

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with
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Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
ENCGT - Ecole Nationale de Commerce et de Gestion de Tanger - Abdelmalek Essaadi University
Polytechnic of Medimurje in Cakovec



Economic and Social Development

96th International Scientific Conference on Economic and Social Development –
"Era of Global Crises"

Book of Abstracts

Editors:

Milija Bogavac, Zivanka Miladinovic - Bogavac, Zeljka Marcinko Trkulja

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RUSE OF WAR IN INTERNATIONAL LAW AND PRACTICE

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ABSTRACT

After defining ruses of war as deceptions and other trickeries used in war to gain military advantage over the enemy, which do not contain elements of dishonesty or treachery, and therefore are not prohibited by international law, the article reviews a number of the most famous types of ruses of war, such as camouflage, fake objects, ambush, trap, fake attack, simulating withdrawal, use of code etc. In addition to general considerations, a number of concrete examples from contemporary practice are given. Then a short review was given of the relevant rules of international law, including the provision from Art. 37/2 of Additional Protocol I (1977) which after specifying that „ruses of war are not prohibited” defines them as “acts which are intended to mislead an adversary or to induce him to act recklessly but which infringe no rule of international law applicable in armed conflict and which are not perfidious because they do not invite the confidence of an adversary with respect to protection under that law”. The author concludes that there is no doubt that ruses of war are allowed, but he notes that in practice it can be disputed whether the respective specific act is dishonorable (insidious) or whether it violates the rules of the international law of armed conflicts. In other words, whether one deals with permissible ruses of war or with perfidy, which is prohibited and constitutes a war crime. The answer must be sought taking into account all relevant facts, such as the circumstances in which the act was undertaken, the actual goal of undertaking that act, the persons and objects against which the act was directed, whether undertaking the respective act means a violation of some international legal obligation, etc.

Keywords: *Law of Armed Conflicts, Ruse of War, International law, War*

AN ANALYSIS OF THE ORIGIN OF HUMAN

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ABSTRACT

The paper attempts to answer the question that is at the heart of the Neanderthal genome project: Are modern humans fundamentally different from all archaic human species?

Neanderthals were certainly intelligent: they recognizably shaped human tools and lived in established communities, which only suggests that they were "human" enough. We hope that a direct comparison of the human and Neanderthal genomes will reveal whether our talents for invention, language, and abstract thought—the basis of our perceived uniqueness among species—are truly unique to us. It may be that Neanderthals lacked essential modern human traits. When analyzing this very sophisticated problem, we will use certain tools of the Matlab application and methods that can determine the matches of the genome, the Phylogenetic genomic sequence of the Neanderthal, that closest known relative of modern man, and by comparing it with the genome of modern man. At the end, it tries to answer the question: how similar are we?

Keywords: *Phylogenetic Tree, mhDNA, UPGMA Distance Methods, Jukes-Cantor Methods, Neighbor-Joining Methods*

CHANGES IN THE DINAR EXCHANGE RATE IN THE LIBYAN ECONOMY AND THEIR IMPLICATIONS FOR INFLATIONARY PRESSURES

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ABSTRACT

This research paper focuses on knowing the impact of changes in the Libyan dinar exchange rate on the inflation rate, and exchange rates are of pivotal importance in the economies of countries, whether developed or developing ones, and the low exchange rate of the local currency against other foreign currencies is a legal ruin for the number of units of The foreign currency that represents the unit of the Libyan dinar. The study also relied on analyzing the perceptions that occurred for the local currency and what it represents in the foreign currency, which is (the dollar), and the other side is the inflationary currency. Policy stability in these countries. Which positively affects the stability of domestic inflation rates within the country, which is affected by the stability of its exchange rate.

Keywords: *Libyan dinar, exchange rate policy, exchange rate change, inflation rate, exchange rate differences, depreciation of the Libyan dinar, Libyan economy*

SOME MANAGERS' OUTCOMES AND THEIR PERCEPTIONS OF INTERNAL GREEN MARKETING PRACTICES AND ACHIEVED FINANCIAL GOALS IN THE ENVIRONMENTALLY SENSITIVE SECTOR ORGANIZATIONS

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ABSTRACT

Many environmentally sensitive organizations pay attention to their environmental sustainability, social and environmental responsibility, and therefore to the alignment of their business, social and environmental performance. In order to respond to environmental challenges, organizations adopt the internal green marketing concept. The role of managers in adopting this concept and its practices is crucial. Therefore, organizations need motivated and satisfied managers. Simultaneously with the implementation of such an innovation, managers are expected to achieve the financial goals of their organization. Although rare, previous studies report that managers who positively identify with the organization contribute to the achievement of the organization's financial goals, while their organizational identification is influenced by the internal green marketing practices. In line with the above, the subject of this paper was the examination of some managers' outcomes (e.g. managers' satisfaction and their identification with the organization), and the internal green marketing practices and achieved financial goals in the environmentally sensitive sector organizations. The empirical research was conducted by an online survey. The sample consisted of managers in the small and medium-sized organizations operating in the agribusiness sector in Serbia. The aim of the paper was to determine whether the level of managers' satisfaction and the level of their organizational identification coincide with their perceptions of the level of implementation of internal green marketing in the organization and the level of achieved organization's financial goals. The results have shown that the managers in the agribusiness sector organizations in Serbia are satisfied managers and the ones who are highly identified with the organization. In addition, they positively perceived the implementation of internal green marketing in their organizations and reported that the financial goals of their organizations were achieved. The results of this research provide an insight into these managers' outcomes, as well as the level of their awareness about both some environmental issues from the internal green marketing perspective, on the one hand, and some financial issues (financial goals), on the other, the realization of which must be coordinated, although it is not always easy. The results of this paper refer to the small and medium-sized organizations operating in the agribusiness sector in Serbia, so these results can be useful to the managers in these organizations and other environmentally sensitive organizations. Managers' perceptions of the mentioned variables are

important, since managers are key in spreading eco awareness among employees, in adopting internal green marketing concept and its implementation, and achieving the financial and environmental goals of their organizations, especially those operating in the environmentally sensitive sector such as the agribusiness sector in Serbia.

Keywords: *internal green marketing, financial goals, managers' satisfaction, managers' organizational identification, agribusiness sector*

TIME AND COMPANY MANAGEMENT IN CASES OF FAKE NEWS WITHIN THE AUTOMOTIVE INDUSTRY

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ABSTRACT

The purpose of this paper is to analyze the current state of the art of time management in the automotive industry. The goal is to describe the importance of a successful manager's ability to set priorities and then divide them according to importance. The focus is to use the algorithm to suspend fake news that will disrupt the further flow of events in the work process and direct the future to artificial intelligence. In this paper, we present a case study of the use of artificial intelligence to detect fake news. The results of the study indicate that time management is a quality that every successful manager must possess and on the basis of which the absence of delays, perfectionism, and overcoming lack of motivation is reduced. This is due to the fact that in terms of quality technologies 4.0 (K4.0) it is possible to apply intelligent technologies, including countries that own the automotive industry, making them competitive and resistant to the influence of fake news, as well as the need to automate the implementation of security policies related to with the appearance of fake news. To understand the challenges in this field, we looked at findings related to human-machine interaction across various studies. Business efficiency at all industry levels requires the ability to detect and prevent the spread of fake news. The loss of consumer confidence due to the distribution of fake news is one of the damaging factors for the future development of companies.

