The Role of Contemporary Methods of Management and Marketing in Improving the Competitiveness of the Enterprises in Serbia During the Process of Its Integration into the European Union

# Details

## Year

Not reported

## Scope

National

## Countries

Serbia

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

Other

## Other Childrens Age Group

7-13 years old

## Funder

Ministry of Education, Science and Technological Development

## Funder Types

National Government / Ministry

## Consents

* Consent obtained from teachers / caretakers
* Consent obtained from children
* Consent obtained from school officials / principal

## Informed Consent

Consent obtained

## Ethics

Ethical considerations and/or protocol mentioned in the research design

## URL

http://teme2.junis.ni.ac.rs/index.php/TEME/article/view/250

## Data Set Availability

Not mentioned

# Goals

"The aim of this study is to contribute to a better understanding of the motives on why children in Serbia use the Internet in order to provide
some guidelines for experts in the process of creating and establishing effective online communications directed to this specific age cohort.
Furthermore, the relevance of children's age, gender and household income in the context of children's access to computer and the Internet were
investigated." (Filipović, 2016, p. 825)