



UDC
34:[004.738.5:339(497.11)]
Review paper
Received: -
Acceptee: June 30, 2021.

Corresponding author: lazar.cvijic@fpssp.edu.rs

LEGAL REGULATION OF THE E-COMMERCE AREA IN THE REPUBLIC OF SERBIA AND CONTRIBUTION TO ITS DEVELOPMENT

Lazar Cvijić¹, Ljiljana Stanković², Violeta Babić³

^{1,2}Faculty of Business Studies and Law, Union - Nikola Tesla University in Belgrade, Belgrade, Serbia

³Faculty of Agriculture Kruševac, University of Niš, Kruševac, Serbia

Abstract: *The existing digital revolution has also led to a very intensive development of electronic commerce, not only in developed markets, but also in the market of the Republic of Serbia. In a short period of time, the expectations and behaviors of consumers in the buying process have changed, but also the thinking and actions of retailers themselves have been redefined and redirected. Regardless of all the advantages that e-commerce brings with it, as possible obstacles to its further development, open questions arise regarding consumer confidence. A developed and modern legal framework that comprehensively regulates this area, as well as its full implementation in practice are the best basis for overcoming these obstacles. In recent years, the Republic of Serbia has done a lot to improve the legal framework governing e-commerce, primarily through innovations in the Law on Trade, the Law on Electronic Commerce and the Law on Consumer Protection. The results of this are already clearly visible in practice.*

Keywords: *e-commerce, law, consumers, security, services.*

1. INTRODUCTION

It is undisputable that all developed markets in the world, but also developing markets, have been affected by the digital revolution that has been going on intensively in recent decades. In accordance with that, traders, regardless of their size and the type of activities are dedicated to the development of all segments of electronic business. In that sense, the development of electronic sales, ie electronic trading, is especially important. The very intensive development of e-commerce has rapidly changed the structure of trade and the trade network, but also the structure of the entire market. Virtual sales methods are becoming more and more common, and at the same time, retailers, who have focused on this type of sales, are starting to occupy an increasing share of the market; they are becoming larger and more significant. Those who have caught up with the development of information and communication technologies and developed an electronic way of doing business have a chance for further development and survival. On the other hand, the weaker ones, who failed to do so, are doomed to increasing competitive pressure and weakening market position.

Electronic commerce, ie the sale of goods and / or services via the Internet, still has a huge potential for development, primarily due to the benefits it brings to traders and consumers. It significantly changed consumer behavior during the buying process, but it also redefined and redirected the strategic thinking and actions of retailers. They now have to actively follow modern technical and technological development, to adapt to the development and influence of mobile technology, and to the growing influence of social networks and the requirements of modern consumers, which are very different from previous generations.

For a trader, e-commerce is often a more efficient and effective sales channel. On the other hand, shopping via the Internet with the help of smart devices such as mobile phones, tablets, laptops, desktops, is a more convenient and, often more affordable, way of shopping for consumers. The development of mobile telephony and the wider use of smartphones with stable Internet access today strongly contribute to the development of electronic sales. Furthermore, these phones make it easier and more secure to access the trader's offer and make „online“ payments. Mobile banking ie mobile payment apps greatly simplifies this. In addition, mobile phones have contributed to the huge growth in the use of social networks such as Facebook, Twitter, LinkedIn, YouTube and the like. These “user friendly” platforms are becoming increasingly important to perform sales and overall marketing activities on a daily basis.

However, despite all the advantages, there are still issues regarding access and consumer confidence in this type of sale. Still, especially in less developed areas, not all consumers have access to the Internet, with a satisfactory speed of information flow. There are also frequent questions about the possibility of resolving disputes between traders and consumers arising in this way, and disputes regarding replacement and return of purchased products. The fear of stealing personal and financial data of consumers still does not disappear.

It is believed that retail in ten years in developed markets will be retail of virtual stores „click and buy“. There will develop home shopping, customer support and interactivity, aimed equally at all age groups of consumers. Such a high share of electronic marketing channels implies the intensive development of the legal framework that will regulate and thus enable the intensive development of this type of sales. Also, that means the introduction of additional security measures that is regulating the behavior of traders in the market so that consumers begin to experience online trade as safe as traditional. The development and increase of e-commerce turnover implies more intensive involvement of institutions responsible for market surveillance, which would enable consumers to make safe purchases on the Internet.