Keywords: *Time, company management, cases of fake news, automotive industry*

SOCIAL NETWORKS IN THE ERA OF PANDEMIC

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ABSTRACT

In this paper, we investigate the problems of the behavior of social media within the framework of reliable and unreliable information that they offer, as well as the issue of the security of certain distributed and mobile online systems in the era of the COVID 19 virus pandemic. In the wake of coronavirus disease (COVID-19), many turned to social media for information and guidance. There are both positive and negative aspects to this behavior. These range from the spread of misinformation to the indispensable role social media has played in the dissemination of accurate information and mental health education. This article looks at both the challenges and benefits, considering who is potentially more likely to use social media and thus be impacted by the information imparted on the digital platforms that are now an integral part of our daily lives.

Keywords: *Statistics, Infodemic, Vulnerability, News, TV, E learning, DDoS, LMS, APT*

STUDENTS' PERCEPTION TOWARD PUBLIC SECTOR ACCOUNTANT POSITION

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ABSTRACT

The activity of the public sector has become so extensive and so dominant in economic and social life that good accounting has become a necessity for its continuance. Current and future accountants need to be properly trained to support good financial management in the dynamic and complex environment of the public sector. However, previous studies have shown that student interest in the public sector accounting profession is limited and that a career in public accounting is not attractive to them compared to the private sector. Due to the numerous reform processes in the public sector and the expansion of the global market, now is the right time to look for competent accountants in public institutions. Students as future accountants play a crucial role in the implementation of reforms. Therefore, the aim of this study is to investigate whether students are interested in becoming accountants in the public sector. It also aims to investigate how students perceive the attractiveness of the public sector accounting profession compared to the private sector accounting profession. The study was conducted through a survey of students at public universities of the Faculty of Economics in Croatia. The study revealed that only a small percentage of students have the desire to work in the public sector. Moreover, the position of an accountant in the public sector is less attractive than that of an accountant in the private sector in terms of realization of monetary and non-monetary benefits. The results indicate a need to consider who will work in public accounting in the future and who will implement the necessary reforms. Our study contributes to the academic literature on students' perceptions of the attractiveness of public sector accounting as a career. In addition, the results of the study may also be of interest to practitioners to encourage them to think about what can be changed to increase the attractiveness of the public sector accounting profession.

Keywords: *Career, Public sector accounting, Public sector accountant position, Reforms, Students*

OFFICIAL DOCUMENTS AND THEIR (AB)USE IN LEGAL TRAFFIC

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ABSTRACT

In accordance with the idea that a stable state must have legal procedures and legal affairs based on legal official documents, the authors considered that this is a current topic worthy of scientific and professional attention and research. The first part of the paper is dedicated to the legality and legitimacy of administrative action and the value justification of specific action, the necessary assumption of the rule of law, the realization of constitutionality and legality, justice and fairness, including the modern theoretical model, organization, role and position of the administration in the administrative legislation of Serbia, and social processes in regard to it. This includes the terminological determination of key concepts such as official documents, their legal use, the concept of legal traffic, but also the falsification of official documents, as a form of illegal communication in a legal traffic. Therefore, the necessary goal of the paper is to discover causal connection between official documents and their legality, legitimacy and value justification of specific action, on the one hand, and the degree of social danger of abuse related to the official documents and their use, on the other hand. The second part of the paper is devoted to abuses related to official documents, and the emphasis is placed on criminal acts against legal traffic and the way they are regulated in the currently valid Criminal Code of the Republic of Serbia. Further in the paper, the authors search for individual criminal acts such as falsification of official documents, special cases of falsification of official documents and falsification of official documents and their impact on legal security in the state and society. The research was conducted on the basis of data that included the criminal acts in question, and refer to the previous ten-year period. Statistical data were collected on the entire territory of the Republic of Serbia and refer to the number of suspects, accused and convicted adults for the observed criminal acts. The conclusion reached by the authors at the end of the conducted empirical research is that on average, on an annual level, about 235 persons of legal age commit the criminal act of falsifying a document, on average, about 671 persons of legal age commit falsification of a document, in a special way, while on average, on an annual level, about 93 adults commit a criminal offense falsification of a document issued by a special authority. Having in mind the data presented, the authors appeal that these types of abuse related to official documents must be suppressed and the damage that can be caused by using falsified official documents in legal processes is serious, both for the state and for society as a whole.

Keywords: *administrative activity, functional administration, falsification of official documents, legal traffic, state administration*

FUNDAMENTAL ANALYSIS OF THE APPLE COMPANY

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ABSTRACT

Financial markets are specific markets and places where shares, mortgages, bonds and other claims related to real assets are traded. Their primary role is to facilitate the flow of funds from individuals and companies who have excess funds to those who need funds in excess of their income. The financial markets show everything that happens in real economic, as well as social trends. Regulation, participants, instruments, IT and employees are the factors that determine the financial market. One of the important items in the investment process, in order to be able to form a portfolio, is a fundamental analysis. Fundamental analysis is essential for analysis and planning for both investors and analysts. It is used to determine the discounted value of all payments that shareholders would receive upon each sale of a share. Through this analysis, risk and interest rates are assessed. Investors are tasked with developing fundamental and technical analysis strategies. Thus, they can understand how share prices change in a dynamic market, but also constantly monitor trends and forecasts. Fundamental analysis can be applied together with technical analysis to assess the quality of the company's management. Fundamental analysis is just one of the techniques that investors use to discover the value of securities. It represents a much deeper analysis than just tracking changes in the prices of securities. Basically, it tries to explain what initiates a price change, taking into account the state of the company, the state of the industry in which the company operates, and the state of the global economy. Investors are the ones who represent the main participants, carry out detailed analyzes and perform evaluations. Through this paper, answers will be given about the "financial health" of the Apple company.

Keywords: *fundamental analysis, macroeconomic environment, investors*

APPLICATION OF SIMULATION MODELS FOR PREDICTING POPULATION EVACUATION IN TRAFFIC

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ABSTRACT

Generally known, the fastest and safest way leaving of an endangered object, area or fire situation is an evacuation of people, animals and material properties. Because of safety and complexity, evacuation always presents a heavy and demanding task. That is because evacuation depends on many expectable and unexpected factors. For example, fear, stress and panic among people can lead to irrational and unforeseen behaviour and decisions. One particularly complex, heavy and always open problem presents the evacuation of disaster occupants in case of an accident, such as a traffic disaster. Traffic accidents could cause many victims, regardless of whether it is road, water or air traffic. Particularly situations are complex where the approach to injured and endangered occupants is difficult or completely stopped. The number of victims might be much higher when the proper actions haven't been taken. Therefore, it is crucial somehow, as far as possible, to anticipate a crisis or an accident. Simulation software is an excellent way to predict evacuation situations and design strategies. This way has advantages in evacuation planning and prediction to precision, safety, organisation and cheapness. Many conditions should be realised and analysed, and the optimal evacuation strategy can be found and determined. This paper presents the importance and advantages of simulation software Pathfinder by predicting and analysing evacuation situations and scenarios in traffic situations.

