

RESEARCH ON COOPERATION AND COMMUNICATION WITHIN INTELLECTUAL DIASPORA NETWORKS: A CASE STUDY FROM SERBIA

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Abstract: *The process of globalization and rapid development of information technologies, innovations in transport and telecommunications, as well as the internationalization of business, increase the intensity of migration of highly-skilled individuals. The conversion of loss of the intellectual capital into new possibilities and opportunities has become a topic of great interest in many countries of the world, including the Republic of Serbia. Cooperation, networking and institutional organization among members of Serbian diaspora, especially among a great number of academics, scientists, experts, business people and students, are crucial issues for the preservation of national identity and help the economic and cultural development of the motherland. The paper emphasizes the importance of formulating and implementing appropriate communication strategies within the intellectual diaspora in order to improve the relationships within the target group, and establish contacts and solid networks. The results of the survey, which is an integral part of this work, represent the assessment of the existing level of internal coherence and cooperation among members of the intellectual diaspora, and could be further used as a basis for related studies in future.*

Key words: *intellectual diaspora, internal communication, cooperation, networking*

1. INTRODUCTION

International migration of intellectual labor in recent years and decades has become a subject of many scientific considerations, theoretical and practical researches and analyses. Recent studies indicate that this phenomenon still shows an upward trend, and, therefore, issues related to migration are, to a large extent, the focus of interest for countries of origin and for destination countries, as well as for communities of migrants within diasporas around the world (Ozden and Schiff, 2006). Kuznetsov (2006) notes that: "This trend is especially characteristic of developing countries – there is a growing international mobility of talent from these countries, and consequently rapidly growing diasporas of highly skilled people". Numerous studies have been carried out in order to account for this phenomenon, its causes and consequences. Although migration of intellectuals, scientists and experts is mostly treated as an economic category, it also has a significant social impact, so "the challenge for governments today is how best to manage mobility, multiple identities and diversity in a way which can maximize diaspora engagement both in home and host societies" (Usher, 2005, p.48).

The term "brain drain" is one of the most visible forms of manifestation of the international migration of talents. More and more skilled individuals seek international career opportunities and expatriate themselves (Carr et al., 2005). *Brain drain* designates "the movement of human capital, in which the flow of expertise is predominantly in one direction" (Salt, 1997), usually from developing to more developed economies. The use of the word *brain* pertains to any skill, knowledge, scientific potential, competency or

characteristic that is valued as a potential asset. The term *drain* indicates very high, usually undesirable, outflow. Coupled, the two label the loss of the most talented people (Bushnell and Choy, 2001). Two key facts about this phenomenon are: 1) the existence of a large number of highly educated people who originate from developing countries, and live and work in some of the developed ones, and 2) these educated people can be a significant source of development of their countries of origin (Kuznetsov, 2006).

From a historical point of view, Serbia is one of the well-known emigrational areas in the world, with one of the largest Diasporas. Any individual who leaves the country of origin inevitably represent a loss, with the emphasis on experts in various fields, academics and many young people going to study or work abroad. It can be said that Serbia suffers from a chronic "brain drain". Although the state and its institutions work on development and implementation of strategies to motivate the return of expatriates to their country, it is evident that the results do not meet the expectations. Taking into account the poor economic situation in the country, high unemployment rates and low average wages, it is understandable why. The conversion of loss of the intellectual capital into new possibilities and opportunities has become a topic of great interest in the world, including Serbia. Networking of members of the diaspora scattered around the world, their institutional organization and action towards realization of common goals is crucial for this. Intellectual diaspora networks are characterized as "associations of highly skilled expatriates willing to contribute to the development of their origin countries" (Meyer, 2007). Only by increasing their internal connectivity, based on effective communication process, important goals can be reached, not only for individuals, organizations or associations in diaspora, but also for the Republic of Serbia. This paper attempts to highlight the current situation in the area of internal connectivity among members of Serbian intellectual diaspora and to identify adequate channels of communication with the target group consisting of members of the intellectual diaspora. Fazal and Tsagarousianou (2002, p. 16) write: "With the spread of new technologies, diaspora communities have often developed virtual connections and a host of Information and Communication Technology-premised resources". The Internet and the new technologies certainly help towards the creation of new communication channels and improve relationships within the target group, establishing contacts and networking.