2. ACHIEVED LEVEL OF DEVELOPMENT OF E-COMMERCE GLOBALLY

If we want to review the level of development of e-commerce in the world, it is useful, first of all, to face the fact of who are the biggest retailers in the world today. According to data from the world's largest retailer, the National Retail Federation of Washington, USA, [National Retail Federation, 2020], the largest retailer, in terms of turnover, is still Walmart with \$ 510.33 billion in 2019. It is an American retail giant whose retail network consists mainly of traditional retail formats, and above all retail facilities such as supermarkets and hypermarkets. It is present in 27 countries around the world. However, in second place, with \$ 232.88 billion, is Amazon.com, the world's largest e-retailer. Although it also owns „brick and mortar“ retail facilities, it sells its products to customers around the world, thanks to the unlimited possibilities provided by the electronic way of trading.

Until recently, the focus was on answering the question, „Who is?“ the world's largest retailer. However, now the much more intriguing question is „Who will it be?“ Certainly, the battle for the first place will be fought between these two world competitors in the time ahead. At this point we cannot predict the definite outcome. Walmart has huge advantages that will not be easily surpassed. It will continue to develop the already robust and highly developed e-commerce, but also its comprehensive range, branded products. It will further use its increasing purchasing power and the increasingly significant effects of economies of scale. On the other hand, Amazon.com is already significantly intensifying the activities of classic e-commerce, but it is also expanding its activities in the field of cloud computing, artificial intelligence and digital streaming. In any case, the battle will be won in the field of electronic distribution channels. A great contribution in that direction is provided by the existing COVID-19 world pandemic, which significantly redirected customers, that is consumers worldwide towards this type of sales channel.

On the other hand, when we look at the countries with the highest turnover realized by electronic trading, ie with the turnover of products and services realized by ordering via the Internet with the help of any device and with any method of payment and execution of the purchase transaction, we see that the PRC, USA and Great Britain are in the lead [eMarketer, 2019]. China had a turnover of about \$ 1.935 billion in 2019, which is 27% more than the previous year, the United States \$ 587 billion, 14% more than the previous year and the United Kingdom 141.93 billion, more than 10.9% more than the previous year. There is staggeging growth rate of China as the largest global electronic market globally, situated within the fastest

growing region in the world in terms of e-commerce, in the Asia-Pacific region. Nevertheless, other developed world markets are no less admirable. According to the same source, the fastest growing e-retail market is the Indian market. In 2019, it recorded a growth rate of as much as 30%.

It is clear that such expansion requires an active role of the state in regulating this mode of trade. However, very often market developments go ahead of the legislator's ability to adopt a legal framework and implement what has been adopted so that the changes that take place benefit market participants, consumers and the wider community.

3. DEVELOPMENT OF THE LEGAL FRAMEWORK REGULATING AND ENABLING ELECTRONIC COMMERCE IN SERBIA

In modern market conditions, trade becomes the engine of development of any market economy. The attitude towards trade and the market is crucial for the overall economic growth and the position of all market participants. For this reason, trade policy, trade and market development policy, must be the focus of all stakeholders. The Republic of Serbia and its institutions are, above all, interested in and in charge of defining the appropriate strategic directions of trade policy, but also of implementing the adopted regulations. In addition, the institutions of the European Union, as well as all market participants and the interested professional public are involved in the entire process of trade and market development in Serbia.

Building a modern market structure and modern trade is one of the most sensitive and demanding tasks of a country. Within that, there is the task of creating conditions for the development of modern, efficient and effective e-commerce. At this moment, there are no obstacles for that on the market of the Republic of Serbia. On the contrary, there is a modern legal framework that allows it, and the basis consists of modern laws on trade, e-commerce and consumer protection. These laws basically contain the provisions of a number of European directives implemented in this way in Serbian legislation.

The root for such action is the turning point in the creation of trade policy in the Republic of Serbia arises with the ratification of the Stabilization and Association Agreement between the European Communities and their Member States, on the one hand, and the Republic of Serbia on the other (Official Gazette of RS, No. 83/08). Thus, the strategic commitment in terms of political, legal and economic integration of the Republic of Serbia into the European Union was accepted, which implied the obligation to harmonize Serbian legislation with the European legal framework.

