CREDIBILITY OF SERBIAN BANKING SECTOR FROM THE ASPECT OF FOREIGN DIRECT INVESTMENTS

Vladimir Mirković
Marija Vujčić
Jelena Lukić

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Abstract: Economic science recognizes foreign direct investments (FDIs) as considered as source of economic growth and development as well as a factor of increasing GDP, increasing employment rate and factor of creation confidence in institutions of certain country. Credibility of the country leads to their increased engagement into international flows and better competitiveness level. Majority of transition economies, such as Serbia, were focused on FDIs attraction, whilst banking sector was marked as one to the most propulsive targets for entrance. Removing of entrance barriers on Serbian banking market as well as conducted several regulatory changes in accordance with European Union legislative were critical milestones in the process of attracting FDIs in Serbian banking sector, which currently operates under above-average performance in comparison with neighboring countries. This paper analyzes the structure of FDIs in Serbian banking sector, by granulation on greenfield and brownfield investments and pinpoint on major movements and perspectives of development.

Key words: foreign direct investments, greenfield, brownfield, Serbian banking sector, transition economies.
Marija Vujičić, MSc
Graduated from the Faculty of Economics, University of Belgrade in 2004 and earned her title of MSc in economics defending the thesis “Operational risk in microfinance institutions” in 2010. At the same faculty, she worked as a teaching assistant, subject “International Economics” from 2004 to 2005. She started her professional career in banking sector in 2005 in Finance Division in foreign owned bank in Serbia. She was responsible for business planning and financial analysis for nine years, after which she moved to Risk Management department with main responsibilities for capital management and financial risks. Since 2016 Marija is working in Off-site Banking Supervision Department in National bank of Serbia as Senior Supervisor. She is the member of Economists Association of Belgrade since 2012 and author and co-author of several bibliographical units.

Jelena Lukić, PhD
Graduated from the Faculty of Economics, University of Belgrade in 2011. At the same faculty, she earned the title PhD in 2017 defending the thesis “The impact of Big Data technologies on competitive advantage of companies”. She started her professional career as Business Analyst and later as Project Manager in small ICT firm in Belgrade, Serbia. Since 2017 Jelena is an Assistant Professor at Modern Business School in Belgrade. She is the author or co-author of several scientific research papers published in relevant national journals of international importance, mainly in the field of information and communication technologies and organizational design. Her major research areas are: Organizational Design, Organizational Behaviour, Soft Skills, Information and Communication Technologies and Big Data.