Keywords: *evacuation, simulation, software, traffic*

RIGHT TO STRIKE – USE AND ABUSE

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ABSTRACT

The paper is devoted to the right to strike and the method of legal regulation on the territory of the Republic of Serbia, as well as the types of use, violation and abuse of this right. The first part of the paper explains the concept of a strike, its origin and development throughout history and its legal use in accordance with the Labor Law of the Republic of Serbia, as well as the International Covenant on Economic, Social and Cultural Rights. The second part of the paper deals with the violation of the right to strike and abuse of the right to strike, as well as the way these phenomena are regulated in the Criminal Code of the Republic of Serbia. The aim of the work is a scientific and professional analysis and explanation of the problem of the right to strike and abuse of that right by adults in the territory of the Republic of Serbia in the past ten-year period (2012-2021). This topic is permanently relevant for the reason that it is directly related to basic human rights, the right to work, and there are not a few examples in the history of our and world society that global crises are intertwined with this problem. Through a combination of different scientific and professional methods, we came to the conclusion that in the past ten-year period in the Republic of Serbia, no person was convicted of the criminal offense of abusing the right to strike, while for the same period only six of them were convicted of the criminal offense of violating the right to strike. In accordance with the conducted research, we observe that the mentioned criminal acts do not have a high degree of social danger. Regardless of the above, their suppression and prevention should be worked on continuously and non-stop, because the law that is the subject of study in this paper is very important for the formation of the ideal of a free human being freed from the feeling of fear and misery, insecurity.

Keywords: *strike, use of strike, abuse of the strike*

LIBYA'S FOREIGN TRADE IN THE EUROPEAN UNION AND THE IMPACT OF EXPORTS ON ECONOMIC GROWTH

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ABSTRACT

This article aims to evaluate the impact of exports between Libya and the European Union on the economic growth of the two parties. It also sheds light on the nature of economic integration and the importance of the two parties in an attempt to reach results that help economic decision-makers in Libya to build their decisions according to peaceful scientific foundations. The article assumed that there is a positive relationship between The value of Libyan exports to the European Union and the value of the Libyan GDP, and between the value of the European Union's exports to Libya and the value of the European Union's GDP. Infrastructure, industrial, agricultural and tourism sectors, and benefiting from European economic institutions in rehabilitating Libyan products in which Libya has an opportunity for export and to contribute to the diversification of income from the Libyan side. Then the gradient in the stages of economic integration and other.

Keywords: *Exports, the European Union, economic integration, the Euro-Mediterranean partnership, foreign trade*

THE IMPACT OF EXCHANGE RATE CHANGES ANA THEIR REPERCUSSIONS ON INFLATION RATES IN THE LIBYAN ECONOMY

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ABSTRACT

This article aims to identify the development of local price movement in the Libyan economy, and the extent of the effectiveness of exchange rate changes and their implications for achieving stability in price levels. The article combined the descriptive, analytical and historical approach. The article concluded that the Libyan economy witnessed a rise in price levels during the period 2019-2022, due to a group of factors, the most important of which are the events that Libya went through during the article period. The government authorities took a number of austerity measures and measures that led to a relative decrease in public spending rates, but they did not succeed in limiting the exacerbation of inflationary pressures and achieving stability in local price levels, which indicates that the problem of inflation is not the only problem that the Libyan economy suffers from. It was accompanied by political unrest and military operations, as well as high rates of financial and administrative corruption.

Keywords: *exchange rate change, monetary policies, depreciation of the Libyan dinar, inflation and its repercussions, causes, Libyan economy*

(UN)SUSTAINABLE FOOD SYSTEM AND HEALTHY ENVIRONMENT

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ABSTRACT

Climate change and the phenomenon of global warming, whether caused by man or nature, are the subject of scientific and political debates around the world. The whole world, including Europe, is dealing with increasingly frequent and demanding environmental challenges. The ecological transformation of the EU economy to a climate-neutral continent by 2050 is the primary goal of the European Green Deal. First of all, it is a transition from a linear type of management to a circular economy, for example by changing the production and necessary models, reducing the production of emissions in transport, industry, agriculture. Agricultural production is one of the areas within the European Green Agreement where the environmental footprint is to be reduced. The main goal of agricultural production is to ensure a sufficient amount of high-quality and healthy food. Greenhouse gas emissions from agriculture have been stable since 2005, but are set to decrease by 10% by 2030. Greenhouse gas emissions in agriculture in the Slovak Republic have decreased by 59% since 1990. The main reason was, above all, the decrease in livestock numbers. In the article, we analyze household spending on food, examine the possibilities of changes in eating habits and the attitude of Slovak consumers towards the impact of purchased food on the environment. In the countries of the European Union, households spent more than €956 billion on food and non-alcoholic beverages in 2021, which represents 6.8% of the Union's GDP. This represents 13% of total household expenses per month. Food expenditure of households in Slovakia was 20.5%. By monitoring the development of household expenditure on food in the Slovak Republic, we can conclude that households in the Slovak Republic spend the most on the purchase of meat, bread, milk and dairy products. Mitigation of the environmental footprint of food systems is related to the transition to a sustainable food system.

Keywords: *Agriculture, Ecological transformation, Healthy environment, Household food consumption*

STRATEGIC EMPLOYMENT MANAGEMENT IN PUBLIC ADMINISTRATION

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ABSTRACT

Tendencies in the movement of unemployment rates and other indicators of the level of economic and social development largely depend on the success of the results of employment policy and its measures at the local level. The author of this paper analyse the legal framework, situation and role of local governments in the field of employment policy in the Republic of Serbia, and try to contribute to a better understanding of the need for more efficient policy making in the process of accession to the European Union. Therefore, the author attention is especially focused on emphasizing the importance of local self-government participation in the

*application of European regulations in this area, which have already been transposed into national legislation, as well as the *acquis communautaire*, which will become part of Serbia's legal order. This is especially important given the fact that a large part of regulations and regulations (more than more than half) in the field of employment in EU member states are implemented at the local level. The importance of this topic stems from the fact that it is about a quarter of the national income of each economy goes to employees in the form of wages, and that the main part of the national income is not received as capital owners (profit, rent, interest), but in the form of wages. From this it is clear that labour is, quantitatively, the most important economic resource, and an adequate employment policy can positively but also negatively affect its use.*

Keywords: *public administration, employment, local governments*

BEHAVIOR OF MANAGERS IN CONDITIONS OF UNCERTAINTY

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ABSTRACT

The first twenty years of the 21st century are characterized by unprecedented uncertainty, which manifests itself in economic crises, trade disputes, conflicts between countries, terrorist actions, extreme migrations, pandemics and the consequent interruption of well-established supply chains, stoppage of production, dismissal of employees and the decline of almost all economic indicators. In conditions of uncertainty, organizations cannot work according to classical economic principles but must find new ways of acting in a turbulent market. The greater the turbulence, the greater the responsibility of managers in organizations. In this regard, it should be emphasized that the leadership methods from the 20th century are no longer effective for managers to behave rationally and make effective business decisions. In the paper, the example of organizations for foreign trade in arms and military equipment shows what problems and obstacles they face and how they must solve and overcome them. Armaments and military equipment are specific products and business principles (supply, demand, procurement, transparency) characteristic of cars, equipment, machinery, textiles or agricultural products cannot be applied to them. The specificity of trade in arms and military equipment lies in the extremely emphasized security aspect, defined legal business frameworks, confidential information, closed channels of communication, and personal contacts. This activity carries certain political, economic, and especially security risks, which makes the job of managers in organizations difficult. Since the duration of crises and uncertainties cannot be accurately determined, managers are required to be inventive and have a sense of foresight and responsibility for the realization of set business goals. Any delay has negative

consequences for the organization, so managers must responsibly look at the external and internal environment of the organization (employees, relationships and contacts, legal regulations, barriers, and obstacles).