2. THE ROLE AND IMPORTANCE OF INTELLECTUAL DIASPORA NETWORKS

In the broadest sense, Diasporas are understood as self-identified cultural communities living outside the country of origin, while remaining connected to their home countries (Fullilove, 2008). A simple and concise definition of diaspora

could be: "The population scattered for any reason, in several places of residence" (Yossi and Aharon, 2003). In scientific literature, intellectual Diasporas are defined as self-organized communities of expatriate scientists, engineers and professionals living in developed countries and working to impact development of their home country or region, mainly in science, technology and education (Barre et al., 2003).

The features that distinguish diaspora from other communities are a very strong connection among members of the same nationality outside the home country, a strong sense of nostalgia about the country, in the pursuit, even irrational, to return to their country and the desire to participate in the events which characterize the home country. "Diaspora can contribute to its motherland financially, socially and emotionally" (Nielsen and Riddle, 2009) and networking of diaspora members plays a significant role in that. Networks have been increasingly considered as the most promising response to the need for new kinds of organizational structure. The importance of networking of intellectual and scientific diaspora around the world has intensified since the 1990s. Emphasis is placed on a process called "brain gain", which is based on the idea that educated expatriates should not be necessarily viewed as a definite loss to the country of origin. In fact, scientists, engineers and students who live, work or study abroad are an important human resource, both for the country they now live in, and their country of origin. The essence of the brain gain hypothesis is that the intellectual and technical elites who emigrated from developing to developed countries represent a valuable human resource potential, instrumental for the socio-economic progress of their homelands (Kuznetsov, 2008, p. 275).

According to Meyer and Brown (1999), there are two types of benefits from the experts in diaspora (*brain gain*): return of displaced professionals in the country of origin (return option) and their mobilization from "distance" and participation in the development of the country of origin (Diaspora option). Mobilization of this latent national resource, as Gamlen (2005) calls it, through such connectivity programs, does not require a large infrastructural investment, which is the advantage of any diaspora option. This way, the country of origin can have access, not only to individually merged knowledge, but also to the social-professional networks in which these individuals are included in foreign countries. As developed countries often provide far better working conditions and training, those who have decided to migrate to one of these countries rarely decide to return. However, they can remain concerned with, and interested in, the development of their country of origin, due to familiar, cultural, ethnic and other ties and relationships. From this point of view, a need to connect them to motherland scientific community arises, in order to effectively and productively engage them in the process of development of their native country without temporary or permanent physical return. This type of cooperation is possible through various forms, most of which refer to international research projects based on cumulative knowledge and collective group practice and multinational corporations. The ability of expatriate talent to effect change in their home country stems from a combination of three features: (1) High professional success and reputation, which allows diaspora members to create search networks facilitating reforms and investment in home countries; (2) Intrinsic motivation – their desire to be a part of a larger project, to get involved with the home countries and change it to the better, and (3) Strong motivation to advance professionally and economically (Kuznetsov, 2008, p. 268).

This so-called "network access", extensively used in the formation of migrant networks in the past two decades, benefits the countries of origin, and brings many benefits for individuals in the diaspora. These networks are presented as a great help to the migration process. Those who have already emigrated provide significant sources of data to those who intend to do the same. Those personal links can be used to avoid or reduce the risks and costs of migration: legal and technical information on the procedures, financial aid, prospects for employment, administrative assistance, physical accompaniment, emotional solidarity, and so on. The impact of these networks on migration flows is also one of their roles, as immigrants are a "bridge" for newly arrived immigrants – both in geographical terms (receiving country), and in terms of fields of work (employment conditions) and housing.

2.1. Characteristics and activities of the intellectual diaspora networks

The main objective of these networks is the usage of highly skilled migrant communities in different receiving countries in order to contribute to the process of motherland development. According to Meyer (2003), intellectual diaspora networks should meet the following criteria:

- Members must be of the same nationality and live and work or study abroad;
- Members must be highly qualified, active in some of the professional fields, with emphasis on science;
- The network must consider economic and social development of the country of origin as its main purpose,
- There must be some degree of funding or connecting among network members, and among network members and their partners in the country of origin.

