

**ATTITUDES, EVALUATIONS AND PROPOSALS OF READERS
REGARDING THE CONCEPT OF THE MAGAZINE "SCIENCE
AND TECHNOLOGY" OF THE INTERNATIONAL UNIVERSITY
OF TRAVNIK IN TRAVNIK**

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Summary

In order to improve the quality of publishing, i.e. to study the attitudes and opinions of consumers, readers regarding the content and concept of the journal "Science and Technology" in 2020 and 2021, a survey of a number of authors, students and teachers of the International University Travnik in Travnik most of whom are readers of the magazine. The survey is intended to provide feedback on the value of published issues of the journal last year and other important issues related to the content of the journal this year.

Surveyed readers, forty-four of them are from the International University, students, professors and associates, as well as external associates and others interested in the journal.

Keywords: publishing activity, improvement of program orientation, content, value of works.

JEL classification: Y3

INTRODUCTION

Putting effort to successfully improve the program orientation and concept of a professional journal is difficult if its consumers (readers and associates) are not involved in this important process. Researching the needs, attitudes, interests and opinions of the readership "Science and Technology" is a basic starting point in determining the program orientation for each publishing year. Readers must have the opportunity to express their needs regarding the content of the magazine they should read in various ways, among which the most economical is the survey. In that way, the magazine is in the direct function of providing professional information to its consumers, and only in that way can it be accepted by them and be "assistants in their daily work".

In order to study the attitudes and opinions of consumers, readers, regarding the content and concept of the journal "Science and Technology" in 2020 and 2021, a survey has been made out of a number of authors, students and teachers of the International University Travnik in Travnik, most of whom are magazine readers. The survey is intended to provide feedback on the value of published issues of the journal last year and other important issues related to the content of the journal this year.

Surveyed readers, forty-four of them are from the International University, students, professors and associates, as well as external associates and others interested in the journal.

1. ANSWERS OF THE SURVEYED MAGAZINE CONSUMERS "SCIENCE AND TECHNOLOGY "

The first question "How do you assess the quality of the last two issues of magazines in 2020 and 2021" gave the following results in the answers of respondents: they are high quality (23 - 57.22%), they are somewhat high quality (14 - 31.81%), are not of good quality (1 - 2.27%), without answers (6 - 13.63%). In the explanation of the answer, "consumers are of good quality" and stated

the following ratings of the magazine

"Science and Technology" in 2020 and 2021:

- "The magazine is current and technically attractive in terms of content. The magazine deals with current topics modern economy, traffic, information technologies, ecology, media and communication, rights and education and health and covers most areas of people's lives and work. "
- "Technical appearance and mostly thematic arrangement of content raise the quality of these issues. It is also important to connect all educational and business experts in the region for cooperation. "
- "It simply came to our notice then you are also a refreshing novelty, and most importantly, you strive to establish contact with businessmen and educators in the Western Balkans and thus encourage them to cooperate. "
- "By choice of topics very current and fresh; contents presented in an accessible, and scientifically and pedagogically correct way; the issue is addressed both theoretically and from the aspect of practice".
- "Mostly good, a good number of papers and articles have solid value. "
- "Theoretically, it suits our working conditions. It is approaching the practice of managers in the real sector, which is the basic value of the magazine. Perhaps the magazine will be a source of all important informations not only to managers but also to other employees of the real sector, economy, educational institutions, non-governmental organization etc. Well, it is the only magazine in SBK that can be a manual in today's working conditions of practitioners and theorists. "
- "The magazine contains contents about the problems of the economy, and they are processed by people who are invited to say something about these problems and the direct implementers of the profession."
- "They are quality because they are in line with the needs and interests of primarily people from the business sector but also from educational institutions.
- "Current content and clear concept".
- "There can be found the latest achievements in

the economic, legal, transport, environmental, media spheres of life and work."