Keywords: *Behavior of managers, Crises, Traffic in arms and military equipment, Turbulent times, Uncertainty*

CORPORATE ENTREPRENEURSHIP IDENTITY IN THE CORE OF TURNAROUND STRATEGY: THE CASE OF SERBIA

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ABSTRACT

The main objective of this study was to create a new identity of entrepreneurship, which is a key factor of the turnaround strategy in the Serbian national culture. and achievements as a basis for the sustainable development of the Republic of Serbia. Since the early XX century, the concept of identity has been included, but a century later, Akerlof and Kranton (2000) bring this concept back into the focus of researchers. The theoretical framework of this study consisted of the Dialogical Self-theory, Emotional intelligence, and key factors of entrepreneurship. The correlation analysis included the relationship between gender, age, education, work experience, leadership position, and type of ego positions with competencies (i.e., emotional intelligence and four core competencies) and business economic performance. The proposed economic model was statistically tested using the sequential explanatory method. The research instruments were the EQ Goleman Competencies Model and the Corporate Entrepreneurship Assessment Instrument (CEAI). The most recent study showed that certain types of corporate entrepreneurship identities are involved in strategic turnaround decisions (Kuratko et al., 2021). The preliminary results show a positive correlation between four of the five key factors of entrepreneurship, i.e., management support, work discretion, rewards, organizational boundaries, and emotional intelligence of corporate entrepreneurs in the Serbian context. Emotional intelligence can help managers survive crises and is a source of renewal and resilience. For top managers, this means that they should incorporate corporate entrepreneurship identity into turnaround strategy. At the national level, the results can be used for the National Growth Strategy and transformation of the energy sector.

Keywords: *corporate entrepreneurship, turnaround strategy, corporate entrepreneurship identity, Serbia*

LEGAL AFFAIRS AND INDUCTION TO VERIFY FALSE CONTENT

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ABSTRACT

The purpose of this paper is the analysis of legal affairs, the frequency and quality of their conclusion depending on the credibility of the content of the documents. In the first part of the paper, we explained the concept and types of legal affairs. The second part of the work is dedicated to null and voidable legal affairs and their appearance due to the existence of documents with untrue content. The third part of the paper deals with the concept of the criminal offense of inducing the verification of untrue content and the way of legal regulation of this problem in the Criminal Code of the Republic of Serbia. In the fourth part of the paper, we analyzed the data from the Statistical Office of the Republic of Serbia, which concern the criminal offense against legal traffic. It is about the criminal offense of inducing the verification of untrue content. The research carried out in the paper covered the entire territory of the Republic of Serbia in a ten-year period, and it refers to the adult perpetrators of the investigated criminal act. Based on the most up-to-date data available to the public, trends and tendencies concerning the observed phenomenon have been established. The aim of this paper is a causal analysis of the observed criminal offense with the aim of discovering the causal relationships and links between the number of reported, accused and convicted persons for the observed criminal offense, in order to determine the degree of "crime loss" and to take systemic measures to reduce it to a reasonable extent, in accordance with standards of developed countries. The scientific and professional analysis of this topic is very important from the aspect of the development of the legal framework of economic and social development, but also from the aspect of legal security for each of us. Modern processes of globalization can develop only if each country makes efforts to weave justice and truth into the core of legal system.

Keywords: *legal affairs, certification, untrue content, verification of untrue content*

PROFESSIONAL BURNOUT AMONG THE NURSES: ANALYSIS OF THE EXAMPLE AT HOSPITALS IN LATVIA

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ABSTRACT

In the face of growing human resource shortages, the management of human capital plays an important role in nursing. The number of nurses per 1000 inhabitants in Latvia is on average twice as low as in the European Union (OECD, 2022). The proportion of nurses above the age of 45 is 71.8%. Additionally, 25% of nurses are of pre-retirement age, but human resources are not technologically simulated. Patient care is a helping profession characterised by direct communication with people in crisis situations in hospital healthcare. The nursing profession is thus associated with heightened personal risks to nurses' psychoemotional well-being. Professional burnout is a complex syndrome of emotional exhaustion, depersonalisation, and reduction of personal accomplishment (Maslach, Schaufeli, Bakker). Several studies have shown that the working environment in inpatient care significantly contributes to nursing burnout. Research has associated nurse burnout with reduced care performance and quality. The aim of the study is to analyse the levels of nurse burnout syndrome and the associated experience in nursing clinical practice. The study uses the Maslach Burnout Inventory (MBI) as an empirical research method.

Keywords: *burnout, human resource management, nursing, well - being*

RECONSIDERATION OF EARLIER RESEARCH OF NEW PUBLIC MANAGEMENT AND ENTERPRENEUR STATE AND ITS TODAY VALUE

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ABSTRACT

In the last three decades, public administration was struck by a wave of unprecedented reforms. The traditional model has come under the strike of strong criticism by citizens and the private sector, as well as theorists of governance. Basically, the reform lies upon the conclusion that the state has become too large and with too many responsibilities, and that the market offers superior mechanisms for more efficient delivery of public goods - and services. Therefore, political leaders found themselves under pressure from the public and the industry to increase the efficiency of government, reduce government spending and taxes, while maintaining a high level of public social services. Programs of public administration reform which have made a strong impact on the international administrative policies are rooted in Westminster systems (Australia, New Zealand, UK and Canada) and the United States, countries which are rightly considered the main representatives of the "New public management". A wave of administrative reforms actually started in the United Kingdom when in this country, a radical change was made in the program and methods of government activity and its administration so as to reduce the role of the government in economic life, which led to a substantial consideration of the practice and concept of the existing system of public administration.

Keywords: *public management, public sector, reinventing of government, entrepreneurial country*

INFORMATIONAL AND SOCIAL TAGGING THROUGH INFORMATIONAL AND EDUCATIONAL CREATIVITY

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ABSTRACT

Informational and social tagging is a special system of content representation that is collaboratively developed with the help of user's information and education available through web applications. Each tagging in this way represents a special aspect of social development which, together with the new learning system, gives a special educational creativity. Tagging is determined through criteria for their use, as well as descriptions of characteristics and types of social indexing of information, usefulness, critical perspective, but also social content that leads to an academic, creative and educational access to applications. This can be considered to be a greater challenge in the time that follows the abundance of information, because the system of adequate tagging can also be considered to be a complete academic approach that can lead to the development of the educational and creative spirit of each individual. As the emergence of new information technologies has activated new ways of writing and reading that go beyond the traditional framework, the system of information and educational creativity has gained new dimensions. As these new frameworks give way to new conceptions, they reshape the creative process by which the information tagging system takes place in new societal frameworks, thus simultaneously directing the function of academic education to a new kind of so-called social reading. The utility function that is realized in this way extends in many directions and takes different forms, highlighting the educational and creative process as a priority. Achieving an adequate tagging function is primarily a matter of developing educational systems, which in conjunction with information and IT tools provide a multitude of content, where the role of psychological, pedagogical and sociological factors is often crucial for adequate academic content tagging. The role that should be fulfilled here is primarily the teaching staff, which is educated for the future and has a social responsibility for the development of the academic and creative individual.

