

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

Vladimir Mirković³⁹¹

Marija Vujičić³⁹²

Jelena Lukić³⁹³

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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.*

**Vladimir Mirković,
MSc**

Graduated from the Faculty of Economics, University of Belgrade in 2004. He earned his title of MSc in economics defending the thesis "Market risks management analysis in banking sector of Serbia" in 2010. He started his professional career as the financial analyst in broker-dealer companies Sinteza Invest Group and First Global Brokers in Belgrade. For previous 12 years, Vladimir is working in Serbian banking sector. From July 2007 till August 2013 he worked in Risk Management Division at Eurobank a.d Belgrade as: Credit Risk Officer and Market Risk Officer. After that, from August 2013 to July 2015 he worked as Senior officer in Market and Operational Risk Division in Sberbank a.d. Belgrade. From July 2015 till nowadays, Vladimir is working in Off-site Banking Supervision Department in National bank of Serbia on the position of Senior Banking Analyst. Vladimir Mirković is the member of Economists Association of Belgrade since 2012 and the active participant of numerous domestic and international scientific conferences; author and co-author of more than 40 bibliographical units.



³⁹¹ Economists Association of Belgrade, Belgrade, Serbia

³⁹² Economists Association of Belgrade, Belgrade, Serbia

³⁹³ Modern Business School, Belgrade, Serbia

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 “The impact of Big Data technologies on of companies”. She started professional career in 2011 as Business Analyst and later as Project Manager in small private ICT firm located 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.



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