

## Book review\*

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The Faculty of Economics of the University of Rijeka and IQ PLUS d.o.o. Kastav, are publishers of the scientific book and university handbook entitled *Traffic industry economics*, Rijeka, 2010, 1050 pages, book format B-5, hard cover.

Author of this scientific book and university handbook is D.Sc. Ratko Zelenika, full professor and scientific advisor at the Faculty of Economics of the University of Rijeka. To this day he has independently and in co-authorship released 40 books and more than 500 scientific and expert works with the subjects of: freight forwarding, transport, traffic, logistics, and insurance, science about science, scientific research methodology, and scientific research technology. The scientific book and university handbook entitled *Traffic industry economics* is the fortieth anniversary book of author Professor Ratko Zelenika, D.Sc.

*Traffic industry economics* is a scientific book and university handbook which introduces students, doctoral students, scientists, teachers, professors, managers, entrepreneurs, professionals, politicians ... into the secrets of transport and traffic in general, and especially into the secrets of micro, macro and global conventional, combined and multimodal transport and traffic industries: manufacturing elements of transport and traffic products; models of sustainable growth and development of 42 manufacturing elements of traffic products (2009. – 2025); life span of the manufacturing process of traffic products; life span of traffic products; life span of manufacturers of traffic products; economy, economics, company economics and economic laws in the focus of transport and traffic industries; primary, secondary and tertiary tariffs as elementary factors for the rational manufacturing of products in transport and traffic industries; expenditure management in transport and traffic industries.

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\*\* Editorial Board distance themselves from the terminology such as *Traffic Industry Economics*.

In this scientific book and university handbook the author has, based on authentic results of research, proven the elementary scientific hypothesis: Scientific knowledge, rules, principles, laws, regularities, theories... on transport, traffic, economy and economics in general, and especially on the most important economic regularities, principles... of traffic industry economics, represent the *conditio sine qua non* of creating, designing, operationalization, servicing, managing and controlling of quality, competitive, profitable... processes of manufacturing traffic products in conventional, combined and multimodal traffic industries, that is, in micro, macro and global traffic industries and traffic systems.

Based on its conception, composition, number of new definitions, new cognitions, new principles, new rules, new examples, new models ... which are systematically, concisely, simply and scientifically elaborated, and its methodical, methodological and didactical supply and presentation, this book is the first of such kind published not only in Croatia, but in general.

The book entitled *Traffic industry economics* was reviewed and positively evaluated by competent scientists: Želimir Pašalić, Ph.D., full professor and scientific advisor at the Faculty of Economics of the University of Split, Željko Radačić, Ph.D., full professor and scientific advisor at the Faculty of Transport and Traffic Sciences of the University of Zagreb, Ljerka Cerović, Ph.D., assistant professor and research fellow at the Faculty of Economics of the University of Rijeka.

In the scientific book and university handbook entitled *Traffic industry economics*, the author has presented the results of research into eight mutually related parts:

In the first part, the *Introduction*, he formulated the scientific problem of research, topic and object of research, made the elementary scientific hypothesis with supporting hypotheses, specified the scope and goals of research, gave an evaluation of current researches, specified scientific methods and clarified the structure of the edition.

In the second part, *Theoretical characteristics of transport and traffic*, four thematic units are elaborated: concepts: transport, traffic, conventional, combined and multimodal transport and traffic; system – systematic opinion, elements, structure, types, transport and traffic systems; structure of the transport and traffic system along a vertical line; structure of the transport and traffic system along a horizontal line.

The results of research in the third part, *Basic types of transport and traffic* are presented in seven thematic units, specifically: transport and traffic according to intended use; transport and traffic according to territorial line of business: transport and traffic according to the structure of the manufacturing process of traffic products; transport and traffic according to the media it uses; transport and traffic according to specific characteristics of the manufacturing process of traffic products, and

transport and traffic according to the importance of their missions in traffic and logistics industries.

*More important determinants of the traffic industry* is the title of the fourth part. In this part the results of research are presented in eleven subparts: concept and importance of the transport industry and systems of traffic industries; basic types of traffic industries; elements of manufacturing of traffic industries; formulation of development models of manufacturing elements of traffic products; projection of sustainable growth and development of manufacturing elements of traffic products (2009–2025); possibilities of implementing models of sustainable development of traffic industries; specific qualities of traffic products; life cycle of the manufacturing process of traffic products and life cycle of manufacturers of traffic products.

Exceptional attention is dedicated to the fifth part, *Economy and economics in focus of the traffic industry*. These thematic units are elaborated: systems of economy in the traffic industry; economy in the traffic industry; economics in the traffic industry; economics of companies in the traffic industry and economic laws in the traffic industry.

Results of research on the most important characteristics of traffic economics and economics of the traffic industry are presented in the sixth part – *Basic characteristics and types of traffic economics and economics of the traffic industry*, specifically in four thematic units: concepts, objects, problems, topics and hypotheses of traffic economics; basic types of traffic economics and more important characteristics of economics of the traffic company, and characteristics and types of traffic industry economics.

In the seventh part *Tariffs – basic factor of a rational manufacture of products in the traffic industry*, special attention is dedicated to these thematic units: more important characteristics of traffic tariffs; interrelation of traffic tariffs and sales of traffic products; primary traffic tariffs in focus of traffic industries, secondary traffic tariffs in focus of traffic industries and tertiary traffic tariffs in focus of traffic industries.

In the final eighth part, *Expenditure management in the traffic industry*, results of the research are presented in seven subparts: concept and more important characteristics of expenditures in general; concept and more important determinants of expenditures in the traffic industry; interrelation of traffic tariffs and expenditures in the traffic industry; interrelation of expenditures and freightage in the traffic industry; more important types of expenditures in the traffic industry, methods of expenditure management in the traffic industry and measurement of the efficiency of business operations of manufacturers of traffic products.

All relevant questions for argumentation and repetition are listed at the end of each part, with the appropriate answers. Following the presentation of the results of research, the end of this book contains: bibliography/references, afterword, summary

in Croatian, summary in English, summary in Slovenian, list of tables, list of graphs, list of schemes, list of maps, list of examples, index of names, index of concepts, index of acronyms and note on the Author.

The scientific book and university handbook *Traffic industry economics* has all the most important references of a major work. This statement is supported by the following important arguments: 1) there is not a single book with this title in the world, 2) the author has offered more than 400 new, authentic and original definitions, 3) the author has offered 143 new and original formulas and new quantitative model on the transformation of the classical traffic industry into the contemporary traffic industry, 4) the author has presented over 300 original and representative examples, 5) the author has offered consistent answers to 2065 questions, 6) more than 70 % of the text in this book is authentic text of the author, and 7) this scientific book and university handbook has a global theoretical and applicative value.

Rijeka, March 2011

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