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Devastation and Rebirth: A Longitudinal Study of Bosnia's Arizona Market, with Implications for Markets, Marketing and Society

Ruzica Brecic
University of Zagreb

Clifford J. Shultz
Loyola University Chicago, cshultz@luc.edu

Katherine Sredl
Loyola University Chicago, ksredl@luc.edu

Natasa Renko
University of Zagreb

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Devastation and Rebirth: A Longitudinal Study of Bosnia's Arizona Market, with Implications for Markets, Marketing and Society

Ružica Brečić, University of Zagreb, Croatia

Clifford J. Shultz II, Loyola University Chicago, USA

Katherine Sredl, Loyola University Chicago, USA

Nataša Renko, University of Zagreb, Croatia

The wars of Yugoslav succession, fought in Croatia and Bosnia from 1991 to the signing of the Dayton Peace Accord (Dayton) in 1995, ended a unique economic structure that combined elements of both market and command economies (Shultz et al. 2005). Some twenty years after the signing of Dayton, the re-building of market structures has taken different forms throughout Croatia and Bosnia. The terms of Dayton and the involvement of the international community in re-building markets in Croatia and Bosnia have been major factors in the successes and limitations of the rebuilding process, often with mixed outcomes for a potentially lasting peace (Jeffrey 2006). Another factor in the outcome of the re-building process is the involvement of small and large scale local entrepreneurs (Andreas 2004). Like the international community, the actions of local entrepreneurs can influence how long and how well the peace agreement of 1995 will last. We explore Dayton and the role of the international community and local entrepreneurs, both large and small scale, in the creation of the Arizona Marketplace (Arizona), which sprouted in an open field at the confluence of hostilities in the Posavina Region of Northeastern Bosnia, at the border of Serbia, Croatia, Bosnia, and the breakaway state of Republika Srpska. Furthermore, we analyze the evolution of Arizona in the context of Dayton and its attention to creating new borders, and its relative inattention to creating markets. The Posavina region was remarkable during the War in Bosnia for the intensity of fighting there, for the efforts to re-populate the historically Bosnian city of Brčko, the largest city in Posavina, with Serbs from elsewhere in Bosnia, and to drive Croats and Bosnians into the smaller surrounding villages. We selected Arizona as a site for exploring the relationship between post-conflict market development and entrepreneurship as it was the first place in this region that pre-war neighbors, driven from their homes by war, came to meet again, after Dayton.

In this presentation, we share findings from a longitudinal study—twenty years and counting—on the role of Arizona in the war and the peace in this highly contested region of Bosnia. Data were/are collected via site observations and retrospective interviews to explore the emergence of entrepreneurship in Brčko, Bosnia before, during and after the war. A synthesis and assessment of findings led to the exploration of the ways that the terms of Dayton and the implementation of Dayton by NATO IFOR, Task Force Eagle, 1st Armored Division (November and December 1995) and 1st Infantry Division (1996-2004), US Army, contributed to the structural development of Arizona. Our research contributes a macromarketing perspective to

further understanding of the role of entrepreneurs and the international community in market re-development in post-conflict states.

References

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