

AUTSORSING U CILJU REGIONALNOG RAZVOJA

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Rezime: *Dok mi kaskamo, kako u svemu tako i u primeni outsorsinga, sve druge zemlje nalaze se korak ispred nas, i uživaju u prednostima koja ova strategija donosi sa sobom. Njegov uticaj na privredni rast i razvoj je od velikog značaja. Donosi prednost ne samo za preduzeće, koje outsorsuje neku od svojih funkcija, a koja se pri tom ogleda u smanjenju troškova, fokusiranje na ključne aktivnosti koje može uticati na rast i razvoj na tržištu, korišćenju boljih tehnologija, nego i za samu privredu, kroz otvaranje novih malih i srednjih preduzeća, zapošljavanju radno sposobnog stanovništva, izvozu usluga, i privlačenju stranog i domaćeg kapitala. Predstavlja šansu za oporavak Srpske privrede, a koju pri tom ne treba propustiti.*

Ključne reči: *outsorsing, značaj, cilj, prednost, razvoj*

OUTSOURCING IN REGIONAL DEVELOPMENT GOAL

Abstract: *As we lag, both in everything and in the use of outsourcing, all other countries are a step ahead of us, and they enjoy the benefits that this strategy brings with them. Its impact on economic growth and development is of great importance. It brings an advantage not only to the company, which authors one of its functions, which is reflected in the reduction of costs, the focus on key activities that can influence the growth and development of the market, the use of better technologies, but also for the economy itself, through the opening new small and medium-sized enterprises, employment of working-age population, export of services, and attracting foreign and domestic capital. It represents a chance for the recovery of the Serbian economy, which should not be missed.*

Key words: *outsourcing, importance, goal, advantage, development*

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