

companies have to create online communities on the world wide web for their brands, and thereby to build new relationships with their customers that enable consumers to communicate with each other. Interactive online advertising will enable companies to sense market preferences more accurately and efficiently, overcoming the limitations of today's one-way communication methods.

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MENTALITY AS A FACTOR OF PERSONAL AND BUSINESS SUCCESS

ABSTRACT: So far, scientific and other research has indicated that the process of organizing affects a large number of internal and external factors. Because of that, different modes of organization arise, but different performance, as the goal of any organized group. Mentality is a specific factor that influences the design of organization and management, but also its performance. Mentality produces creative work, which is usually presented as creativity and innovation. Both are new ways to ensure higher quality of life and work of individuals and organizations. In these processes, people successfully realize visualization exercise, as a result of man's mentality.

Papers with the subject of mentality are scarce, and if it was investigated at all it was in a different context, i.e. procedures not

occurred from the standpoint of increasing personal and business success. The paradox is that it turns out that mentality exists in the natural and social order, but in the universe too and that the ether of mental character and this phenomenon has not been sufficiently analyzed in the theory of organization and management. Reason for should be look for in a large presence of traditional organization and management, which has as a basis Taylorism, Faylism, and Amazonism. These concepts were once effective, but under present conditions have proved unsuccessful, as the epilogue is the disappearance of many business and other organizations, or reduced business performance.

The paper aims to clarify the impact of mentality as an influence factor in personal and business success, and neuro programming as a model to influence the mental side of humanity. Of course, the use of mental energy can be discussed as a new approach and concept in the managing companies.

KEYWORDS: mentality, simulation and motivational pole, neuro linguistic programming

1. Mentality in the context of personal and business success

A word mentality comes from the Latin word *mentis*, which means mind. Mentality and the mind are the means by which we think and feel, or the means by which we express our feelings and desires. The mind is present in all the essential elements of the cosmos, from atomic particles, cells, organisms and other forms of self-organization. That's why we say that the mind is the natural force that uses the infinite and indestructible mental energy for its expression.

The mind along with using mental energy creates mental processes that create mental activity. A key element of the mind is a mental energy that is analogous to electricity. Both energies are still relatively unknown phenomena. What is known, it is that both energies has two poles, positive and negative. Electricity is generating by mutual action of positive and negative pole. Therefore, if you exclude one pole, power will disappear. Analogous to the above and mental energy has two poles, namely: emotional and motivational. Emotional pole is presented as a female, which is analogous to yin, old Chinese philosophy and it produces desire. Motivation pole is represented as male and is analogous to the ancient Greek philosophy yong and in its actions it products the will. (* M. Radosavljevic et all, « Holisticka tehnologija uspesnosti », FORKUP, Novi Sad, 2011. p. 47). Therefore, mental energy is generating by activation of these two poles, i.e. linking desire and will.

1.1. Emotional pole

Emotional pole of mental energy in humans produces emotions, excitement, passion, emotions and feelings, which finally turn into a endless wish or desires, because with the fulfillment of some

arise others which are generally higher level desires. The emotional pole of the mental energy generates separate or one of the special characteristics, i.e. that human are emotional being. This feature only human has as the perfect type of self-organization, making it different from other self-organizations. However, research shows that every human is different from the other human in the way of responding to external changes and influences received through the senses from the environment. It turns out that fear is one of the biggest types of thrills, and in that context that the fear of death is the highest level of fear. One of the possible reasons for that is that man does not know where he goes when he dies. It seems this fear would be less profound, if a man knew where he would go. Accordingly, a human has pleasant feelings and excitements, such as joy, happiness, love, and so on.

Through the whole humanity, this tendency has been present since the beginning of human to this day, but in the future too. It is shown that the desire is the basic driving force that drives the waves of emotions, creativity, love, but hate and fear, too. However, if there is no will, the desire is void because itself does not produce any action or reaction. Therefore, we say will awake desire and the will encourage the emergence of desire.