Keywords: *Social tagging of academic information, educational creativity, informational creativity, applications*

IAS 38 AND OPERATIONAL MANAGEMENT

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ABSTRACT

The digital age brings many changes, as in everyday life and well as in the field of economic environment, which is permeated with the legal and managerial system is especially reflected through the revision that operates according to specific rules. Revision rules, especially reporting on intangible assets, go on within the framework of the national Law on Audit which are regulate the conditions and manner of revision financial statements, as well as the obligations that follow, but also through international cooperation through compliance with the requirements of IAS 38. On the global marketplace leading with knowledge, where intangible assets such as intellectual property, brand, customer relationship and talent have much greater value than tangible 'visible' assets such as capital, land, buildings or factories, so the role of audit manager emerges as one of the key categories of compliance with the requirements of IAS 38. So, recognizing the role of intangible assets in the value chain relieves a better organizational management strategy and achieves more successful management of intangible resources through operational management. If we understand operational management as management that engage in with the design, control and redesign of the business process, system of application of IAS 38 through revision, includes their special responsibility to ensure business operations that should be efficient in terms of using as slightly resources as possible but the effective fulfilment of requirements by ensuring respect for copyright through the legal system of the state. In order to achieve national and international standards in the implementation of the given requirements, through the preservation of intangible assets, the role of managers can be considered particularly responsible because by applying of revision, as a legal obligation, they place intangible assets in international course. On that way, operational management is placed in the function of revision that must protect the intangible assets and intellectual rights as an individual as well as organisation.

Keywords: *Revision, intangible assets, IAS 38, operational management*

MODERN WELFARE ECONOMY AS A HISTORICAL AND PRACTICAL VALUE

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ABSTRACT

The movement of the modern economy is increasingly focused on a specially conceived theory, based primarily on the microeconomic level, and that is the welfare economy. As the economy is not an independent social category, but a system that is closely related to historical and social trends, its practical application, and thus value, development of new theories and facts complements modern economic trends and leads to general well-being. It is noticeable that the welfare economy is connected with special ethical categories, which primarily proclaim equality, freedom, but also justice, which to some extent coincides with basic human rights. Thus, the economy sets priorities, which, viewed from the historical point of view of both the economy and society, clearly theoretically emphasize their connection. The social and historical context of the welfare economy can be observed through the theory of social contract, but also through functionalism, which applied at the macroeconomic level gained its practical category and was realized as a realistic vision that can lead to general economic growth. This aspect of the social and sociological approach to the welfare economy can be seen as a connection that deals with connecting individual theories into a clear economic whole and at the same time is a link between politics, law, the individual and the economy. The practical application of the theory of social contract and functionalism gives a special economic dimension which, viewed from a historical perspective, gives a special stamp to every social development, and thus economically directs its flow, (not)achieving the well-being of the individual or society as a whole. In this way, the welfare economy can be viewed as individual or collective, which individually has its own special values but at the same time is based on a common vision, and that is prosperity.

Keywords: *Microeconomics, welfare economics, historical and social aspect, social contract theory, functionalism*

FAIR TAXATION UNDER THE GLOBAL ANTI-BASE EROSION RULES?

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ABSTRACT

In 2021 the OECD launched the Global Minimum Company Tax to implement the Action 1 of the BEPS Project. This instrument has seen as a good mechanism to prevent company avoiding taxes at the global level and to stop existence of the harmful tax regimes worldwide, as well as a good mechanism to achieve fair taxation in the era of global digitalization. However, the broke-out of the COVID-19 pandemic and, consequently, the close of the national borders, then armed conflict between Russia and Ukraine, boost financial crisis and the crises in almost all social and industrial spheres at the global level. Such unwilling trend, between all, has influenced behavior of the companies and the initial optimism of the OECD and other international organizations that the global minimum company tax, at the very end, would end existence of the harmful tax regimes, tax avoidance and unfair taxation, dropped significantly. Therefore, at the very end of the 2022 and the beginning of the 2023, the OECD launched consultation document on tax certainty in the application of the Pillar Two of the global minimum tax known as a GloBE (Global Anti-Base Erosion) Model Rules. This paper deals with mentioned issue and actual problems that the application of the GLoBE rules is faced with.
Keywords: *Global Minimum Company Tax, Global Anti-Base Erosion (GloBE), Model Rules, OECD, Tax Certainty*

INTERNAL AUDIT IN THE FUNCTION OF CORPORATE MANAGEMENT IN THE PUBLIC SECTOR OF SERBIA

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ABSTRACT

Requests for more effective and efficient operations are increasingly demanded by the public sector users, with a special emphasis on better quality provision of public services. Literature and business-financial reality, very convincingly confirm the significant role of an effective

control and internal audit mechanisms. The concept of good management requires that the achievement of the goals of public sector organizations be economical, efficient, effective and transparent in accordance with regulations and internal acts and the approved budget. From the point of view of the organization, the basis for good management is the implementation, maintenance and development of financial management and control systems and the establishment of the internal audit function. The paper presents an overview of the quality of internal audit work among users of public funds in Serbia. Starting precisely from the grandiose aspiration to achieve greater responsibility in the disposal of public funds and good management, the aim of the work is to analyze the role of audit by looking at the contribution to institutions and bodies of the public sector to do "the right things", thereby starting from the basic assumption of knowledge of assessment methods and procedures, measurements and finally supervision of the public sector. The results of the analysis provide a comparative view of the fulfillment of requirements for the establishment of the internal audit function, the competence and training of auditors. After defining the key barriers, recommendations were given for overcoming them and guidelines were defined, especially focused on the role of audit in examining the efficiency and effectiveness of the operations of public institutions.

Keywords: *internal audit, internal control, financial management and control, risk management, public sector*

NEW FLOWS OF OIL AND GAS IN EUROPE BEFORE THE RUSSIAN-UKRAINIAN CONFLICT

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ABSTRACT

When oil was discovered at the beginning of the 20th century as a possible fuel for the entire economy, almost by accident and in the midst of the "big game" between Russia and Great Britain over the control of key parts of the Middle East, few could have imagined its indispensable role and importance in history 20th century. In the same year when the "first oil shock" occurred, another energy source, which over time will increasingly overshadow oil, also flowed towards Europe; natural gas. Gas from the USSR, for the first time, flowed to Europe on October 1, 1973, at 1:15 p.m. For the uninitiated, it was a humble beginning. The following decades brought enormous growth in Soviet-Russian oil and gas deliveries.

Keywords: *oil, gas, Europe, Russia, energy*

DISSOLUTION OF THE EUROPEAN UNION

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ABSTRACT

The European Union was created as the biggest ideological-political project that ever appeared on the soil of the European continent. This did not happen all at once, it has been worked on for years, and generations of citizens of the countries who now live on the soil of the European Union have been taught that integration and mutual unification is the only way to succeed in the future and hope for a better life. However, after more than half a century of European integration, this alliance failed to convince all nations that this is the right path for them, and it failed to convince them of the existence of the European spirit. This kind of unnatural alliance has not succeeded in forcing the great nations throughout history to renounce their heritage, and it seems more and more that it works artificially.

