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- \* PricewaterhouseCoopers  
Balancing Risk & Reward, June 2008
- \*\* Ernst and Young  
SEE Attractiveness Survey, June 2008

## Poslovne žene Srbije

Da li žene mogu da promene sliku društva u kojem živimo? To je pitanje o kojem se u poslednje vreme često raspravlja i u svetu i u Srbiji, u traganju za odgovorom šta treba učiniti u sadašnjosti da bi budućnost bila bolja i spokojnija. Povod za oživljavanje teme o mestu i ulozi žena u jednom društvu je ekonomska kriza, njihova manja sklonost ka riziku, veća tolerancija. Reč je o sposobnim poslovnim ženama koje ističe rad, znanje i sposobnost, koje su inspirisale i temu ovog broja. One su došle u prvi plan jer svoj posao rade najbolje i to im je najveća referenca. One predstavljaju deo vredne i napredne Srbije koja brzim koracima ide ka Evropskoj uniji i ni po čemu se ne razlikuje od poslovnog društva Evrope. Ipak, mnoge sposobne, školovane i vredne zaposlene žene su u senci. One manje učestvuju u javnom životu, iako imaju odličnu profesionalnu i ljudsku reputaciju. Srbija nije jedino društvo koje u novije vreme kreira strategije koje treba da unaprede prisustvo žena u privrednom i javnom životu, da ih ohrabri na nove izazove, u ime demokratije i prosperiteta. Nisu u pitanju samo evropski ili svetski standardi, već i ljudski. U ženama u Srbiji i u svetu postoji veliki radni i poslovni potencijal i energija koju treba iskoristiti za unapređenje društva u kojima žive - zajedno sa muškarcima.



■■■ **Beba Vujošević**  
Glavni i odgovorni urednik/  
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## Business women of Serbia

Can women alter the picture of the society that we live in? That is the question recently frequently discussed both across the world and in Serbia, in search of the answer to the question of what should be done today so that we would have a better and a more serene future. The cause for the revival of the topic of the place and role of women in a society is the economic crisis and their lower predisposition to risk and higher tolerance. The women concerned are business women who excel in their work, knowledge and ability and who have inspired the main theme of this issue. They have appeared on the scene for they are the best in what they do and that is their greatest reference. They represent the diligent and prosperous Serbia which is heading fast towards the European Union and in no way differs from the business society of Europe. Still, many capable, educated and diligent working women are behind the scenes. They participate less in public life, although they have both an excellent professional and an excellent human reputation. Serbia is not the only society who has recently been creating strategies which are to improve the presence of women in the business and public life, to encourage them to face new challenges on behalf of democracy and prosperity. This does not concern only European or world standards, but rather human ones. There is a great working and business potential and energy in the women in Serbia which is to be used to develop the society they live in – together with the men.

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