The desire can be manifested in the mind and the subconscious, where it should be noted that the awareness is in a dominant position in relation to the unconscious. In other words, when the subconscious mind receives an impulse, immediately approaches the realization of such desires, without opposition, or prolonged. Here, as in other areas of the natural order, there is hierarchical superiority and inferiority, because of which in each organization, as an artificial creation inevitably there has to be this rule. Research in the natural order has indicated that the mind is more complex organism in the dominant, superior position in relation to the mind of a lower degree of complexity of organism. For example, each cell has a nucleus and protoplasm. Core is a part of the mind, and it regulates the exchange of information, energy, and matter with the environment. There is a mental energy, but its concentration is less than the mental energy that exists in tissues, organs and finally the human who makes the integration of different organs in a single unit.

1.2. Motivation pole

Motivational mental energy is focused on cost-effective and competitive behavior of human.

Human is a rational being functioning on the principles of self-organization. On the one side human has need of an ever-growing de-

sires and their satisfaction, and on the other side uses the limited resources that are increasingly smaller. In order for human to survive, it must be rational, i.e., to meet the increasing needs with the lowest expenditure of limited resources. Therefore, human is forced to be rational, because the disappearances of limited resources bring into question its own existence. In other words, one has to constantly increase its effectiveness, because it ensures the success of this increased survival which secure growth and development. Of course, if human is not progressing, it is lagging behind, which directly calls into question its existence, especially in terms of competitiveness in which only the most successful survive.

Competitive behavior is a human tendency to expand its power to other people i.e. the environment in which lives and works. In the competition appears universal principle that every individual i.e. competitor wants to be a winner and to prove that his individual abilities characterize higher quality level than other competitors. This type of competition is not negative, because it affects the individual to improve the skills, in order to use its mental potential in fully. Another type of competition represent competition where the winner is trying to master defeated, and removes him from competition, which is the negative side of competition. However, it must be acknowledged that any competition is positive because through competition use of energy resources that human has is better.

Thus, the motivation pole creates a will with which mental activity occurs activating two poles, i.e. connecting the desire and will. If we discard one of these poles, there is no mental energy, i.e. mental activity. The comprehensive connectivity and coordination of emotional and motivational pole realize synergies and greater success. This is natural, because it shows that when two forces act simultaneously on a single point, they produce a greater effect than if they acted individually. Therefore, the organizations try to harmonize the emotional and motivational side of individuals and teams.

Precise studies have shown that mental energy is unlimited and there has large and unlimited potential. Provided the individuals are not limited it in their heads, which means that the nature gave to each person sufficient ability and mentality to be able to live from its work. For the individual is to take it or leave it, i.e. to use or to omit that huge potential. Mental energy, like other forms of energy is indestructible. Therefore, we can conclude that the mentality is a component of one of the most important factors for achieving personal or corporative success, both in natural and in social organization.

Mentality is spread through all parts of the cosmos. It is shown that the universe has infinite intelligence, and that it is in balance. In fact, the same amount of mentality exists on all continents and individual countries, which means that the nature is human and righteous, because it gave everyone sufficient capacity to ensure their own survival, growth and development. Infinite intelligence means that it has the answers to all questions and issues that are taking place in the cosmos. Since human has discovered many secrets of the functioning of the cosmos, it is logical that the human's ability to respond to numerous questions and challenges that are happening in the natural order, i.e. cosmology is missing.

In the scientific research is no longer disputable that one mind affects another, and that the mental activity induces a mental state of mind in the mental state of another, or of other minds. This reality is well known since ancient times, when developing mental magic. In fact, old Persian and Chinese sages discovered the secrets of the action of the mind. They used this knowledge in the so-called, mental magic, used for creating miracles. Although people who practiced magic did not know the ways and laws of functioning of the mind, they are deliberately using them to spread their influence and, above all, in healing patients. The situation is similar with the traditional way of confessing performed by priest with sick or the elderly. These proceedings represent a mental activity that is supposed to produce a direct suggestion for individuals to change behavior, or change the existing situation. It turns out that these procedures have miraculous effect in humans, suggesting that mental magic or energy is a reality in the natural and social order.