The adoption of modern legislation, harmonized with the European Union, in the field of trade, electronic commerce and consumer protection has enabled a significant improvement of these areas, especially in the direction of the development of Internet commerce. This provides a more favorable climate in our market in terms of achieving European standards, for the benefit of all market participants, especially consumers.

3.1. THE LAW ON TRADE

The Republic of Serbia is still facing a very demanding process of achieving a functioning market economy. This transition implies, first of all, an analysis of the existing strategic directions related to the development of the market and trade, the existing legal framework and the degree of its implementation in practice. Furthermore, the analysis of the deviation of domestic legislation from the relevant European *acquis* is very important. In that sense, the Law on Trade („Official Gazette of RS“, No. 52/19 of July 22, 2019), as the umbrella law regulating trade and the market in the Republic of Serbia, has a priority position.

The Law on Trade has a central place in the system of regulations that regulate the trade of goods and services by regulating in a general way the trade of goods and services and the behavior of all market participants. It defines the conditions and ways for conducting trade, promotion of trade, protection of the market, prohibition of unfair market competition and supervision of the market. In addition, the binding Law on Trade of the Republic of Serbia regulates in more detail some specific elements related to electronic commerce, which generates more and more turnover, but also generates a significant share of the gray economy. It primarily defines the basic concepts of e-commerce, e-shops, e-platforms and dropshipping.

The law stipulates that trade is conducted either as a wholesale trade or as a retail trade and provision of services to consumers. Furthermore, it prescribes three ways of conducting retail trade, as follows: at the point of sale, by personal offer and remotely. It further defines distance retail trade as electronic trade and other trade that is done through other means. It is important to emphasize that this definition of electronic retail trade in no way excludes the existence of

electronic wholesale trade, which the Law does not define more precisely.

Electronic commerce (retail) is defined by the Law on Trade as a type of remote commerce that is performed over the Internet. Otherwise, remote trade is one that is performed using one of the means of distance communication. E-commerce is realized, in particular, through the e-shop as the basic form. It is an online store, through which a merchant offers products or services.

E-commerce is, in addition, realized through an electronic (e-commerce) platform. It connects the parties that trade electronically, ie connects different traders with consumers in one place. At the same time, the one who manages the platform can sell his own products and services through it.

The third type is „dropshipping“. It means that the goods, through an electronic store or electronic platform, are delivered directly to the consumer from the manufacturer or wholesaler.

As an initial step in order to protect consumers, the Law on Trade defines that a foreign person is considered to perform distance trade, and thus electronic trade, on the market of the Republic of Serbia, if his sales efforts are directed towards Serbian consumers. This means that he uses the language that is in official use on the territory of Serbia, emphasizes dinar prices and offers delivery on the territory of our country.

On the other hand, in order to improve the work of supervisory bodies in charge of supervising the performance of electronic commerce, the existence of the possibility of performing mystery shopping is very important. Empowering market inspectors to gather evidence and establish the facts in this way will lead to better administrative measures that will be imposed on electronic traders for violations.

3.2. E-COMMERCE LAW

The Law on Electronic Commerce of the Republic of Serbia (“Official Gazette of the RS”, No. 41/2009, 95/2013 and 52/2019), in accordance with the need for harmonization with European legislation, significantly harmonizes this area with the European Union Directive on Electronic Commerce. It regulates the conditions and methods for the provision of information society services and the conclusion of contracts in electronic form, as well as the duties and responsibilities of the provider. The adoption of this Law was of crucial importance for the possibility of unhindered electronic commerce on the market of the Republic of Serbia.

Under information society services the Law considers all those services that are provided remotely, as a rule for a fee, via electronic equipment, at the request of the user. It is also said that, above all, it is trade via the Internet. In addition, the Law precisely defines the concept of electronic trade in goods and services as a form of distance trade, in terms of the Law on Trade.

Information society services, and thus e-commerce, may be provided by a natural or legal person who, in accordance with the law, is registered to perform activities. Users are natural or legal persons, but the Law specifically defines the meaning of the term „consumer“. This is very important for e-commerce. The definition of consumers in this case is harmonized with the definition of consumers in the Law on Consumer Protection. A consumer is a natural person who buys products and services remotely in order to satisfy his personal needs and the needs of his household.

In the Republic of Serbia, for the provision of information society services, ie for engagement in e-commerce, no additional permits or approvals are required for an already registered trader. Also, cross-border provision of services is free when the service provider does not have its registered office in the Republic of Serbia nor is it domiciled there. However, the competent ministry, through inspection services, may take measures to restrict the freedom to provide information society services if a real and serious danger is identified, as defined by the Law.

