

# V International Science Conference SER 2022

**September 12<sup>th</sup> – 14<sup>th</sup>, 2022**  
**Igalo (Herceg Novi), Montenegro**

## "NEW TRENDS AND BEST PRACTICES IN SOCIOECONOMIC RESEARCH"



# Conference program

**Organized by:**

**Economic Laboratory for Transition Research,  
Podgorica, Montenegro**



**Adriatic University Bar,  
Faculty for Mediterranean Business Studies Tivat,  
Montenegro**



**Center for Sociological Research  
Szczecin, Poland**



**University "Mediterranean, Podgorica  
Montenegro**



**Publisher:** *Economic Laboratory for Transition Research*, Podgorica, Montenegro; *Center for Sociological Research Szczecin*, Poland; *Adriatic University Bar, Faculty of Mediterranean Business studies Tivat*, Montenegro; and *University Mediterranean, Podgorica*, Montenegro

**Editors:** Professor *Veselin DRASKOVIC*, Montenegro, and Professor *Yurij BILAN*, Poland

**Scientific Committee:** Academician Prof. *Veselin DRASKOVIC*, the Chair, University of Montenegro, Maritime Faculty Kotor, Montenegro; Prof. *Yurij BILAN*, the Co-Chair, Rzeszów University of Technology, Faculty of Management, Poland; Prof. *Radislav JOVOVIC*, Rector of the University of Mediterranean Podgorica, Montenegro; Professor *Dalia STREIMIKIENE*, Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Lithuania; *Laszlo VASA*, Associate Professor, Széchenyi István University, Győr, Hungary; *Sanja BAUK*, Durban University of Technology, South Africa.

**Program Committee:** Prof. *Yurij BILAN*, the Chair, Rzeszów; University of Technology, Faculty of Management, Poland; Academician Prof. *Veselin DRASKOVIC*, the Co-Chair, University of Montenegro, Maritime Faculty Kotor, Montenegro;

**Board of Editors:** Prof. *Dalia STREIMIKIENE*, the Chair (Editor in Chief of the *Transformations in Business & Economics* – WoS - SSCI); Prof. *Veselin DRASKOVIC* – Co-Chair (Editor in Chief of the *Montenegrin Journal of Economics* - WoS - ESCI, SCOPUS; *Socio-Economic Essays*); Prof. *Yurij BILAN*, the Co-Chair (Editor in Chief of the *Journal Economics and Sociology* - WoS - ESCI, SCOPUS; and *Journal of International Studies*, SCOPUS); Prof. *Radislav JOVOVIC* (Editor in Chief of the *Economics & Economy*); Assoc. Prof. *Mimo DRASKOVIC* (Editor in Chief of the *Media Dialogues*) & Assist. Prof. *Milica DELIBASIC* (Editor in Chief of the *Montenegrin Journal of Ecology*)

**Organizing Committee:** Professor *Stevo NIKIC*, Rector of the University of Adriatic Bar, Montenegro; Professor *Drago PUPAVAC*, Polytechnic of Rijeka, Croatia; Professor *Serhiy KOZMENKO*, University of Customs and Finance, Dnepro, Ukraine; *Judit OLÁH*, Professor, John von Neumann University, Hungarian National Bank – Research Center, Hungary Professor *Sanja BAUK*, Durban University of Technology, South Africa; Professor *Tomas BALEZENTIS*, Lithuanian Centre for Social Sciences, Vilnius, Lithuania; Professor *Nataliia MAZUR*, National University of Water and Environmental Engineering, Ukraine; Professor *Vesna KARADZIC*, University of Montenegro; Academician Professor *Slavo KUKIC*, Mostar, Bosnia and Herzegovina; Professor *Monika GRABOWSKA*, Wroclaw University of Economics, Poland; Dr. Zita Hajdú, University of Debrecen, Hungary; Associate Professor *Desislava SERAFIMOVA*, Department of Management and Administration, University of Economics, Varna, Bulgaria; Professor *Olena CHYGRYN*, Department of Marketing, Sumy State University, Ukraine; and Professor *Ratko BOZOVIC*, Belgrade, Serbia.