The emergence of most of these networks is generally initiated by a group of students or scientists and researchers who have recognized the need for this type of initiative. The Internet is the main tool that is used for their establishment, promotion and availability to all existing and potential members. A number of web-based diaspora networks now facilitate commercial investments and public service by members for the benefit of their home country. It is through this type of creative global exchange of information and ideas that new and exciting initiatives are developed (Usher, 2005, p.48). The networks of intellectual and scientific diaspora are intended to improve and speed up communication and exchange of information and resources among members living dispersed from each other, as well as among members and their associates in the country of origin. The main priority is the educational, social, cultural and professional advancement of network members, which is closely connected with the main objectives of this type of networks, since they are important for the economic, commercial, political and social development of the country of origin.

Network members engage in various activities, such as organizing conferences, seminars, workshops, group discussions and various social events – dinners, Christmas and New Year holidays, picnics and so on. In order to ensure economic and social progress of the country of origin, members engage in various joint developmental projects at the level of the network itself, or in cooperation with numerous government agencies and profit and non-profit organizations in the homeland. All networks have their own newspapers (newsgroup or newsletter), published in paper and / or electronic form, as tool of improvement of internal communication among network members and updating on

project plans and the latest developments in the country of origin, as well as publishing the results of current researches. This method of disseminating information enables the influx of new ideas, dialogues and discussions among members and among them and their counterparts in the homeland.

2.2. The alumni model of networking

Alumnus (pl. *alumni*) is a Latin word that means a guardianship or a ward. All those who are bachelors, masters or PhDs at some college or university can become members of such associations. Among the sectors of modern society, the university sector has been probably the most successful in congregating its members, known as academic, scientific, intellectual or expert Diaspora, and mobilizing their intellectual, social and financial capital to advance its mission (Mitra et al., 2007). The purpose of alumni associations is providing valuable, timely and reliable communication links among graduates and faculty where they have earned a diploma, as well as the mutual communication of members of this organization. The main goal is the unification of knowledge, strength and power of the people who now work in various fields, in order to benefit all parties. Through alumni organizations, academics achieve and maintain links with the parent educational institution and communicate with ex-colleagues. Alumni organizations most often have their CV databases, collect and distribute information of common interest to their members, organize meetings, seminars, scientific conferences, open up their websites, usually edit their own newspaper, cooperate with other organizations. Members of an alumni association can, with the help of the organization, continue their own education, influence the development of their faculties and remain in contact with colleagues and friends from university days. The mission of the alumni organizations is creation, development and promotion of mutually beneficial relationships among current and future members and their educational institutions. By the way of acting, commitment and tradition, alumni create strong relations, loyalty and sense of pride in the educational institution in homeland where their members have acquired academic titles. This model, based on simple but strict requirements, has proven to be very instrumental in utilizing precious intellectual capital of academic diaspora. They can be used as the backbone, and can serve as the springboard from which many diaspora activities can be launched. Such activities include financial contributions, but most importantly, engagement of diaspora's intellectual and social capital for the benefit of the entire nation (Filipovic and Putnik, 2009).

3. SERBIAN INTELLECTUAL DIASPORA

Due to the fact that diaspora is a complex phenomenon, it is often difficult to obtain reliable information on the exact number of displaced people and their places of residence, and therefore the number of those with higher education. As most of the diasporas of the world, Serbian diaspora has been formed as a combination of voluntary and forced migrations, which occurred in several waves, four of them in the last hundred or so years. Serbian diaspora communities dispersed around the world, together with Serbs who live in the territory of former Yugoslavia and countries in the region, count almost four million people. Sadly, Serbia has no valid statistics on emigration of highly educated people because the

Institute of Statistics of the Republic of Serbia is not qualified to produce this type of evidence, but it is estimated that their share in the total number of emigrants ranges from 12 to 15% (Grecic, 2010). Besides young people who had acquired their academic titles in Serbia and after that went to work abroad, a significant number make those who graduated and stayed abroad. The reasons are numerous: lack of possibilities to find an adequate job, poor state of the economy, job insecurity and complicated and lengthy procedure of diploma validation. Also, a great number belongs to the generation of highly and medium-educated people who went abroad because of the war and mostly did not return to their homeland. In Filipovic's (2011) database of over 6,400 Ph.Ds and doctoral students who live abroad, a large number are significantly represented within professional specialization fields, as well as other areas – academia, research, cultural, entrepreneurial, sport. Filipovic noted that the largest concentration of Serbian Ph.Ds is in three parts of the world: the West coast and the eastern part of the North American continent (USA and Canada) and Western Europe. The largest number of identified Serbian Ph.D's in Diaspora lives in the USA (39 %), 15 % live in Canada, 10 % in the UK and close to 7 % in Germany. The largest number of them works in academia (around 40%), around 33% are in some business, close to 13% do research, and around 14% are in some other areas. Close to 40% of the identified Serbian Ph.D's in diaspora are women.