- "He is more focused on life's problems than before."
- "The magazine largely follows the needs of the real sector, the works are very current, so they can be applied in the work of any manager."
- Topics and problems that need to be solved in practice at the same time are processed, so it became clearer for orientation, instructions, etc. "Issues of problems in the economy have been resolved more specifically."
- "Texts are sufficiently informative and explicit."
- "The magazine publishes everything that can be used in its work."
- Magazine benefits me in practice and refreshes my knowledge'".
- "I think that the magazine in 2021 brought wonderful content in the field of economics. "
- "The efforts of the Editorial Board to bring the magazine closer to practice are noticeable. Some important issues from everyday life and work are covered (eg the impact of Covid 19 on people's lives and work, crisis management, etc.).
- "Problems are diverse, current and they come from immediate economic, traffic, ecological, ... reality. "

The answers from issues of 2020 and 2021 of the magazine are "somewhat high quality" and are explained by the following formulations:

- Too theoretical, insufficient attachments from practice. There is an impression that practitioners do not respond enough with papers and contributions. "
- "A lot is written in general. What is needed are individual phenomena to divide them on the components too, and then process them. "
- The contents are more general, and there is less compactness from practice. "
- One part of the article is more modern in theme and approach. There is no effort to nurture and advocate a particular idea of economic, ecological, ... science. Or at least

highlighting the old and the new, pointing out different orientations in our country and in the world, in dealing with any topic. "

"Which magazine editing concept would suit you better?" is another question. This question was answered by 38 respondents:

- the first third of the magazine to be dedicated strictly to one topic, the second third to another topic, and in the third part to be a variety of articles (18 readers),
- and as so far, various contributions in the whole number (18 readers),
- half of the magazine to be dedicated to one current topic, and the other half to various articles (8 respondents).

The third question was: "What topic should definitely be included in the magazine this year"?

The following topics should be addressed in several articles:

- more efficient organization of work in the real sector (19),
- more efficient organization of work in the public sector (29),
- possibility of rationalization in the public sector (31),
- load production workers (32),
- interpersonal relationships in work organizations (14),
- performance evaluation problems (29),
- training employees in the workplace (13),
- encouragement private sector and innovation as a prerequisite for rapid job creation (26),
- creation of opportunities and providing a positive perspective to young people in order to prevent them from leaving B&H (28),
- rule rights in Bosnia and Herzegovina (17),
- order and the structure of BiH are the first obstacles to economic development (21),
- regional stability and security (25),
- regional cooperation (26),
- the impact of digitization on economics (23),
- digitization as the main driver of change and progress in B&H (24),
- the impact of education on the economy

- of Bosnia and Herzegovina (15),
- investments in the science and education sector (24),
- mass media impact on the ability to act quickly and widely on the masses (13),
- sustainable development as a new strategy and philosophy of social development (21),
- articulating consciousness of people about the threat to the environment, which is reflected in environmental challenges and problems (23),
- raising the image of Bosnia and Herzegovina as an environmentally friendly environment,
- a system for monitoring and managing threats to safety and security of users (24)
- transport sector in Bosnia and Herzegovina,
- stimulation public transport as an environmental measure (14)

Next question was: "Which magazine to make more popular among students"?

Answer on this issue they are interesting and important for the Editorial Board of the journal, and to the same extent for certain institutions that deal with issues in the journal.

To this question, the interviewed readers gave the following answers:

- the program of the journal for the following issues to be delivered to all interested parties at the IUT (21),
- you have started well, continue, organize "round tables and talks" in the local community, SBK and beyond (29),
- I think that the journal "Science and Technology" is popular enough (18),
- organize "promotions evenings" (presentations) of the Journal at IUT (4)
- should make contributions on the methodology and technique of writing papers for the journal and stimulate the creativity of

- its readers and associates through the establishment of annual awards for the best work in the treated areas in the journal (2),
- applicability of the content which publishes a magazine, continuous information about each issue, organizing conversations between Editorial office with workers and management in the real sector as well as with IUT employees in Travnik (19),
- if the content of the magazine is more usable in practice, it is a condition for perhaps more subscribers (it is necessary to activate this dimension) and more distribution of the magazine (20),
- contents, reference for certain topics in the magazine should be one of the requirements of employees in the economy (21),
- develop more responsibly and a more conscientious attitude of teachers at the IUT towards professional development (26),
- permanent diverse information on the content, more active attitude of teachers and associates in the recommendations of the journal as a source of professional knowledge and information (21),
- I think that here we, professors and assistants, can give our contribution by referring professors to certain contents that could be helpful to society (11),
- more examples from practice and shorter articles (28),
- as few general topics as possible, and as many as possible based on research results (29).

There are many more proposals similar to these, but we have singled out only a number of them with the intention of being some kind of action joint program in popularization of the magazine and its greater involvement in the professional development of academic staff and their training to improve their work.

For every academic worker at higher education institutions and other work organizations, it is important that the contents of the journal are used more optimally and rationally from all bearers of the overall reform of the economy and education in Bosnia and Herzegovina.