**Printing:** 100 Copies / **Printed:** “3M Makarije”, Podgorica

CIP - Каталогизација у публикацији  
Национална библиотека Црне Горе, Цетиње  
ISBN 978-9940-673-18-5

COBISS.CG-ID 35499792





## List of Participants

Sanja BAUK, South Africa  
Tamara BACKOVIC , Montenegro  
Tomas BALEZENTIS, Lithuania  
Petra V. BALLA, Hungary  
Eugenija BIELIAUSKIENE, Lithuania  
Svitlana BILAN, Poland  
Yuriy BILAN, Poland  
Svitlana BILAN, Poland  
Ratko BOZOVIC, Serbia  
Borjana BULAJIC, Canada  
Olena CHYGRYN, Ukraine  
Enita CUSTOVIC, Bosnia & Herzegovina  
Milica DELIBASIC, Montenegro  
Fabio DELLA PIETRA, Italy  
Mimo DRASKOVIC, Montenegro  
Sladjana DRASKOVIC, Montenegro  
Veselin DRASKOVIC, Montenegro  
Simonas EIDUKAITIS, Lithuania  
Vinko ERBEZ, Serbia  
Anita R. FEDOR, Hungary  
Milan FILOTIC, Czech Republic  
Monika GRABOWSKA, Poland  
Niksa GRGUREVIC, Montenegro, Bosnia & Herzegovina  
Natalia IERSHOVA, Ukraine  
Marija JANKOVIC, Montenegro  
Borut JEREB, Slovenia  
Miroslav JOVOVIC, Montenegro  
Nebojša JOVOVIC, Montenegro  
Radislav JOVOVIC, Montenegro  
Vladan JOVOVIC, Australia  
Milena KAJBA, Slovenia  
Vesna KARADZIC, Montenegro  
Karolina KRISCIUKAITYTE, Litvania  
Ranka KRIVOKAPIC, Montenegro  
Slavo KUKIC, Bosnia & Herzegovina  
Éva LIBICKI, Hungary  
Oleksii LYULYOV, Ukraine  
Milan LUBARDA, Germany  
Nataliia MAZUR, Ukraine  
Marko NIKIC, Montenegro  
Milica NIKIC, Montenegro  
Stevo NIKIC, Montenegro  
Vinko NIKIĆ, Montenegro  
Judit OLÁH, Hungary  
Bojan PEJOVIĆ, Montenegro  
Dalibor PELEVIC, Montenegro  
Tena PERISIN, Croatia  
Vesko PERKOVIC, France  
Jelena PEROVIC, Montenegro  
Tetyana PIMONENKO, Ukraine  
Olivera BLAGOJEVIC POPOVIC, Montenegro  
Srdja POPOVIĆ, Montenegro  
Oksana V. PORTNA, Ukraine  
Justin PUPAVAC, Croatia  
Drago PUPAVAC, Croatia  
Misko RADJENOVIC, Montenegro  
Dragan RADOVIC, Montenegro  
Erika RIBASAUSKIENE, Lithuania  
Broda RITA, Hungary  
Mahyar Kamali SARAJI, Lithuania  
Vaida SAPOLAITĖ, Lithuania  
Gintare STANKUNIENE, Lithuania  
Dalia STREMIKIENE, Lithuania  
Justas STREIMIKIS, Lithuania  
Marijana SUNDIC, Montenegro  
Natalija TRIVIC, Serbia  
Katya VLADOVA, Bulgaria  
Petar VUKANOVIC, Australia  
Nikola VUKCEVIC, Montenegro



## Foreword

We would like to thank all the contributors, discussants and participants of the International Scientific Conference SER 2022, entitled “*New Trends and Best Practices in Socioeconomic Research*”, successfully organized and held in Igalo (September 12th-14th, 2022), which contributed to the same success and has a high scientific quality.

Special thanks to the organizers:

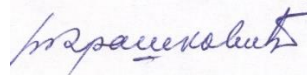
- Adriatic University Bar, Tivat, Montenegro,
- University of Mediterranean, Podgorica, Montenegro,
- Center for Sociological Research, Szczecin, Poland,
- Economic Laboratory for Transition Research, Podgorica, Montenegro and
- Palmon Bay Hotel & Spa, Igalo, Montenegro.