4. CHANNELS OF COMMUNICATION WITHIN THE SERBIAN INTELLECTUAL DIASPORA

Internal communication plays a very important role in the networking of the intellectual diaspora community members around the world. Communication activities are usually carried out by various organizations, either at the level of individual countries, or at the global level. In order to pursue planned strategies and activities of this type, it is necessary that, first of all, each of the organizations and associations determine target group of the public. The Diaspora, by itself, covers a large human capital, so every organizational subject must determine the criteria to perform the segmentation of the target groups. For organizations that are limited exclusively to territories of certain countries or continents, geographic segmentation is relevant, if their potential membership does not require certain profile and they want to address only to the target public on a particular territory. Demographic segmentation is the key determinant if the segmentation is based on age, gender, or, for example, the time of immigration. In addition, psycho-graphic segmentation is also an essential element and shows common characteristics of groups based on education, membership of social class, occupation. Thus, the primary target group of organizations and associations within Serbian intellectual diaspora are persons with higher education, university, masters or doctoral degrees, acquired at home or abroad, living and working outside of the motherland borders, as well as students of Serbian origin who are enrolled in basic or graduate studies at one of the world's universities. The main task of any institutional form in the diaspora is to determine the communication habits of its target group and reconsider the possibilities of restoration of communication link or improvement of existing relationships.

Tsagarousianou (1999, p.57) states that media in diaspora: "might be a valuable cultural and political resource available

to minority groups, by instituting public spaces of representation and participation and creating an opportunity structure for cultural and political expression, dialogue and self-definition by members of ethnic communities.” Research about media in diaspora, conducted in 2007 by the Serbian Ministry of Diaspora, shows that most respondents access media content via the Internet. This category includes Internet radio and television, websites, blogs, magazines, newspapers that have on-line form, social networks. One third of the diaspora members cited say that print media also have an important place. The most frequent topics of the Serbian diaspora newspapers are actual happenings in Serbia, then topics related to the local Serbian community or country in which the Serbian minority lives.

Results of previous researches suggest that it is necessary that diaspora organizations form their own sites, which will provide potential members and other parts of interest with accurate information about their own activities, goals and plans, and any other information of relevance. Sites must be regularly updated, and there must be people in charge to communicate with all stakeholders. Communication with members must be regular, conducted by telephone, e-mail or personal contact, to ensure their commitment to joint tasks. In addition, by using modern technologies, organizations can create content of mass communication and reach a much wider audience with a significantly lower cost than by using of traditional media. Organizations can communicate with its target audience through email, online forums and other interactive media. Interaction as the way of presenting information from various perspectives builds a sense of community among users, in the same way people share their life stories and experiences. Opportunities that social media provide to an organization are: careful listening to their target group, objective insight into its reputation, understanding the target audience, direct communication with individuals, releasing them of an impression of the faceless crowd, getting positive feedback and immediate identification of crisis situations, the use of e-learning activities. For all these reasons social media are a very important communication tool among members of the diaspora network who are spatially far apart.

Preferably, organizations should issue internal sheets, brochures or leaflets, available to all interested parties. Organizing special events, such as various conferences, celebrations and mass gatherings of the similar type is also a significant aspect of development and improvement of internal relations within the intellectual community abroad. Organizing conferences and special events in which diaspora members take part is a possibility of direct communication among members, sharing ideas, planning and finding ways to improve cooperation. These events are organized once or several times a year by the individual organizations and require preparation of several months, as the planning agenda, and all other elements (to make a list of guests, making a call, informing the media, providing space, materials preparation, etc.). Many special events of this type take place in Serbia. The advantage of organizing events in Serbia is that it allows gathering of the diaspora members with relevant interlocutors in the country and their compatriots from other states. Such events, which bring together among 500 and 2,000 people, usually take place during the period of summertime – June and July, when representatives of the diaspora mostly visit their home country, and during the winter period around Christmas and New Year holidays. Planning and organization of these special events is mostly conducted by individuals within a specific

organization, in charge of these tasks, and rarely specialized agencies are being engaged. The objectives of organizing diaspora special events are the following: improvement of the image of the organization, establishment of contacts among certain groups of people, making the public familiar with the activities of an organization, the intent to engage participants in special events in some project, creating a positive echo in the media, etc.

