of Entrepreneurship, **Slovenia**

Zivan Zivkovic, Technical Faculty in Bor, University of Belgrade, **Serbia**

Wlodzimierz Sroka, University of Dabrowa Gornicza, **Poland**

Rumiana Lazarova, Bulgarian Academy of Science, **Bulgaria**

Ljubisa Stefanoski, Int. Slavic University-Gavrilo Romanovic Derzavin, **Republic of North Macedonia**

Agim Mamuti, University of New York, **Albania**

Vita Jukneviene, Siauliai University, **Lithuania**

Jarmila Sebestova, Silesian University in Opava, **Czech Republic**

Svetlana Mijakovska, Faculty of Technical Science – Bitola, **Republic of North Macedonia**

Joanna Cygler, Warsaw School of Economics, **Poland**

Michal Varmus, University of Žilina, **Slovakia**

Jarmila Zimmermannova, Moravian University College Olomouc, **Czech Republic**

Cristiano Fragassa, University of Bologna, **Italy**

Sevde Stavreva, Faculty of Technical Science – Bitola, **Republic of North Macedonia**

Ramona Birau, University of Targu Jiu, **Romania**

Regina Zsuzsánna Reicher, Keleti Faculty of Business and Management, **Hungary**

Sinisa Zaric, University of Belgrade, **Serbia**

Jasmina Okicic, University of Tuzla, **BiH**

Özgür Yalçınkaya, Dokuz Eylül University, Engineering Faculty, **Turkey**

Jamila Jaganjac, University Vitez, **BiH**

Natalia Konovalova, RISEBA University, **Latvia**

Siyka Demirova, Technical University of Varna, **Bulgaria**

Margareta Nadanyiova, University of Zilina, **Slovakia**

	PAGE No.
PAPER TITLE – Author/s	
BUSINESS DECISION-MAKING IN HEALTHCARE INSTITUTIONS WITH RESPECT FOR THE DECISIONS OF THE MANAGEMENT BODY - Mustafa Avdagic;	1 - 7
DIGITAL TRANSFORMATION IN THE ECONOMY OF COMPANIES AND THE ENTIRE ECONOMY - Marijana Zimonjic;	8 - 14
SOCIAL IMPACT ON TRAFFIC SAFETY OBSERVED THROUGH THE PROCESS OF APPLICATION OF DIGITALIZATION IN A SOCIETY DIRECTED TO TRANSITION PROCESSES LIKE THE REPUBLIC OF SERBIA - Tamara Dragic;	15 - 22
FINANCIAL MANAGEMENT OBSERVED IN THE FUNCTION OF DEVELOPING MANAGEMENT DECISIONS IN HEALTHCARE INSTITUTIONS - Mustafa Avdagic;	23 - 29
APPLICATION OF DIGITAL STRATEGY IN THE BUSINESS OF COMPANIES IN TRANSITION COUNTRIES LIKE THE REPUBLIC OF SERBIA - Marijana Zimonjic;	30 - 35
MULTIDIMENSIONAL OBSERVATION OF THE WORK AND FUNCTIONING OF HEALTH CARE WITH REFERENCE TO THE WORK OF THE COUNTRIES OF THE WESTERN BALKANS - Mustafa Avdagic, Željko Grubljesic;	36 - 42
TRAFFIC SAFETY FACTORS AND OBSERVATION OF THE INFLUENCE OF SOCIAL NETWORKS BASED ON THE EXAMPLE OF THE REPUBLIC OF SERBIA - Tamara Dragic;	43 – 50
DEFINING THE BASIC PROBLEMS OF FOOD PRESERVATION AND MARKETING THAT SHOULD ANALYZE, PROMOTE AND ACHIEVE A REAL IMPACT - Snezana Djokic, Srdjan Jovanovic;	51 – 56
MARKETING AND ITS USE WITH EMPHASIS ON MARKET RESEARCH IN THE SALE OF HETEROGENEOUS GOODS WITH RESPECT TO COMPANY MANAGEMENT WHEN MAKING MANAGEMENT DECISIONS - Srdjan Jovanovic, Snezana Djokic.	57 – 63