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## GEOGRAPHIC INFORMATION SYSTEMS AS A TOOL SUPPORTING THE LOCALIZATION OF BUSINESS ENTITIES

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**Abstract:** *The paper reviews an opportunities of Geographic information system (GIS) as an instrument supporting the localization of new enterprises on the area of the municipality or region. Comparative analysis and review of different methods for localizations by the side of entrepreneurs have been used for finding the problems and possibilities for future improvements of GIS features that could help localization and attracting new possible investors. The main objective of this approach is to research thoroughly the process of localization of enterprises through possibilities of new technologies and methods. That research can be useful for government, municipalities or other organizations which has the obligation and the toolkit at the task of attracting investors and new enterprises. This paper can support the future managing process of creating systems for attracting investors. The results from our paper, based on research of information in seeking of practices for using GIS systems, are also useful for business entities and their localization process.*

**Keywords:** *Localization, GIS Systems, Entrepreneurship, Innovation, Regional Development,*

**JEL Codes:** *L26, O32, R58*

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