It is important to emphasize that the Law on Electronic Commerce has enabled the validity of the contract concluded electronically, in electronic form, where the offer and acceptance of the offer are given electronically and in electronic form. The term contract in electronic form is defined as a contract concluded electronically using electronic means, between the information society service provider and the user. This was one of the initial and crucial steps that enabled the smooth operation of e-commerce.

In addition, one of the basic preconditions for strengthening trust and stable development of electronic commerce is respecting the obligation to provide information, ie to provide accurate and complete information to users and competent authorities by the service provider. The Law precisely defines what information the service provider is obliged to provide, in what form and in what way. It is especially emphasized that if he states prices, he must do so clearly and unambiguously. It is important to emphasize whether the prices include delivery costs, handling costs, taxes and the like.

The Law further states what are the mandatory data and notifications that must be provided to the user, by the service provider, before concluding the contract. Also, the text of the contract and

the general terms and conditions, which are an integral part of the contract, users must be able to store, reuse and reproduce. The service provider must confirm by e-mail the receipt of an e-mail containing the offer or acceptance of the offer for the conclusion of the contract by the user. In doing so, if the contracting parties are not consumers, they may also agree to deviate from these determinants.

What is important is that the sending of a commercial message is allowed only with the prior consent of the recipient. In doing so, the service provider must regularly check and accept without discussion the withdrawal of previously given consent when the person no longer wishes to receive them.

3.3. THE LAW ON CONSUMER PROTECTION

The Law on Consumer Protection (“Official Gazette of the RS”, No. 62/2014, 6/2016 - other law and 44/2018 - other law) further strengthens the position of consumers when buying through e-commerce. In a special chapter, it regulates consumer protection in the exercise of rights under distance contracts. It prescribes the duty of clear and understandable notification of consumers before concluding the contract, primarily by providing clearly defined information about the trader, price and total costs, the cost of using means of distance communication, conditions, time and procedure for exercising the right to withdraw from the contract. It also clarifies the relationship of the trader with the postal operator through which the consumer can in case of a complaint return the goods at the expense of the seller, etc.

The electronic trader is obliged to submit a withdrawal form, a clear and understandable notice in Serbian and a signed contract to the consumer in writing when concluding the contract or when delivering the goods. Also, at the beginning of the ordering process, the website must provide information on the existence of restrictions on delivery and means of payment that are accepted. The electronic trader is obliged to perform the service or deliver the goods within 30 days from the conclusion of the contract.

It is very important to emphasize the consumer’s right to cancel the purchase and return the products to the e-trader within 14 days, without any explanation and additional costs. The form for the statement on withdrawal from the contract is precisely prescribed. The deadline for withdrawal from the contract for the sale of goods is calculated from the moment when the goods reach the consumer, and for the provision of services from the moment of concluding the contract itself. Reimbursement of payments to the consumer, including delivery costs, the trader is obliged to make no later than 14 days from receipt of the withdrawal form.

4. ELECTRONIC COMMERCE IN SERBIA TODAY

In the period from 2018 to 2022, the USAID organization in Serbia is implementing the project „Strengthening e-commerce in the Republic of Serbia“. In order to realize this project, a comprehensive diagnosis of the state of e-commerce was made, within which the following research was conducted (for the period before the beginning of the corona virus pandemic, after which there was an increase in online purchases):

- Desk research (scientific articles, books, e-commerce studies, development strategies, collection and analysis of existing statistics);

- Analysis of the regulatory framework (Law on Electronic Commerce, Law on Trade, Law on Consumer Protection, etc.);

- 22 in-depth interviews and four workshops with key stakeholders:

- E-commerce companies in Serbia (mainly MSMEs, should include women-run companies) Provide survey inputs,

- Representatives of the Government (MTTT, Ministry of Finance, Customs, National Bank of Serbia, Tax Administration, etc.),

- Representatives of sectors that enable e-commerce (logistics, online platforms, payment systems, etc.) Other stakeholders;

- Survey of 1000 individuals who actively use the Internet in Serbia (a total of 434 e-customers);

- Survey of companies engaged in electronic commerce in Serbia (150 economic entities), as well as those that do not have electronic commerce (59 economic entities);

- Benchmark - analysis of best practice.