We had 63 authors from 20 countries (Armenia, Australia, Bosnia and Herzegovina, Bulgaria, Canada, Czech Republic, Croatia, France, Germany, Hungary, Italy, Lithuania, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, South Africa and Ukraine).

Conference participants submitted 41 scientific abstracts, which were reviewed by the International review board (Professor *Dalia STREMIKIENE*, Professor *Veselin DRASKOVIC*, Professor *Yuriy BILAN*, Professor *Radislav JOVOVIC*, Professor *Sanja BAUK*, Associate Professor *Mimo DRASKOVIC*, and Assistant Professor *Milica DELIBASIC*).

I hope that the conference participants, in dynamic, interesting and original reports and discussions, will succeed in moving the boundaries of knowledge about the current theme of this conference. I believe that many of the old questions, problems and dilemmas will get some new arguments, information and evidence.

Chair of Scientific Committee



Academician *Veselin DRASKOVIC*, Professor





# PROGRAM

<b>DAY ONE</b>	<b>Thursday 12th september 2022</b>
----------------	-------------------------------------

<b>13:00-14:00</b>	<b>REGISTRATION of the participants</b>
14:00-14:10	<p><b>OPENING THE CONFERENCE</b> (Hotel Palmon Bay Igalo)</p> <p><b>Radislav JOVOVIC</b>, Professor, Vicerector of the University of Mediterranean Podgorica, Montenegro</p>
<p><b>PLENARY SESSION : Introductory Papers – Keynote Speeches</b></p> <p>Head: <b>Yuriy BILAN</b>, Associate Professor</p>	
14:10-14:30	<p>NEOLIBERALISM AS A QUASI-PARADIGM</p> <p><u>Keynote Speaker</u>: Academician <b>Veselin DRASKOVIC</b>, Professor</p> <p>Niksic, Montenegro</p>
14:30-14:50	<p>BARRIERS OF RENEWABLE ENERGY PENETRATION IN AGRICULTURE SECTOR</p> <p><u>Keynote Speaker</u>: <b>Dalia STREMIKIENE</b>, Professor,</p> <p>Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Vilnius, Lithuania;</p>
14:50-15:10	<p>STRENGTHENING THE COMPETITIVENESS AND SOCIALIZATION OF BUSINESS IN UKRAINE ON THE BASIS OF THE DEVELOPMENT OF CORPORATE VOLUNTEERING</p> <p><b>Nataliia MAZUR</b>, Associate Professor</p> <p>National University of Water and Environmental Engineering, Ukraine</p> <p><u>Keynote Speaker</u> : <b>Yuriy BILAN</b>, Professor</p> <p>Faculty of Management, Rzeszow University of Technology, Poland</p>
15:10-15:30	<p>ANGUISH AND TROUBLES OF THE MEDIA</p> <p><u>Keynote Speaker</u> : <b>Ratko BOZOVIC</b>, Professor</p> <p>Belgrade, Serbia</p>
15:30-15:50	<p>CONSIDERATION REASONS FOR TRANSITION TO ECONOMY OF LIFE</p> <p><u>Keynote Speaker</u> : <b>Radislav JOVOVIC</b>, Professor,</p> <p>Vicerector of the Mediterranean University Podgorica, Montenegro</p>

15:50-16:10	<p>THE NEOLIBERAL CRUSADE OF CAPITALISM AT THE TURN OF TWO CENTURIES</p> <p><u>Keynote Speaker:</u> Academician Professor <b>Slavo KUKIC</b></p> <p>Mostar, Bosnia and Herzegovina</p>
16:10-16:30	<p>COORDINATES OF INTERNAL AUDIT IN THE COMPANY'S ECONOMIC SECURITY MANAGEMENT SYSTEM</p> <p><u>Keynote Speaker:</u> <b>Natalia IERSHOVA</b>, Professor</p> <p>Department of Department of Accounting and Finance, Educational and Scientific Institute of Economics, Management and International Business; National Technical University «Kharkiv Polytechnic Institute», Ukraine</p>
16:30-16:50	<p>FINANCIAL BUSINESS PROCESSES OF ENTREPRENEURSHIP UNDER THE CONDITIONS OF SOCIO-ECONOMIC CHANGES</p> <p><u>Keynote Speaker:</u> <b>Oksana V. PORTNA</b>, Professor</p> <p>Department of Management and Administration, V.N. Karazin Kharkiv National University, Ukraine</p>