Keywords: *European Union, integration, European spirit, unnatural union*

MATHEMATICAL MODELING AND COMPUTER SIMULATIONS OF AIRCRAFT STABILITY

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ABSTRACT

This paper presents the results of research on the impact of external forces on an aircraft: gravitational forces of the Earth, aerodynamic forces, transfer inertia forces, reactive forces, and Coriolis forces. The problem is interesting because it analyzes the capabilities of the aircraft body to sufficiently follow the direction of translational velocity, which is tangent at each point on the center of mass trajectory.

The proposed solution achieves high-quality simulation of motion in software solutions with six degrees of freedom in a wide range of initial angles. The calculations obtain: range, ordinate, direction, angular velocity, flight velocity, and descent angle as a function of changes in flight time and initial angle. A special contribution of the paper is the calculation and analysis of the stability of aircraft flight as a function of flight time and distance covered through the gyroscopic and dynamic stability coefficients at the initial part and the derivatives on the curved part of the trajectory and changes in the angle of attack $\alpha(t)$ around the y-axis and the slip angle $\beta(t)$ around the z-axis. The particular contribution of the paper lies in significant savings of all resources. The contribution of the paper itself confirms the irreplaceable role of simulation in scientific research due to better understanding of the system (reveals oversights in design), improving efficiency (reveals problems in systems), testing alternatives (avoiding expensive and sometimes dangerous experimentation by trial and error on a real system), saving time, human resources, and money (the cost of simulation is small compared to the benefits it provides), and creating virtual environments. By applying the proposed solution, the procedures of research are rationalized and simplified.

Keywords: *differential equations, model, simulation, dynamic system, aircraft*

APPLICATION OF THE SOFTWARE SOLUTION FOR THE FLIGHT SIMULATION AND DISPERSION OF AIRCRAFT TRAJECTORIES

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ABSTRACT

In the paper, an analysis of systematic disturbances was performed using the difference method in relation to probable deviations of the initial flight conditions of the aircraft. The calculation model is based on the model of body movement in the vertical plane. The body is represented by a material point on which the action of the force of Earth's gravity and the aerodynamic force of air resistance in the direction of the flight speed vector is defined. The reference model of the atmosphere parameters was the standard atmosphere according to the ISA (International Standard Atmosphere) standard atmosphere. The results of the calculation of systematic deviations were used to realize the prediction of random deviations of the projectile flight trajectory. Cases of deviation of part of the initial flight conditions in relation to the simulation of the projectile flight according to the material point model in the vertical plane were considered. The aerodynamic load model is reduced to axial aerodynamic drag for the case of axisymmetric body obstruction. The contribution of the work is in the analysis of the trajectory of the aircraft body in relation to three ballistic parameters (ballistic coefficient, initial velocity and initial velocity angle) and a group of meteorological parameters (temperature, pressure,

wind, etc.). The results of systematic deviations and the prediction of the results of random deviations, in relation to the available reference experimental deviation values, showed a justified possibility of predicting these characteristics with a high level of reliability.

Keywords: flight model, projectile, systematic deviations, random deviations, trajectory

DO WE REALLY NEED “HUMAN-CENTRIC LEADERSHIP” AND NEW COMMUNICATION CONTENT?

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ABSTRACT

The business environment has been rapidly changing after the Covid-19 pandemic. Many organizations have been adopted a hybrid workforce. Employees can work from the corporate office, their home, or an alternative third space. Employee location became more important than company location, so countries started to create incentives to attract individuals. Organizations need new skills, they look to reskill capabilities of existing workforce or to “rent” talents to fill those skills gap. In 2022, exactly 35,174 foreigners worked in Serbia, which is about 12,000 more than in 2021. The most work permits were issued to citizens of China, Russia, followed by Turkey and India. Some authors suggest that next wave of flexibility will be around the question „when” employees are expected to work. The new work conditions had changed employee expectations as well. They expect flexibility in work policies, new well-being benefits, they want their organizations take actions on issues they care about and that their organization see them as a person, not just employee. Those trends are challenging traditional definitions of the manager and HR manager role. Managers will have to put more attention on employee outputs then on the processes. Kropp, Cambon and Clark (2021) said “When interactions become primarily virtual, managers can no longer rely on what they see to manage performance, and when relationships become more emotional, they can no longer limit the relationship to the sphere of work”. We will probably need new methods and content in communication, empathic leaders and human-centric leadership. HR function will have to develop empathy skills in existing managers and show them how to use it as management tool or will have to find new managers. The paperwork will analyze the new circumstances in which organizations should function and the expectations and demands of employees today.

Keywords: Business environment, Communication, Empathy, Human-centric leadership, Hybrid workforce

DESIGN THINKING IN DIGITAL TRANSFORMATION

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ABSTRACT

Digital Transformation (DTr) is a contemporary and emerging paradigm that enables organizations "to jump", with the use of modern technology and shift in mind a "new way of thinking", in such a way that a new business model is established and/or new value is added to products/services, and/or processes are changed to foster a new way of doing business. These changes push the organization to change itself and enable new ways of comparative advantages to be achieved. In parallel, design thinking (DTh) is a structured way of rethinking, very similar, in a way, also focused on customer needs, and changes in products/services, by fostering innovation and finding new ways of doing, producing, and using things to improve products/services by added new value for customers/clients. It's a way of rapid prototyping and making new ideas for the market, so it is complementary to digital transformation, and transformation mostly starts with the rethinking process in which this structured creative way of thinking could help and improve the transformation by fostering innovation in the initiative. This paper's focus will be on finding the connection in scientific research of both of these topics and seeing how these paradigms are developing in the way of bibliographical numbers and trying to find common ground and see how well are these topics interconnected in global scientific papers and which are new trends.

Keywords: *Digital transformation, Design thinking, Literature review, Bibliography metrics*

THE INFLUENCE OF SOCIO-DEMOGRAPHIC AND ECONOMIC FACTORS ON THE DEVELOPMENT OF TOURISM

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ABSTRACT

Today in public and economic conditions of development, when the natural elements are more endangered, natural and life environment in industrial developed world is polluted. One of the problems is to prevent a negative influences of all activities in economy in general, like in industry of tourism too. The fact that the developed countries, in pursuit of profit at any price (destructing and polluting the basic natural elements: air, water, earth, climate, etc.),

desperately depend on the undeveloped ones (the countries with unpolluted above mentioned elements), gives the latter a chance in the future when is development tourism real. The truth of work is explanation causative-resultant impact some the factor on development of tourism.

Keywords: *tourism, economics, ecology*

THE INFLUENCE OF THE MEDIA ON THE CREATION OF POLITICAL REALITY

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ABSTRACT

It is a well-known fact that the process of communication is in continuous changes, accelerations and various technical-technological achievements have not solved the dilemma for modern man which at first glance seems paradoxical, according to many theorists from the media sphere and an unnecessary dilemma about the influence of the media on the creation of political reality. In one part, it is truly redundant in at least two directions of consideration: the first is that such a question, through time and all the transformations experienced by the media spectrum, has received the label of an exclusively rhetorical stereotype; the other direction is more pragmatic and concrete: it leads to the interpretation of the relationship between one influence and another, that is, media and politics and vice versa, in symbiosis, and their common denominator, the impact on the processes taking place in modern democratic societies. And this discourse attracts a lot of attention because its implementation models and directs access to mass information and transparency of government, organized systems and all social subsystems. This is actually where the hub of the entire problem is found in explaining the delicacy of the influence of one in relation to the other, or equalizing and synchronizing in the implementation of both policies, - media and political, - in order to reach the realization of the proclaimed and predefined goals. Although it seems to the average consumer that this duet does not have a visible conductor, that is not true in the premises either.