Departure from the fact that cooperation in educational and professional periodicals is a creative attitude towards higher education practice and economic, legal, environmental, traffic, in theory, every contributor is more on the pages of magazines and other media, and so many more academic professors and associates who are constantly improving their skills, who are committed to a better future, who are thinking about reform in Bosnia and Herzegovina.

Departure of these facts, the question was asked: "How to help prominent educators to become contributors to the magazine?"

Obtained are, next to other, these answers:

- participation professor conferences and counseling,
- better by informing academic workers on the criteria for cooperation in the journal,
- invite them to cooperate, with the necessary explanations of what, and how much to write,
- they should bring instructive proposals of experienced and established associates in professional periodicals on the methodology and technique of writing papers and articles for the journal,
- help is necessary, as an example of the Editorial Office with readers from the environment in which significant results have been achieved,
- more empirical work and more motivation to collaborate are

needed,

- I think many authors lack knowledge on how to put their practical experience on paper,
- to change conditions for cooperation, because they are more for the scientific-research work of doctors of science, and less for associates, students, workers, etc.,
- Editorial office has already done a lot for its part in terms of improving the quality of the journal, instructions were offered at the IUT Conferences on how to write papers, you need to publish not only works of permanent associates but also beginners (students, workers, ...) from practice, the real sector, ...,
- we should encourage in a convenient way our potential associates, refer an invitation to them to communicate their results, to stimulate them in some way,
- A seminar should be organized for those students who want to engage in cooperation in the magazine, and professionally instruct them in that seminar how to deal with certain topics,
- cooperation with institutions at SBK and beyond, by referencing to cooperation, publishing the program of the magazine, placing focus of each professor at the IUT on the monitoring of contemporary professional literature and other periodicals,
- encourage, support and instruct students giving them specific assignments to write for the magazine,
- call for a meeting, instruct them on how to write.

Each from these answers indicates one of the directions of cooperation between the Editorial Board and readers who want to write. If part of this is realized in practice, the magazine will have a larger circle of not only associates but also readers, which is ultimately the goal of the magazine.

Next question was: "What do you think about the proposal of the journal to bring in one issue more contributions from experienced and well-known associates of professional periodicals on the methodology and technique of writing papers for the journal?"

Answers are given in the following form:

- it is necessary 23,
- it would be useful 15,
- maybe 5,
- not necessary 1.

"Is it necessary for a magazine to stimulate the creativity of its readers and associates by establishing annual awards for the best work in a certain field, for contributing to the improvement and popularization of the magazine or for the best article published in the magazine?" was the next question.

Answers are:

- it is very necessary 21,
- it is necessary 16,
- partially necessary 6,
- not necessary 1.

Question, what do you suggest to be done in terms of improving the concept of the magazine "Science and Technology"? gave a lot of interesting and interesting answers and suggestions:

- more attachment from practices, methodology research of economic, traffic, environmental, legal problems of work, modern movement of the chosen theory, etc.,
- bring more contributions and examples from other countries that are scientifically based,
- point out a number of topics (as in

the invitation to IUT conferences) and during the year to publish articles from theory and practice,

- as much research thesis as possible,
- it should contain more micro-research and research instruments,
- to regularly consult readers annually through surveys and other conversations about what kind of magazine we want,
- suggest conception of magazines once every two years,
- that one half of the magazine should be dedicated to one topic and the other to practice,
- from time to time base the concept of the magazine on the requirements of practitioners, constantly review the concept of the journal, constantly monitor the needs of practitioners,
- more examples from practice and giving examples of success in work,
- magazine should be the focus of current social and theoretical - applied changes,
- Basically, the current concept of the magazine is good, but more work from the real sector would be needed,
- Answers to the last question "What else do you want to say about the magazine?" have articulated new proposals and suggestions for improving the magazine:
- I consider him one of the better professional and scientific magazines,
- it will be even better if it tries even harder to be different from other magazines,
- to open the pages of the magazine even wider outside BiH and the Western Balkans region,
- to find an even better way to reach his readers, with

- the desire to be followed by every academic,
- trying to be closer to all readers,
 - it is a pity that not every teacher, associate and student reads it,
 - from year to year it is richer in content,
 - let it continue this way of working.

CONCLUSION

These answers in a way represent the opinions and attitudes of contributors and readers about the magazine. This analysis will benefit the editorial staff and readers of the magazine in further development and cooperation.

We hope that the next research, after the next two issues, will give better results in terms of content, number of readers and improving the quality of journal content.