**DAY TWO**

**Friday 13th May 2022**

<p><b>PLENARY SESSION – EXTENSION : Introductory Papers - Keynote Speeches</b></p> <p>Head: <b>Mimo DRASKOVIC</b>, Associate Professor</p>	
9:00-9:20	<p>BLOCKCHAIN CONCEPT</p> <p><u>Keynote Speaker:</u> <b>Sanja BAUK</b>, Professor</p> <p>Durban University of Technology, Durban, South Africa</p>
9:20-9:40	<p>DYNAMICS IN THE REVENUE FOR SELECTED AGRICULTURAL PRODUCTS IN THE CENTRAL AND EASTERN EUROPEAN COUNTRIES</p> <p><u>Keynote Speaker:</u> <b>Tomas BALEZENTIS</b>, Professor &amp; <b>Simonas EIDUKAITIS</b></p> <p>Lithuanian Centre for Social Sciences, Vilnius, Lithuania</p>
9:40-10:00	<p>MEDIATIZATION OF POLITICS AND POLITICIZATION OF THE MEDIA IN SELECTED SEE COUNTRIES</p> <p><u>Keynote Speaker:</u> <b>Mimo DRASKOVIC</b>, Associate Professor</p> <p>University of Montenegro, Maritime Faculty Kotor, Montenegro</p>
10:00-10:20	<p>COVID-19 IMPACT ON NEWS MEDIA IN THE COUNTRIES OF WESTERN BALKANS</p> <p><u>Keynote Speaker:</u> Professor <b>Tena PERISIN</b></p> <p>Faculty of Political Science, University of Zagreb, Croatia</p>

10:20 -11:00	Sweet, tea, coffee, seasonal fruits
11:00-11:20	<p>ISO 30182:2017 STANDARD, SMART CITIES AND DATA INTEROPERABILITY</p> <p><u>Keynote Speaker:</u> <b>Borut JEREB</b>, Professor &amp; <b>Milena KAJBA</b>, M. Eng. log.</p> <p>University of Maribor, Faculty of logistics, Slovenia</p>
11:20-11:40	<p>ECONOMIC APPROACH TO HUMAN CAPITAL</p> <p><u>Keynote Speaker:</u> <b>Drago PUPAVAC</b>, Professor</p> <p>Polytechnic of Rijeka, Rijeka, Croatia</p>
11:10-11:30	<p>INSTITUTIONAL FAILURE OF TRANSITION</p> <p><u>Keynote Speaker:</u> <b>Milica DELIBASIC</b>, Assistant Professor,</p> <p>University Mediterranean, Faculty of Business Studies, Podgorica, Montenegro, University of Adriatic Bar, Faculty for Metiterranean Business Studies Tivat, Montenegro</p>
11:30-11:50	<p>THE IMPORTANCE OF INDUSTRY 4.0 TECHNOLOGIES IN THE INNOVATION ACTIVITIES OF FOOD MANUFACTURING COMPANIESS</p> <p><u>Keynote Speaker:</u> <b>Judit OLÁH</b>, Professor</p> <p>John von Neumann University, Hungarian National Bank – Research Center, Hungary</p>
11:50-12:10	<p>COUNTRIES GREEN INVESTMENT ATTRACTIVENESS: BIBLIOMETRIC ANALYSES</p> <p><u>Keynote Speaker</u> : <b>Tetyana PIMONENKO &amp; Oleksii LYULYOV</b></p> <p>Department of Marketing, Sumy State University, Ukraine</p> <p><b>Monika GRABOWSKA</b></p> <p>Wroclaw University of Economics, Poland</p>
12:10-12:40	<p>EXERCISING THE RIGHT TO WORK AND EMPLOYER’S AUTHORITY – CHALLENGES AND POSSIBLE SOLUTIONS IN THE DIGITAL AGE</p> <p><u>Keynote Speaker</u> : <b>Desislava SERAFIMOVA</b>, Associate Professor</p> <p>Department of Management and Administration, University of Economics, Varna, Bulgaria</p> <p><b>Andriyana ANDREEVA</b>, Associate Professor &amp; <b>Galina YOLOVA</b>, Associate Professor</p> <p>Department of Legal Studies, University of Economics, Varna, Bulgaria</p>
12:40-13:00	<p>ROMA EMPLOYMENT, DISADVANTAGED SITUATION AND LABOUR MARKET INSECURITY IN A REGION OF HUNGARY</p> <p><u>Keynote Speaker</u> : <b>Anita R. FEDOR</b>, Associate Professor</p> <p>University of Debrecen, Faculty of Health Sciences,</p> <p>Hungary <b>Petra V. BALLA</b>, assistant lecturer &amp; <b>Broda RITA</b>, PhD student</p> <p>University of Debrecen, Ihrig Károly Doctoral School of Management and Business, Hungary</p>