5. METHODOLOGY AND RESEARCH OBJECTIVES

In an attempt to determine the level of existing internal connection, members of the Serbian intellectual diaspora were asked to fill in a questionnaire. It was administered to a representative sample of respondents during the period February-June 2014. The survey was conducted in two stages. The first stage included personal contact with respondents at two special diaspora events, held in Belgrade. 56 respondents were interviewed this way. The second stage included sending electronic versions of the questionnaire to e-mail addresses of respondents. 68 members of the diaspora were interviewed in this stage. The questionnaire contained questions relevant to the field of internal communication, and the results of this study portray the current state of internal coherence from the perspective of the respondents, a possible correlation of key concepts and variables, as well as conclusions concerning the possibilities of improving the current situation and improving the internal connections and relations.

5.1. Sample description

The sample includes 124 participants – members of Serbian intellectual diaspora. Thirty-seven respondents (29.8%) of the sample were female, and 87 respondents (70.2%) were male. The larger number of the male respondents is due to some limitations – the majority of the participants in two special events, interviewed “face to face“, were male, as well as the majority of those who responded through the electronic version of the questionnaire.

The subjects were classified into four categories according to age, as follows: 50 respondents (40.3%) were younger than 30 years; 40 respondents (32.3%) were aged 30 to 40; 18 respondents (14.5%) were aged 40 to 50, and 16 respondents (12.5%) were older than 50. The highest percentage of women in the sample (38%) is under the age of 30, while the majority of the men (82.5%) were aged between 30 and 40.

The subjects were grouped into four categories by level of education: students – 11 respondents (8.9%); with a university degree – 60 subjects (48.4%); with the title of Master – 36 respondents (29%); with the title of PhD – 17 respondents (13.7%).

For easier data processing, the respondents were categorized by the regions of the world where they are based, in the following way: European countries (36.3%); countries in the region (autochthonous population (see Filipovic, 2011) – Slovenia, Croatia, Macedonia – 13.7%); United States, (17.7%); Australia (21%); Canada (8.9%); Africa (1.6%); Asia (0.8% of the sample). Young people from Serbia more often choose to study in the United States, Canada, or western European countries – UK, Germany, France and Italy. The remaining three educational categories most significantly move to Europe, rather than the United States, followed by Canada and Australia. Seen from the perspective of gender, the majority of both men and women choose to move to Europe, USA, and Australia. Based on the length of living

abroad, most of the respondents answered “more than 15 years” (45, 2%), while the remaining three categories were relatively uniform: 21% answered “10 to 15 years”; 17.7% “from 5 to 10 years”, and 16.1% “less than 5 years”.

5.2. Results and discussion

The results imply that gender has no impact on the number of people of Serbian descent they are in contact with ($\chi^2=1.786, df=2, p<0.05$), and most women and men are connected with more than 50 people of Serbian descent who also live abroad (see Table 1).

Number of contacts of people of Serbian descent by gender
Table no. 1

		Number of contacts			Total
		Less than 20	From 20 to 50	More than 50	
Gender	Female	6	8	23	37
	Male	8	26	53	87
	Total	14	34	76	124

The results of the survey show that the majority of the respondents, regardless of the age, are in contact with more than 50 people of Serbian origin in the country where they live and work. By comparing the education level of the respondents and the number of people of Serbian origin with whom they have regular contact, a statistical significance has been found (LR=19.905, $df=6, p<0.01$). The results indicate (see Table 2) that the number of contacts rises with levels of education and, therefore, supports the idea of building large and solid diaspora networks of highly educated individuals.

The number of contacts of people of Serbian descent by education level
Table no. 2

		Number of contacts			Total
		Less than 20	From 20 to 50	More than 50	
	Student	0	7	4	11
	University degree	6	12	42	60
	MSc	6	13	17	36
	PhD	0	2	15	17
	Total	12	34	78	124

As for the frequency of meeting the other Serbs in the countries they live (see Table 3), the results show there is no significant difference by gender ($\chi^2=4.623, df=2, p<0.05$).