Keywords: *media, politics, political culture, information, Republic of Serbia, communications, media market, sociological behavior, state*

SOFT LAW INSTRUMENTS OF THE EUROPEAN UNION IN SHAPING INTERNAL SECURITY

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ABSTRACT

The European Union exercises its authority by enacting secondary law, which together with the founding treaties or primary law serve as the foundations the EU legal system. In addition to legislative acts, soft law norms or instruments like strategies, action plans, agendas, conclusions, resolutions, and guidelines aid in the formulation of some EU policies. The instruments adopted by the EU institutions are the focus of the research, which demonstrates how soft law norms can shape a very sensitive area like internal security, which is an essential component of one of the main goals of the Union, which is to create and provide citizens with a common area of freedom, security, and justice. More specifically, this paper analyzes several important soft law instruments adopted by the EU institutions for the area that represents the heart of the member states' national sovereignty. It will be shown that EU soft law instruments have a significant impact on shaping the internal security of the Union, as a support and incentive for the application of hard law acts, even though the former do not have full legal effect and legal obligation. This also have implications for maintaining the internal security of member states that are not highly enthusiastic about any EU intervention in this area.

Keywords: *Action plans, Cross-border operational police cooperation, Internal security, Soft law, Strategies*

EPISTEMOLOGICAL-METHODOLOGICAL APPROACH TO THE RESEARCH OF THE MORAL AND SOCIAL-PSYCHOLOGICAL SPHERE OF ARMED CONFLICTS

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ABSTRACT

The subject of this paper is the epistemological –methodological approach to the research of moral ad social-psychological sphere of armed conflicts. The aim of this study is to offer to the scientific and wider public, based on the scientific analysis, the epistemological-methodological approach to the research of the moral and social-psychological factors of armed conflicts, which present basic factors in every armed conflict. The purpose of researching the moral and social-psychological factors of armed conflicts is to, through the realization of basic and applied research in this most sensitive sphere of social life, reach new scientific discoveries and practical social experience necessary for adequate strategic decision-making on the justification of entering into armed conflicts and for the rational and efficient management of that armed conflict led by states and coalitions of states participating in it. Almost all basic analytical and synthetic methods of knowledge and research were used in the paper, with an emphasis placed on analysis, synthesis, abstraction, classification, generalization and the inductive-deductive method. From the corpus of general scientific methods, hypothetical-deductive, axiomatic, statistical and comparative methods were applied. From the group of methods used for data collection, the survey method was used, primarily the technique of a poll, as well as the method of document content analysis, with qualitative and quantitative techniques of analysis. The results of research on modern armed conflicts conducted at the end of the 20th and the beginning of the 21st century confirmed the initial hypothetical assumption that the continuous research into the moral, social-psychological and other factors of armed conflicts can influence the final decision on the termination and outcome of the conflict based on scientific arguments. The main result of this study is the realization that without basic and applied, diagnostic and prognostic research into the moral and social-psychological sphere of armed conflicts, it is not possible to reach new knowledge, axioms, postulates, principles, laws and theories, which in modern conditions of technical and technological achievements, based on scientific arguments, refute the motives and goals of each armed conflict and prove the futility of conflicts between people, social groups, ethnic and religious communities, peoples, sovereign states and military-political alliances and blocs.

Keywords: *armed conflicts, moral and social-psychological factors of armed conflicts, methodological approach to the research of armed conflicts, conceptualization of the research project of armed conflicts*

ILLEGAL MIGRATION AS A FORM OF ORGANIZED CRIME AND SECURITY RISK

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ABSTRACT

Nowadays, migrations are primarily caused by crisis in the migrants' home countries. Security concerns as well as economic and sociological aspects encourage the local population to migrate, most often from North, East and West Africa and Asia to Europe and from Latin America to the USA. Due to mass migrations, the destination countries of migrants are forced to change their migration policy and to introduce more restrictive conditions for "ordinary" migrants such as e.g. migrant workers, thus causing an even greater influx of illegal migrants, with all the negative consequences that result from it. This type of illegal migration can be labeled as a type of organized crime which, among other things, can lead to the emergence of security issues and crises. This threatens important political and economic interests, even the very functioning of a number of countries – destination as well as transit countries on their route. These circumstances raise the question of the preservation of world peace and security. In order for illegal migrants to reach their desired destinations today, they most often get connected with international organized criminal groups, consequently causing security risks for transit and destination countries, which makes it necessary to consider them in relation to national states and the international community. In the paper, illegal migration is presented from the aspect of organization and security in relation to people, the national security of transit countries and international security.

Keywords: *migrants, illegal migration, organized criminal groups, security, human rights*

ARE CONTRACTUAL RESTRICTIONS ON THE POSSIBILITY OF CONCLUSION OF INDIVIDUAL EQUIPMENT AND ENDORSEMENT AGREEMENTS ALLOWED?

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ABSTRACT

The issue of economic exploitation of the individual image of the athlete, both by himself and his sponsors, and by the sports organization and its sponsors as well, is regulated by the agreement between the sports organization and the professional athlete. In practice, these are standard agreements that impose significant restrictions on athletes' ability to independently exploit their individual image economically. Whether such restrictions are legally permissible is the subject of the author's attention in this paper.

The issue is considered on the basis of the relevant provisions of the standard agreements concluded between a sports organization and a professional athlete in the Bundesliga, Premier League and NBA.

Keywords: *equipment agreements, endorsement agreements, individual image, standard agreements, contractual restrictions.*

THE IMPACT OF DIFFERENT LAND USES ON THE AVAILABLE SOIL PHOSPHORUS BUDGET IN CROATIA

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ABSTRACT

Soil degradation in Croatia is a worrisome phenomenon on agricultural land, and in addition to the reduction in SOM content, there is also a significant potential reduction in the content of plant available phosphorus. Therefore, 1,000 composite soil samples on a depth of 0-30 cm in eastern Croatia were collected initially in 2005 or 2006, and then again from the same locations after 15 years. In total, 2,000 samples from 1,000 different production plots were collected and this paper presents an analysis of changes in available phosphorus budget on arable land and

permanent plantations. The average of available phosphorus on 4,858.3 ha of arable land and 477.4 ha of orchards and vineyard was 18.55 mg/100 g and 15 years later it was slightly increased to 19.88 mg/100 g. But, these averages hide the existence of negative trends and the degradation of significant areas by reducing the availability of phosphorus, especially on arable land. There are very significant differences among arable lands and permanent plantations considering changes in available phosphorus budget during 15 years. A significant unjustified and unacceptable phosphorus decreasing was on 37.8% of analyzed arable lands which were already poor or just medium supplied with plant available phosphorus. On the other hand, on 35.7% of arable land phosphorus increasing was determined. The situation is significantly better on permanent plantation, since only on 17.2% of analyzed area unjustified and unacceptable decreasing of phosphorus budget happened, but on 60.3 % phosphorus budget was increased. Considering the changes in the content of phosphorus, potassium and SOM on arable land and permanent plantations of different initial levels of fertility, we can conclude the following: 1) fertilization is not carried out in accordance with soil fertility and nutrient needs, nor on almost 40% of orchards and vineyards, nor on more than half of arable land; 2) very significant degradation of the soil due to phosphorus impoverishment was determined on almost 38% of arable land and 17% of permanent plantations; 3) the degradation of SOM content is the most intense, followed by phosphorus, and the degradation of available potassium is the least; 4) it is certain that organic fertilizers and soil fertility conservation measures are rarely and/or ineffectively used on arable land; 5) the management of available soil nutrients and SOM was much more successful on permanent plantations than on arable land, we assume in large part due to the more efficient use of organic fertilizers.