The analysis of the regulatory framework included benchmark legal analysis, analysis of positive regulations of our country that directly or indirectly affect e-commerce in the Republic of Serbia, as well as a detailed analysis of legal barriers observed in practice which slow down the development of e-commerce. The document resulting from this project also proposes solutions that will enable the development of e-commerce. In addition, this analysis includes the

provisions of the new Law on Trade, ie amendments to the Law on Electronic Commerce, all with the aim of creating a positive environment for the improvement of electronic commerce. Based on the benchmark legal analysis, it was concluded that the surrounding countries know the legal institutes that were introduced into our legal system (mystery shopper, dropship, trust mark) by the new Law on Trade, ie amendments to the Law on Electronic Commerce. On the other hand, it has been determined that there are legal institutes that should also be implemented in the future, but only when an environment is created for that (blockchain, smart contracts, online dispute resolution platforms).

When the analysis of positive regulations has been performed, the conclusion was reached that it is necessary to bring it in connection with the conducted research. The biggest barrier to the main market participants (both on the supply side and on the demand side), and thus to the development of e-commerce, is actually the existence of mistrust. The provisions of the relevant laws, which are currently in force, are not the reason why e-commerce is not sufficiently developed. The conclusion is that the biggest task is to influence the trust of all participants and create an environment that will contribute to the development of e-commerce.

Having in mind the final report in its entirety and having in mind the provisions of the new Law on Trade and the provisions of amendments to the Law on Electronic Commerce, this project defines the main problems and implements solutions that will bring the Republic of Serbia closer to all other EU countries in which e-commerce plays a major role in the economy. When consumers get acquainted with the entire legal framework, it can be expected that confidence in e-commerce will increase and that e-commerce as a form of trade will improve and take an important place in the economy of the Republic of Serbia.

To demonstrate countries' readiness for e-commerce, the United Nations Conference on Trade and Development (UNCTAD) has developed a composite B2C index for e-commerce, based on four indicators: Internet use, number of secure servers, credit card penetration and postal delivery services (UNCTAD, 2018), while the value of the index is positively correlated with the percentage of online shoppers. In this research, Serbia is on the 41st place out of 151 countries. When it comes to revenues from B2C e-commerce, they amounted to 289 million euros in 2018 and over 310 million euros in 2019. It is expected that the revenues will reach an annual growth rate of 8.9%, which would lead to a market volume of 461 mil. € by 2023. The number of Internet users in Serbia (active users or payment accounts) is about 4 million and is expected to be 4.4 million by 2023. The average income per e-commerce user is EUR 72.2, which is 10 times less than in the EU (2018).

Source: Cooperation for growth project (cfg) and strengthening of e-commerce in the Republic of Serbia - final report, project implemented by Cardno Emerging Markets USA, Ltd. under the auspices of USAID.

4.1. E-COMMERCE SECURITY IN SERBIA

One of the main reasons for giving up or suspecting online shopping is security. Giving away personal data, including payment and credit card accounts, is something that many consumers in Serbia enter into with great suspicion.

The Government of the Republic of Serbia, ie the Ministry of Trade, Tourism and Telecommunications, announced that, in cooperation with USAID, it has published guides for e-commerce intended for citizens, on the online platform „Smart and Safe“. The Secretary of the Ministry pointed out that the coronavirus pandemic confirmed the need for the development of electronic commerce, as well as the digital economy on a global level.

As part of the measures and activities carried out to encourage safe e-shopping and reassure citizens of the safety of this type of trade, guides have been prepared that provide all the necessary information and advice to remove suspicions and security pitfalls of online commerce. It is stated that the guides that are available, among other things, instruct citizens on the necessary steps during this type of purchase, such as checking sellers, conditions of purchase, protection of digital devices, data storage. The guidelines also provide practical instructions on how to pay online, but also specific explanations on consumer rights, ie obligations of traders, which are regulated by the new Law on Trade and amendments to the Law on Electronic Commerce. They also remind of the possibility for citizens to change their minds within 14 days and return the goods with a refund.

The Secretary of the Ministry announced that guidelines for traders are also being prepared. She noted that a USAID survey conducted in June-July 2020 showed that certain companies, 30 percent of them, were more ready to face the crisis, having strengthened the already existing online business channels.

