

ACCESS AND METHODS OF MARKETING RESEARCH

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Abstract: *The paper discusses the importance of marketing research and the acquisition of objective knowledge about other people, users of products and / or services of the company. The question of the needs of management for market research and the adjustment of the information received for decision-making is increasingly being posed. Research projects should serve as a material for assessing the market potential of the observed unit. Knowledge development is based on innovation, using information and telecommunication technologies and encouraging research and development in all areas.*

Key words: *marketing research, research methods, marketing, making decisions, information systems*

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She was born on April 27, 1993 in Krusevac. Elementary school in Aleksandrovac and secondary school ended in Kruševac. 2012. She enrolled at the Belgrade Business School, University of Belgrade and ended her studies as a full-time student in 2015, after which she enrolled at the Faculty of Applied Management, Economics and Finance, University of Novi Sad, Department of Accounting and Auditing. Master studies ended in 2017. During her studies she was engaged in marketing research and participated in various seminars in the field of direct marketing. She worked as an associate in the commercial service and direct marketing services of the German company Hyla A.A.S. D.O.O. In April 2017, she was selected as a teaching assistant at the Faculty of Applied Management, Economics and Finance. She participated in several conferences such as ERAZ 2017, "Innovation to Sustainable Development", organized by the Faculty of Applied Management, Economics and Finance, as well as conferences organized by the Faculty of Tourism and Marketing Management in Timisoara. She plans to continue academic education in the field of economics and management.



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She was born on May 20, 1991. in Belgrade. She finished elementary and high school in Lazarevac, with great success. After graduating in 2010, she enrolled at the Faculty of Organizational Sciences, University of Belgrade, Department of Management and Organization, and finishes it in October 2014. She finished Master studies in 2016 at the Faculty of Applied Management, Economics and Finance, University of Novi Sad Academy of Economics, direction planning and process management. She volunteered at the Ana and Vlade Divac Foundation and was a coordinator within the project "Divac Youth Projects." During her work in the foundation she acquired practical knowledge in the field of management. She participated in two conferences organized by the Foundation "Ana and Vlade Divac" - We are celebrating Diversity and Divac Youth Funds in Belgrade in 2015. In November 2016, she was selected as a teaching assistant at the Faculty of Applied Management, Economics and Finance. In May 2016, she participates at the international scientific-professional conference "How to make a better life" organized by the Faculty of Applied Management, Economics and Finance, with the theme "The Impact of Modern Diseases on the Quality of Life". She plans to continue academic education in the field of management.



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She was born on June 9, 1993. in Belgrade, Serbia. She finished elementary and high school in Belgrade with great success. After finishing high school in 2012, she enrolled at the Faculty of Economics at the University of Belgrade and completed Basic Academic Studies in 2016 with an average of 9.50 as one of the best students of generation in the direction of International Economics and Foreign Trade. In the same year, she enrolled in Master Academic Studies at the Faculty of Economics, University of Belgrade, in the direction of International Business. During the master studies she worked at Dexy Co company as a Specialist in the category of Baby Equipment, after which she started practice at British American Tobacco as a Corporate Finance Assistant. In 2017 she is employed at the Faculty of Applied Management, Economics and Finance as a Teaching Associate in Economics. She plans to continue academic education in the field of economics.