Keywords: *soil degradation, available phosphorus, crop production, permanent plantations, organic fertilization*

EVALUATION OF THE INTERNATIONAL FINANCIAL AND ECONOMIC PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN LIBYA

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ABSTRACT

This article aims to explore in Libya about the most prominent obstacles that stand in the way of applying international standards for the preparation of financial reports for small and medium enterprises in the Libyan environment. Guided by a theoretical framework formed by reading the content of previous studies. The areas of these obstacles were classified in a questionnaire sheet distributed to a soft random sample of legal auditors and faculty members in the accounting departments of a number of Libyan universities, and then they were collected and analyzed using appropriate statistical technique, and the results were drawn. which showed the existence of a number of obstacles in front of The application of these standards emerged in: obstacles related to organizing the accounting and auditing profession locally, obstacles related to the nature of the external environment and the internal environment of small and medium enterprises in Libya, and obstacles related to local accounting education.

Keywords: *Small and medium enterprises / Libya, international standards for financial reporting, obstacles to the application of international standards*

HISTORICAL ASPECT AND IMPACT OF FAKE NEWS ON BUSINESS IN VARIOUS INDUSTRIES

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ABSTRACT

In our research, we examine the effect of the type of financial information and the types of non-financial information, with the characteristics of overconfidence on investment decision-making. We used a model of social media networks that offer two types of news content: mass market (mainstream) and niche market (biased or "extreme" news), and two different types of people who prefer to recommend one or the other type of content. The most common occurrence of fake news is the combination of social networks and mainstream media to damage the image, which leads to a decrease in sales. We summarize the histological aspect of fake news in business, it helps to avoid higher investment risks and improve the accuracy of stock market predictions. The main s the need to become familiar with the future creation of preventive security policies related to fake news and their impacts, which need to be further investigated in the future.

Keywords: *Historical aspect, the impact of fake news, business, Various industries*

IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYEE MENTAL HEALTH, PRODUCTIVITY, AND OVERALL ECONOMIC GROWTH

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ABSTRACT

More and more companies are implementing programs based on artificial intelligence for daily tasks and operations. With the introduction of the ChatGPT chatbot, digital tools powered by artificial intelligence became free and easy-to-use to millions of people, and thus an everyday buzzword. The purpose of the study was to detect what kind of effect the use of these programs will have primarily on the employee's mental health, their productivity, and then on the world economic growth. The paper will answer the following questions: What is the correlation between employees' mental health and productivity? How does the productivity of an employee affect economic growth? Can Artificial Intelligence boost the mental health and productivity of an employee and therefore affect economic growth? The main focus of the paper is to determine if there is a positive correlation between artificial intelligence, employee mental health, productivity, and economic growth. The method used was the literature review as a systematic way of collecting and synthesizing previous research. The goal was to create an effective review in order to advance knowledge and facilitate the development of theoretical perspectives of artificial intelligence by collecting relevant, previously published research data and thus giving an overview of current thinking on the topic. Integration of findings and different perspectives to findings leads to more conclusions than usage of the one case study or research. Paper findings are that the good mental health of an employee increases their productivity, and increased productivity leads to increased economic growth, and tools powered by artificial intelligence can boost employees' mental health and productivity, which then has a beneficial impact on economic growth. From these correlations, we can see the benefits of the implementation of artificial intelligence solutions and why they will be one of the pillars of the modern workplace. In order to develop this paper further, we suggest analyzing the impact of artificial intelligence in different industries such as healthcare, data science, marketing, web development, and education in terms of productivity and economic growth when there will be more data on the long-term benefits of artificial intelligence.

Keywords: artificial intelligence, economic growth, impact, mental health, productivity

PRIVATE SECURITY INDUSTRY IN SERBIA: IS IT PROFITABLE?

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ABSTRACT

In the paper, the authors explore the private security industry in Serbia from some economic aspects. The main question the authors raise is whether the private security industry in Serbia is profitable. As an initial hypothesis, the authors put forward that it is profitable, but they also ask some special questions in order to examine this area of business more deeply. These are primarily: a question of experience in business in this area, which forms of business organization are most present on the market, the question of ownership of companies, countries of origin of capital, types and areas of private security, number of employees and average gross salary. In addition to the basic hypothesis, the authors also provide some special hypotheses and believe that companies in Serbia have significant previous experience in the field of private security, that the majority of companies are privately owned where capital comes from domestic investors, that most companies operate in the field of technical protection, etc. In order to carry out the research, the authors collected data from open sources of the Ministry of Interior of the Republic of Serbia, the Serbian Business Registers Agency and the website for checking the creditworthiness of companies. The collected data were first systematized in tables and then charts were formed, which were used to analyze the data. The authors conclude that the private security industry in Serbia represents an auxiliary service for other branches of the industry. In any case, this branch of industry is profitable in Serbia.

Keywords: *Private Security, Industry, Profit, Physical Security, Technical Protection*

HUMAN CAPITAL MANAGEMENT STRATEGIES THROUGH EMPLOYEE SATISFACTION

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ABSTRACT

In recent years, we have witnessed more intensive development of the human resources sector, which has a significant role in the business and manufacturing sector, therefore they are often characterized as human capital. With this, this sector, we can say, gets its economic value, alongside the business and professional spheres. Directed in this way, it is implemented through several segments, which are strategically placed in front of the management, which is the basic connection in human capital and sustainable business profit. There are several ways in which the work can be monitored and organized with human resources, but the basic essence is monitoring and listening to the needs of employees, which requires new but also simple organizational approaches. Human capital management is a special segment of the management strategy which, with its organizational activities, needs to focus its organizational activities on the people who form a unity in the organization, which are systematically observed and evaluated from the very engagement for the doing business to the subsequent evaluation, reward and other benefit system. In this way, their knowledge, skills and impact can be managed. The system of adequate strategic management of human capital, followed through the process of motivation is especially challenging for each manager, because it is especially challenging and focused on the desired behavior which can lead to a double effect - productivity at work and emotional satisfaction. In this way, human capital and contentment are used to affirm the profit and creative ambition of the industry, which is shown through the ability to do business, the level of responsibility, quality, creativity and performance of enterprise development. The strategy of human capital management built in this way is a special motivational system for management, because by fulfilling this requirement, it increases the competitive and value structure of the company. If job satisfaction is understood as a positive emotional state and the reaction of employees that is achieved through efficiency and effectiveness at work, the obtained research results show the role of management in achieving this satisfaction, especially if accompaniment the manufacturing company where the system of managerial structure is multifaceted.

Keywords: *Management strategy, human resources, human capital, employee satisfaction*