12:40 -14:00	Lunch
SESSION 1 - Head : <i>Radislav JOVOVIC</i> , Professor	
14:00 - 14:10	<p>CHARACTERIZATION OF THE HEALTH AWARENESS BEHAVIOUR AND THE HEALTH STATE OF HUNGARIAN PEOPLE LIVING IN SETTLEMENT CONDITIONS</p> <p><i>Éva LIBICKI</i>, Assistant lecturer University of Debrecen, Doctoral School of Human Sciences, Sociology, Hungary</p> <p><i>Anita R. FEDOR</i>, Assistant Professor University of Debrecen, Faculty of Health Sciences, Hungary</p>
14:10 - 14:20	<p>GREEN COMPETITIVENESS OF THE COMPANY</p> <p><i>Olena CHYGRYN</i>, Professor Department of Marketing, Sumy State University, Ukraine</p> <p><i>Svitlana BILAN</i>, Assistant Professor Faculty of Management, Rzeszow University of Technology, Rzeszow, Poland</p>
14:20 - 14:30	<p>RENEWABLE ENERGY IN HOUSEHOLDS: THE DRIVERS AND BARRIERS IN LITHUANIA</p> <p><i>Dalia STREIMIKIENE</i>, Professor &amp; <i>Gintare STANKUNIENE</i>, PhD student Lithuanian Energy Institute, Kaunas, Lithuania</p>
14:30 - 14:40	<p>INDICATORS OF LOW CARBON ENERGY TRANSITION</p> <p><i>Dalia STREIMIKIENE</i>, Professor &amp; <i>Mahyar Kamali SARAJI</i>, PhD student Vilnius university, Kaunas Faculty, Kaunas, Lithuania</p>
14:40 - 14:50	<p>COMBINING IT TOOLS FOR VIRTUAL EXCHANGE IN HIGHER EDUCATION</p> <p><i>Sanja BAUK</i>, Professor Durban University of Technology, South Africa</p>
14:50 - 15:00	<p>EDUCATIONAL PROGRAMS OF BOSNIAN TV STATIONS IN THE FUNCTION OF MEDIA LITERACY OF YOUTH</p> <p><i>Enita CUSTOVIC</i>, Assistant Professor Faculty of Political Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina</p>
15:00 - 15:10	<p>INSTITUTIONAL PLURALISM AS A CIVILIZATIONAL IMPERATIVE</p> <p><i>Niksa GRGUREVIC</i>, Associate Professor Adriatic University, Faculty of Management, Meljine, Herceg Novi, Montenegro &amp; University of Business Engineering and Management Banja Luka, Bosnia and Herzegovina</p>