Mental power or activity may be good or evil, which after all exists for other natural forces and activities. Therefore, we note that the magic is the occult secret of nature and that secrets of nature are occult according to its mental qualities character, since the entire mentality spreads through the cosmic space. (*V. Vucenovic et al., «Holistic theory of organization», FORKUP, Novi Sad, 2011, p. 177).

People who deal with mental magic hide their knowledge of mental energy, to thwart competition and increase their authority in the interpretation of certain natural phenomena and the ability to create miracles. This is especially true with primitive peoples who believe in the ability of magicians, clairvoyance, and the ability to change certain conditions and transform them into high quality ones.

From the above we can conclude that the balanced action of emotional and motivational pole of mental energy, can lead to increased personal i.e. group, and corporate performance.

2. Consciousness and the subconscious

The study of brain anatomy shows that it consists of its deliberate act, which is called the mind and its unconscious or subconscious part of the most vital function of regulating the human body. Although the secrets of operation the mind have not yet been discovered, we know this is an internal force or power that governs human. The human mind has a characteristic duality — it consists of the conscious and subconscious. In practice, it is evident that one focuses specifically on the conscious, neglecting the subconscious part of the human's intellect. It is assumed that the discovery subconscious power, i.e. unconscious in the future will pose the greatest scientific discovery in human civilization.

Consciousness is based on the natural gift of humans to have the ability to think and realize choices. In other words, the consciousness of man's ability to receive external impulses through their senses and transports them into the structure of the brain, to begin the thought process in response to impulses received from the environment. Thought process means to create multiple design of which will choose the most quality conscious reaction that will turn into a managerial decision.

The quality of management decisions will depend on the speed of receiving impulses through sensory organs and transport to the conscious part of the brain i.e. responds to changing circumstances. It is known that humans have five senses (sight, hearing, touch, smell, and taste) through which it receives data from the environment in which it is located, processes them through the nervous system and thus makes a decision on the response of the circumstances, i.e. creates its own reality and its map of the world. Analysis of the forms of genius shows that they have the ability to create a synthesis between the senses. It is said that Mozart had the ability to feel, see, and even taste its own music. Freud applied therapeutic methods of analysis that is helping people to create a connection between their emotions and other mental representatives, or to reveal unconscious connections that were at hand. These are probably the best examples of integration of the senses that led these people to the level of genius. (*Strategies of Genius — Chapter IV — More Patterns of Genius, p. 390).

However, today we talk about the sixth and seventh sense. Oculists point out that the seventh sense is actually an atrophied third eye or pineal gland, which enables clairvoyance or anticipate the future and create a vision or concept of visualization of what is to be achieved. The result of the seventh senses is the intuition and ability to feel a presentiment of future and in accordance with this act in personal or corporate sense.

It seems that seventh sense, i.e. the ability of visualization is of particular importance for the modern world, because it is a high level of turbulence that occur in the fundamental and radical changes in all areas of life and work. People have a vision i.e. the ability to visualize the potential to be above average, highly developed ability to visualize results in a possibility to creating mental images. Albert Einstein identified visualization as the source of its productive potential. Research has shown that Nikola Tesla had a strong ability of visualization. He said, «All my invention was exactly as I had previously imagined them in my head. When I wanted to change it, the change also arose in my mind.» The man who invented the 21st century has predicted many things, and many modern solutions are in the bases of Tesla's research. His epoch-making discovery that energy is all around us and we need to find ways to use it in a place where it is located, is true of mental energy. Of course, the idea is uncontroversial and quality, and the fact it is not implemented in practice is the lack of knowledge. However, the need for transport energy from one to the other part of the globe and create conditions to use it in a place where there really is will disappear in time. (* N. Tesla »My invention,« Electrical Eksperimenter, February, 1919. pp. 696—747).