The director of USAID's Economic Development Cooperation Project said on this occasion

that the publication of a guide for consumers during the coronavirus pandemic is a significant step in strengthening e-commerce in Serbia. E-commerce, as she stated, is important for business because it gives them the opportunity to survive in times of crisis, and it is also important for consumers in order to supply themselves in a safer way, protecting their own and the health of their loved ones. (<https://www.srbija.gov.rs/vest/479979/objavljeni-vodici-za-sigurnu-e-trgovinu.php>)

Figure 1. Consumer rights when it comes to deadlines: Guideline and advices for safe and secure online shopping (Source: <https://pametnoibezbedno.gov.rs/vodic-duzi/#strana15-p>)



8 days - the deadline within which the seller must respond to the complaint

14 days - the right for the buyer to change his mind if he ordered the goods over the Internet

15 days - deadline for resolving complaints (furniture and technical goods - 30 days)

30 days - deadline within which the seller is obliged to deliver the goods (unless otherwise agreed)

2 years - the right to repair and replace goods / services, ie reduction of the price and termination of the contract (without guarantee).

The results of the project „Strengthening e-commerce in the Republic of Serbia“ show that the average Internet shopper in Serbia has not experienced a significant unpleasant experience so far, so although he expresses certain fears, primarily regarding the delivery of the wrong product and quality of goods, he is ready to allocate a significant amount of money (RSD 10,334) for online purchase. Respondents answered that they are not well enough informed about their rights when shopping online, and what would encourage them to buy more often and more in volume, is the possibility of replacing or returning delivered goods in the nearest store, as well as positive experiences of close people and the ability to see and check the product before payment is made. There is also a better online offer in this segment, as well as lower shipping costs. (Cooperation for growth project (cfg) and strengthening of e-commerce in the Republic of Serbia - final report, project implemented by Cardno Emerging Markets USA, Ltd. Under the auspices of USAID).

CONCLUSION

The increased volume of e-commerce in our country requires constant monitoring and regulation of that market, first of all through legal regulation. Traders are increasingly opting for this type of trade, and consumers expect everything to be transparent and secure. Thanks to the existing modern legal framework, which is largely harmonized with European legal norms, in the Republic of Serbia there exist all the preconditions for the smooth development of the field of electronic commerce. The work invested so far by state institutions, but also by traders themselves, has resulted in numerous changes, intensive development of electronic traders and growth in the volume of sales realized electronically on the market of the Republic of Serbia.

However, in the coming period it is necessary to make additional efforts in order for the defined legal provisions to be fully implemented in practice. The responsibility lies with the competent institutions, inspection services, consumer organizations and, ultimately, the traders themselves. This is the only way to further strengthen consumer confidence in e-commerce and in the consumer protection system that exists in the Republic of Serbia, which is currently crucial for further development of e-commerce. According to all projections, this area is expected to grow, especially in the new conditions when the emphasis is on safe shopping, in every sense of the word.

REFERENCES:

1. National Retail Federation, (2020). Top 5 Global Retailers 2020, NRF, National Retail Federation, <https://nrf.com/resources/top-retailers/top-50-global-retailers/top50-global-retailers-2020>
2. eMarketer, (2019). Report: Global Ecommerce 2019, www.eMarketer.com, <https://www.emarketer.com/content/global-ecommerce-2019>
3. Zakon o trgovini, ("Sl. glasnik RS", br. 52/2019)
4. Zakona o elektronskoj trgovini ("Sl. Glasnik RS", br. 41/2009, 95/2013 i 52/2019)
5. Zakon o zaštiti potrošača ("Sl. Glasnik RS", br. 62/2014, 6/2016 – dr. zakon i 44/2018 dr. zakon)
6. Sporazum o stabilizaciji i pridruživanju između Evropskih zajednica i njihovih država članica, sa jedne strane, i Republike Srbije sa druge strane ("Sl. Glasnik RS", br. 83/08).
7. <https://www.srbija.gov.rs/vest/479979/objavljeni-vodici-za-sigurnu-e-trgovinu.php>
8. <https://pametnoibezbedno.gov.rs/vodic-duzi/#strana15-p1>
9. Cooperation for growth project (cfg) i jačanje elektronske trgovine u republici Srbiji-završni izveštaj, projekat koji sprovodi Cardno Emerging Markets USA, Ltd. Pod pokroviteljstvom USAID-a