15:10 -15:20	<p>PERSPECTIVES FOR THE DEVELOPMENT OF SMALL SEAPORTS</p> <p><b>Ranka KRIVOKAPIC</b>, Assistant Professor</p> <p>University of Montenegro, Maritime Faculty Kotor</p> <p>Kotor, Montenegro</p>
15:20 -15:30	<p>BRANDING OF MONTENEGRO AS AN INVESTMENT DESTINATION</p> <p><b>Marija JANKOVIC</b>, Assistant professor</p> <p>Mediterranean University Podgorica, Faculty of Economics and Business</p> <p>Podgorica, Montenegro</p>
15:30 -15:40	<p>DIGITAL TRANSFORMATION IN TOURISM AND THE DYNAMIC CAPABILITIES CONCEPT</p> <p><b>Katya VLADOVA</b>, Assistant Professor</p> <p>Department of Management and Administration, University of Economics,</p> <p>Varna, Bulgaria</p>
15:40 -15:50	<p>EXTRACTIVE INSTITUTIONS – ANALYSIS IMPACT ON COMPETITION IN SOUTHEAST EUROPE</p> <p><b>Nebojsa JOVOVIC</b>, PhD</p> <p>Mediterranean University Podgorica, Montenegro</p>
15:50 -16:00	<p>CHARACTERISTICS OF POLITICAL COMMUNICATIONS IN NEW-MEDIA ENVIRONMENT: CAMPAIGN FOR PRESIDENTIAL ELECTIONS IN THE REPUBLIC OF SRPSKA/B&amp;H 2018</p> <p><b>Natalija TRIVIC</b>, PhD</p> <p>University of Arts, Faculty of Dramatic Arts, Belgrade, Serbia</p>
16:00 -16:10	<p>PUBLIC SERVICE OBLIGATION LEVY IN ELECTRICITY TARIFF IN IRELAND, GREECE, DENMARK AND LITHUANIA: IMPACT ON ENERGY SECURITY AND SUSTAINABILITY</p> <p><b>Tomas KARPAVICIUS</b>, PhD student</p> <p>Lithuanian Centre for Social Sciences, Vilnius, Lithuania</p>
16:10 -17:00	Sweet, tea, coffee, seasonal fruits
<p><b>SESSION 2</b></p> <p>Head: <b>Milica Delibasic</b>, Assistant Professor</p>	
17:00 – 17:10	<p>EXPLAINING THE INCREASE IN INEQUALITY IN SOUTHEAST EUROPE</p> <p><b>Miroslav JOVOVIC</b>, MSc,</p> <p>University of Montenegro, Faculty of Economics, Podgorica</p>

17:10 – 17:20	SHADOW PRICES OF ENERGY CONSUMPTION LINKED GHG EMISSIONS FROM AGRICULTURE  <b>Justas STREIMIKIS</b> , PhD student Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Vilnius, Lithuania
17:20 – 17:30	BALKAN MEDIA FLOWS: COGNITIVE MAPPING  <b>Marijana SUNDIC</b> , PhD student Niksic, Montenegro
17:30 – 17:40	THE ECONOMY OF SERBIA AS THE MAIN PARTNER IN THE DEVELOPMENT AND VALORIZATION OF MONTENEGRO CAPITAL INFRASTRUCTURE FACILITIES  <b>Dalibor PELEVIC</b> , PhD student, University of Montenegro, Maritime Faculty Kotor, Montenegro
17:40 – 17:50	THE EFFECTS OF FOOD LOSS IN THE PRIMARY SECTOR OF LITHUANIA  PhD student <b>Erika RIBASAUSKIENE</b> , Lithuanian Centre for Social Sciences, Vilnius, Lithuania
17:50 – 18:00	SUSTAINABILITY EFFECTS AND REQUIREMENTS IN DEFINING INSURANCE AS A PRIMARY LEVEL CONTRIBUTOR  <b>Dr Eugenija BIELIAUSKIENE</b> Vilnius University, Vilnius, Lithuania
18:00 – 18:10	THE IMPORTANCE OF AGRICULTURAL LAND PRICES AND RENTS FOR THE AGRICULTURAL DEVELOPMENT  PhD student <b>Vaida SAPOLAITĖ</b> Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Vilnius, Lithuania
18:10 – 18:20	APPROACH OF BANKING SECTOR TO SUSTAINABILITY  <b>Karolina KRISCIUKAITYTE</b> , PhD student Vilnius University, Vilnius, Lithuania
18:20 – 18:30	MEDIA IN TRANSITIONAL COUNTRIES (SOCIETY)  <b>Sladjana DRASKOVIC</b> , MSc student, University of Montenegro, Maritime Faculty Kotor, Montenegro
18:30 - 23:00	Cocktail

<i><b>DAY THREE</b></i>	<i><b>Saturday 14th September 2022</b></i>
-----------------------------	--