The ability of modern imaging, especially in future operations will particularly grow in importance. This statement is logical, because in the circumstances, it is impossible to extrapolate the future based on the past, how it was possible in terms of small i.e. incremental changes. Hence the importance of intuition that use all senses, especially the third stunted eye to see what will happen in the future.

Man as a rational being has the ability to give reasonable response upon received impulse. These property animals have, too. However, the difference in response is that human, in every new situation react differently, depending on the volume and dynamics of earnings momentum, but the quantum of stored knowledge, or experience in the brain. Therefore, human first think about what they are going to do and how to react, and then approach to performing of what the brain thought. Animals also characterize a reaction or response to any threat from the environment, but it is done on the basis of the genetic code built for the survival in nature. This genetic code has no alternative, and thus no choice, as with humans. It is shown that human in every new situation will take a different decision in relation to the same or similar situations in the past, or elsewhere.

The subconscious in terms of hierarchy is lower function in relation to consciousness. This is actually the mind's ability to perform its functions, while the conscious part of the mind relaxes during

sleep. Subconscious is performing orders and instructions that consciousness produces. The subconscious works constantly and never sleeps, which means that the subconscious is the guardian of our body and at the same time permanently realize desire established by the conscious part of the mind. Of course, the work of the lungs, digestive tract, heart, and so on are under «the command»of the subconscious. These organs work continuously and are controlled by the subconscious. That is why we said that subconscious belong to infinite and universal intelligence that has all the answers.

This indicates and proves that it is necessary that one discover the secrets of relationships and the functioning of man as the most complex living beings, and especially relations and interdependence of consciousness and sub consciousness, so this knowledge could be applied in the design, construction, and maintenance of organization, as artificial creations. However, one will never be able to reveal all the secrets of the functioning of self-organization, i.e. person, and especially to answer the question what the mind is, that crucial power of life. It seems that when human would be able to discover the greatest secret of life, or what the mind is, it would provide a high probability that life, i.e. man turned into an immortal state.

Neurolinguistic programming (NLP) — a new tool for achieving the best goals

One of the important issues of achieving successful performance and creating targets of the strategy is to explore the way genius were thinking, such as Aristotle, Mozart, Da Vinci and others. The question is how these geniuses used their mind and mental energy for making creations and innovations, i.e. what enables these people to think in an incredibly creative way.

A partial answer to this question may provide neuro programming. NLP is a communication model, based on the subjective study of language, communication, personal change, and development. Metaphorically, the form of this technique can be defined as an open source programming code that can be applied in all spheres of life and work.

NLP use the nervous system (neuro), linguistics, and programming in the discovery of common patterns of behavior and communication of the best and the greatest genius. The technique appeared in '70s of the last century by the therapist in order to identify common communication patterns that psychotherapeutics use in working with clients. They found that top psychotherapists intuitively use the same strategy and communication strategies to have similar perceptual filters, which in combination with the way of thinking lead to positive results.

NLP method consists of several elements, which can be seen in its name. Neuro as an element of NLP explains how to receive impulses from the environment, their processing of information and creation of appropriate behavior i.e. the formation of their maps of the world. The model proposed by NLP assumes that «the brain is as a microcomputer and work through the input and output. The movements are created and managed by mental differences we create by our inputs. Aristotle does not consider this process is a reflex action, as modern behaviorists do. In relation to the above he states, «The mind does what it always does in favor of something which is his goal.» For Aristotle, all psychological experiences are organized to move toward a goal. As a result of reason and discriminate difference in what we always feel what is done in order to achieve the goal. All the senses are given in the meaning of relation to achieve a goal. In other words, for Aristotle, psyche means the ability to achieve goals and be able to change your own behavior in order to achieve the goal.» William James, the American psychologist similarly defines an opinion, i.e. the «ability to have a fixed goal in the future and clear opportunities to achieve the goal». (* Robert Dilts, «Strategies of Genius — Aristotle's model of the Mind», pp. 44—45).