Frequency of meeting other Serbs in diaspora by gender
Table no. 3

		Frequency			Total
		Once a week	Once a month	Several times per year	
Gender	Female	12	15	10	37
	Male	44	31	12	87

		Frequency			Total
		Once a week	Once a month	Several times per year	
Gender	Female	12	15	10	37
	Male	44	31	12	87
	Total	56	46	22	124

Further analyses indicate (see Table 4) that age categories have no impact on the frequency of meeting other Serbs in the countries in which the respondents now live ($\chi^2=11.452, df=6, p<0.05$). Opposed to that, education categories (see Table 5) do have an impact on the frequency of meeting other compatriots in the diaspora (LR=21,361, $df=6, p<0,01$).

Frequency of meeting other Serbs in diaspora by gender
Table no. 4

		Frequency			Total
		Once a week	Once a month	Several times per year	
Age	Less than 30	25	18	7	50
	From 30 to 40	17	12	11	40
	From 40 to 50	5	12	1	18
	More than 50	9	4	3	16
	Total	56	46	22	124

Frequency of meeting other Serbs in diaspora by education level
Table no. 5

		Frequency			Total
		Once a week	Once a month	Several times per year	
	Student	4	4	3	11
	University degree	25	29	6	60
	MSc	16	7	13	36
	PhD	11	6	0	17
	Total	56	46	22	124

Research has shown that the frequency of meeting with other people of the same origin differs by region. For the largest number of respondents who live in European countries the frequency of seeing is reduced to once a month (55.5%).

Serbs living in the region mostly rounded out “once a week” (59.2%). This applies also to the United States and Australia, although the dispersion of those diaspora segments is large. It is in this way the 45.4% of the respondents from the U.S., and up to 80% from Australia answered.

As regards Canada, the same number of respondents, 36.4% , voted for option seeing “once a week” and “several times a year”. The respondents who come from Africa rarely arrange meetings with other Serbs, once every few months or several times per year. A respondent from Asia marked “once a week.”

Furthermore, this survey shows that male respondents in a much greater number join up various organizations and associations of Serbs (77%) than female ones (23%), so it can be concluded that gender has an impact on decision weather to be part of some Serbian organization abroad ($\chi^2=5,485$, $\chi^2=6,535$, $df=1$, $p<0,05$).

Membership of respondents by gender

Table no. 6

		Membership		Total
		Yes	No	
Gender	Female	20	17	37
	Male	67	20	87
Total		87	37	124

Most of the respondents of all ages are members of at least one such organizations – 64% younger than 30, 75% of respondents aged 30 to 40, 72.2% of respondents aged among 40 and 50, and 75% older than 50, so age category does not have a significance when corelated with membership ($\chi^2=1,569$, $df=3$, $p>0,05$). Unlike that, examination of the correlation between education and membership shows statistical significance ($\chi^2=12.236$, $df=3$, $p<0,01$).

Membership by age groups

Table no. 7

		Age				Total
		Less than 30	From 30 to 40	From 40 to 50	More than 50	
Member ship	Yes	32	30	13	12	87
	No	18	10	5	4	37
Total		50	40	18	16	124

Membership by education groups

Table no. 8

		Education				Total
		Student	University degree	MSc	PhD	
Membership	Yes	10	38	22	17	87
	No	1	22	14	0	37
Total		11	60	36	17	124

Looking at the regions of the world, 80% of the respondents living in one of the European countries are members of Serbian associations or organizations; and 64.7% of the Serbs in the region; 54.5% in the U.S; 76.9% from Australia and 63.6% from Canada. None of the subjects from Africa was a member of any organization. A respondent from Asia answered positively. The results of this study clearly reflect the positive situation when it comes to the intellectual segment of the diaspora, since all categories of respondents mostly identified themselves as members, indicating a high level of connectivity, networking and acting towards common goals.

As for business cooperation with other Serbs in Diaspora from the angle of education level, the results were the following: 54.4% of those whose studying abroad was still in progress so far achieved business cooperation with fewer than 10 people; 56.7% of the persons with university degrees cooperate with up to ten other Serbs, as well as 47.2% of those

with MSc degrees. Finally, 64.7% of PhDs quoted business cooperation with more than 30 Serbs abroad. The fact that the respondents with a PhD are pointed out in this regard can be explained by the fact they mutually associate and jointly engage mostly in the field of scientific and research work. The largest number, 72% of respondents with less than 30 cooperate with fewer than 10 Serbs. 10% of this age group have no cooperation with any person of Serbian origin. 35% of the respondents aged 30 to 40 do some business with more than 30 people of Serbian descent, while 10% do not cooperate at all. 59% of the respondents aged 40 to 50, also do some business with more than 30 people of Serbian origin, while 16.6% do not cooperate at all. All respondents from the age group over 50, pleaded business and cooperation with other Serbs, 56.25% of them even with more than 30 people of Serbian descent. It was shown that younger respondents, who were still students or just started their careers did not have extensive business networks of cooperation with other Serbs, but the number of business contacts increases significantly within the remaining three age groups. 64.5% of all subjects who participated in this survey work in an organization / institution that employed other Serbs.