<b>10:00 -11:00</b>	<b>Conclusions of the Conference</b>
<b>11:00-12:00</b>	<b>Sweet, tea, coffee, seasonal fruits</b>
<b>12:00-14:00</b>	<b>Lunch</b>
<b>18:00 -23:00</b>	<b>Gala Dinner in Herceg Novi</b>





Professor **Ratko BOZOVIC**

Belgrade, Serbia

E-mail: bozovicratko@gmail.com

## ANGUISH AND TROUBLES OF THE MEDIA

### ABSTRACT

*The subject of the paper is to explain the essential problems, i.e. "troubles" of the media. The aim of this paper is to show the truth that journalism without a critical and ethical attitude is not journalism in the true sense of the word. The initial hypothesis is that journalism and repressive politics always conflict each other, which is not the case with servile, dependent, and subservient journalism. Actors of extremely politicized journalism have betrayed their personalities and their professions. Such journalism could not and cannot create civic ideals of tolerance, non-violence, solidarity, and coexistence. Significant problems in the media sphere arose when financial power took control of the political power centers. This is one of the important reasons why critical public opinion and democratic political culture have not been established in transition countries. The conclusion is that considered and many other factors have contributed to the formation of a consumer society (unsustainable), and not a sustainable civil society of free citizens.*

**KEY WORDS:** *Media, communications, journalism, freedom, reality, truth, politics, transition.*



Academician Professor **Slavo KUKIC**

Mostar, Bosnia and Herzegovina

E-mail: ks4591@hotmail.com

## **THE NEOLIBERAL CRUSADE OF CAPITALISM AT THE TURN OF TWO CENTURIES**

### **ABSTRACT**

*At the heart of the analysis is the crusade of neoliberal capitalism on transitional, formerly "socialist" communities. The thesis is that the causes of their disintegration, accompanied in some places by war intrigues, should be sought in systemic contradictions that have assumed the characteristic of an insurmountable mortgage over time, even more so in the actions of neoliberal capitalism in whose essence, just as Marx argued, is the need for constant expansion. However, the paper also deals with the consequences that have not bypassed any country in the transition process. In addition to the fact that the transition has led to the dissolution of some of these countries, the economic and social price of the transition has been paid, expressed in declining production, consumption, employment and living standards, social stratification and increasing social tensions, and after EU membership of some among them, a kind of saturation with Europe. Of course, the process of transition was very often accompanied by the revitalization of nationalist ideology as a philosophy of life.*

**KEY WORDS:** *Neoliberal capitalism, transition countries, consequences of transition, communications.*



## **NEOLIBERALISM AS A QUASI-PARADIGM**

### **ABSTRACT**

*This manuscript suggests a critical review and consideration of ending (eliminating) the abuse of neoliberal „theoretical“ concepts into practical interest purposes, ending a deadly, sophisticated and dogmatic neoliberal metaphor for numerous national and state troubles and anti-developmental contradictions. He can show to quasi-neoliberals as review of the author's knowledge, but also of every other afore-mentioned opinion and critic of neoliberalism. On the other hand, someone and sometimes (when necessary) puts knowledge into the function of apologetics. I am not only talking about metaphorically labeled quasi-neoliberals, but also some of their followers, who fail to notice devastating results of quasi-neoliberalism. They are labeled enough by their flawed assessment of character, duration and intensity of the current global economic crisis. Those "gurus" have been careful here, not inter-fering with these assessments. Sophistic stopgap and sophisticated quasi-neoliberal rhetoric and practice have generated original methods of organized use of privilege: privatization, intercommune economy, economic clockotism and protectionism against his own people (my terms). Their mission continues in conditions of extremely reduced market and "entrepreneurship" based on further robbing of the state and reproducing the non-market acquired wealth. Even if I did not create this indi-cative cover, the text that follows and positive reviews from respected economists, will surely explain the title of this manuscript. Everything else will be a specific analysis, criticism and variations on a given topic, which should justify specified name. Its intention is not to be associated with theoretical discussion of neoliberalism, as it is too late for that, but with phenomenology of neoliberalism and quasi-neoliberalism, and the need for a critical attitude towards them and unforeseen practical consequences that have caused.*