To the above we must add another plus alpha, which is the linguistics, a phenomenon related to the words, because people understand their experiences and describe them through words. In relation to the above he states, «Words are not only a means of communication, but also a means to create the perception. It turns out that brain controls the speech from its left side, and that the language center is located in the left hemisphere of the brain of human. NLP deals with the impact that words have on our thinking, on the formation and changing our mood and behavior. This technique explains the causes of desires and motives to achieve the goal or goals. Regarding the above, Aristotle noted, «The starting point of a decision is a will and the reasons for something. Therefore, there is no decision without reason, i.e. logos and rational reasoning and independent of moral paragraph. There is neither good nor bad act without reason and character. Operation itself doesn't put anything into motion, but just practical thinking driven by some goal has that power.» (*Velix Meiner Verlag: Nikomachische Ethik, Hamburg, 1985. p. 137).

Programming, as a third element of NLP relates to internal processes, i.e. inner thoughts and feelings of programs that result in certain behaviors. NLP uses simple but very efficient method of reprogramming of the way we think, consistent with our values and goals that we want to achieve. In other words, this technique reveals the models

of thinking, learning, motivation, and change, and the way people receive and process information. Therefore, it can be argued that NLP is not an invention, but a system of successful internal structures and strategies that already existed and proved successful in practice of excellent communicators. NLP offers a method, or a concept that allows each individual to take communication forms of excellent specialists and geniuses, which achieved excellent results especially at the professional level.

It offers a new set of tools that can explain the strategies of genius that can be learned and applied in other context of use. Studies of the behavior of genius minds shows they have different behaviors, but that they had in common the ability to analyze, identify and solve problems. It is shown that the process of thinking genius can be used to enhance creativity and abilities of individuals, and thus for successful problem solving in organizations.

NLP models and tools are now widely used in business communication, management, training, motivational seminars and coaching. Bearing in the fact that NLP is based on the axiom that people have all the resources and the potential need for any type of change and success, people who use easily drift towards the desired goal, and very often successfully realize them in the shortest possible time. Successful implementation of the NLP leads to impressive results in their personal and organizational development, consulting, therapy, sport management, and policy. This is particularly important, bearing in mind the observation of Wayne Dyer, «The state of our life is nothing but a reflection of our mind». (* Ekonomski magazin, no. 508, Belgrade, 2010. p. 34).

Resume

Disclosing secrets, i.e. the rules and principles of functioning of mentality, mental energy, the conscious and the unconscious has great practical value in the design, construction, and maintenance of an organization, as artificial creations, which are composed of natural elements such as man and man-made elements, such as substance, information. Analogous to the relationship that exists between mind and executive parts of man's body, it is possible to construct an organization in different organization forms, because it shows that in every organization there is all that exists in human as the most perfect self-organization. Therefore, every organization has a director, as the brain and organs that carry out the decisions of the executive such as man's body parts such as arms, legs, muscles, etc. In every organization, there are inputs, transformation processes, and outputs, just as there are in man's body with the overall aim to as few inputs, achieved as much outputs.

Analogous to relations between the conscious and unconscious in organizational systems, executive parts must to implement decisions made from the highest levels of the hierarchical pyramid, which in man's body would be brain. Balanced effects of mental and emotional energy are important for individuals, but organizational systems too. It turns out the major emphasis in the design of control is put on the motivational pole, and that emotional pole is neglected, which creates a gap between the emotional desire as a product of emotional pole and the will, which is a result of motivation pole. In that gap, organizations aren't able to create more success. Therefore, it is naturally at least to partially meet mentality, i.e. mental energy. Whoever does so doesn't need to think for its own success.

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CULTURE AS THE MAIN FACTOR OF SOCIAL DETERMINANT OF CONSUMERS BEHAVIOR

ABSTRACT: The social (sociological) factors are very important in the formation of long-term habits of consumer behavior. To explain the need for a certain product or service, it is necessary to understand the social determinants of demand. The influence of social (sociological) factors on the behavior of consumers had developed and changed in accordance with the social and economic development of population. It directly influenced the increase or decrease of the standard of living, because with socialization, human as consumer accepts values,