Regarding the collaboration with organizations and institutions in the motherland, 56.5% of the respondents answered positively, while the remaining 43.5% did not achieve that kind of cooperation. The fact that there was a large number of those who actively cooperate with the mother country tells us that our displaced intellectuals are willing to help their homeland and contribute to its development. From the standpoint of educational level groups, 36.4% of students stated working with various organizations and institutions in their home country, as well as 60% of university graduates, 44.4% of masters and 82.3% of doctors. Considering things from the perspective of years of age, 26% of those who are under 30 cooperate with organizations and institutions in the state. The percentage increases with the remaining age groups from 30 to 40 (up to 77.5%), from 40 to 50 (77.7%) and over 50 (75%).

As far as the institutions they most commonly cooperate with are concerned, the respondents stated the following: Ministry of Religion and Diaspora, Ministry of Foreign Affairs, Serbian Chamber of Commerce, National Bank of Serbia, state agencies, local government authorities, youth and cultural organizations, Matica Srpska, the Serbian Orthodox Church, as well as different companies. In terms of cooperation with institutions and organizations in the Republic of Serbia in the future, 71% responded positively, 27.9% negatively, and 1.6% declared nothing. Even 90% of the students from abroad intended to restore collaboration with Serbian institutions in the future, as well as 65% of university-educated respondents, 69.4% of masters, and even 93.7% PhDs. The results are optimistic toward the possibilities of mobilisation of human resources from the intellectual diaspora, which will certainly have a positive effect on the state of Serbia.

The types of cooperation which surveyed members of the intellectual diaspora intend to achieve with the motherland were following: economic cooperation (46.3%), cultural cooperation (54%), scientific collaboration (32.5%), investments (23%), humanitarian assistance and grants (6.4%), cooperation with educational institutions (21.6%), cooperation with political parties (16%), cooperation with sports clubs, youth associations, and so.

6. CONCLUSION

As a result of the many economic and political factors and the impact of globalization, the migration of people from all continents has increased. The directions of migration are mainly focused on less developed countries, from which people migrate to industrialized nations. This phenomenon is clearly present in Serbia, which is, in historical terms, a traditional emigration country. A significant number of professors, scientists and researchers left the country of origin and continued their work in the United States, Canada or Western Europe, where they found much better working and specializational options. The students of Serbian origin who chose to study abroad, according to research findings, usually remain to live and work there. "Brain drain" is, inevitably, a huge loss for the countries of origin, but on the other hand, little is done so that the situation can change. However, in recent years, the state of using the resources from diaspora, not only in economic terms but also in the intellectual sense, has been highly supported.

Establishing and development of diaspora networks, as well as different types of organizations in all parts of the world where Serbian diaspora exists, should be strongly supported. Understanding the basic form, manner and process of communication flow is the key to successful exchange of information among members of the internal public within the diaspora organizations. The objectives of internal communication should be based on developing awareness of the importance of networking process, precise and comprehensive definition of mission, vision and strategy of such organizational form and continuous improvement incentives. The initial phase of this process includes defining the current state of the system, identifying obstacles, delays and strain point of the process of communication, with an analysis of key barriers to communication. Improved internal communication can be achieved by combining existing, or establishing new communication channels. It is vital that organizations regularly and promptly monitor and implement the latest technologies, because it is an important factor of efficiency and effectiveness of communication.

The results of this research reflect the existence of a positive attitude among members of Serbian intellectual diaspora in terms of their internal connecting and joining forces. Most of the respondents of both sexes, all ages and levels of education regularly contact and cooperate with their compatriots in diaspora, but also with many institutions and individuals in Serbia. It is necessary to use the available resources in the best possible way, by uniting and gathering as many people of Serbian descent throughout the world, not only for financial aid programs, but also for establishing a wider range of cultural, educational and economic ties with the homeland.

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