**KEY WORDS:** *Neoliberalism, institutional monism, alternative institutions, selective "individualism, privilege.*



Professor **Dalia STREIMIKIENE**

Lithuanian Centre for Social Sciences,  
Institute of Economics and Rural Development,

Vilnius, Lithuania;  
E-mail: dalia.streimikiene@lei.lt

## **BARRIERS OF RENEWABLE ENERGY PENETRATION IN AGRICULTURE SECTOR**

### **ABSTRACT**

*The aim of this paper is to define the main barriers hampering fast uptake of renewable energy technologies in agriculture based on systematic literature review and expert survey conducted in Lithuania. The critical analysis of the barriers of renewable energy penetration in agriculture was performed and these barriers were systematized according to the scope: financial, social, technological, institutional and behavior. The main measures to overcome these barriers were also grouped according to targeted barriers. The analysis of renewable energy deployment situation in agriculture sector in EU member states was performed and policies and measures targeting barriers of renewable energy penetration in agriculture were reviewed. The expert survey was conducted in Lithuania to define renewable energy penetration barriers in Lithuania. The survey was constructed based on systematic literature review of the main barriers of renewable energy technologies uptake in agriculture. The survey conducted in Lithuania confirmed theoretical findings showing the existence of financial, social, technological, institutional and behavioral barriers of renewable energy penetration in Lithuanian agriculture sector.*

**KEYWORDS:** renewable energy technologies, agriculture, barriers, systematic literature review, expert survey, Lithuanian case study.



Professor **Tetyana PIMONENKO**

Department of Marketing, Sumy State University,  
Ukraine

Professor **Oleksii LYULYOV**

Department of Marketing, Sumy State University,  
Ukraine

Associate Professor **Monika GRABOWSKA**

E-mail: monika.grabowska@ue.wroc.pl

Wroclaw University of Economics,  
Poland

## **COUNTRIES GREEN INVESTMENT ATTRACTIVENESS: BIBLIOMETRIC ANALYSES**

### **ABSTRACT**

*Ukraine's commitments to achieve the Sustainable Development Goals for 2016-2030 and the decarbonisation of the national economy require significant green investment. The critical level of environmental pollution and the lack of investment resources in green technologies are priority issues that need to be addressed to ensure the country's national security. The scientific community recognised the problem of intensifying green investment, considering the cointegration of transmission channels of government and the business sector as a priority at the global level. The study applied bibliometric analysis to systematise the scientific achievements on the outlined issues: Google Books Ngram Viewer, Google trends, benchmarking tools Scopus and Web of Science, and VOSviewer. Data for the study were generated from Scopus and Web of Science databases.*

*After filtering, 23 043 papers were selected for the analysis. The findings of bibliometric analysis allowed identifying three main scientific patterns of research in the field of green investment. Thus, the first cluster focuses on research into the relationship between green investment and the effectiveness of achieving sustainable development goals. The second is to study the interdependence of the country's green brand and the country's investment attractiveness. The third cluster is an intermediary between all other clusters and combines research on green investment and corporate social responsibility among businesses. The systematic combination of system-structural analysis, deduction, and tools of Google Trends substantiate a close relationship between the country's green brand and green investment, which has a two-way, subject-object nature. On the one hand, due to the growing value of the green brand, the country gets additional opportunities to attract green investment. On the other hand, the green investments contribute to the growth of the country's brand as*

*environmentally responsible. Further research requires empirical confirmation of the identified relationships.*

**KEY WORDS:** sustainable development, bibliometric, green economy, stakeholder, investment attractiveness.

**FUNDING:** The research was funded by the grant from the Ministry of Education and Science of Ukraine 0121U100468.



## **ECONOMIC APPROACH TO HUMAN CAPITAL**

### **ABSTRACT**

*The subject of macroeconomic analysis in this scientific discussion is human capital as a fundamental development resource of national economies. The term "human capital" in domestic and foreign literature is often used alongside the terms "human potential" and "intellectual capital". L. Edvinson (1997) views human capital as an integral part of intellectual capital, meaning under it the knowledge that employees possess and generate, including their skills, experience and creativity. According to Edvinsson, intellectual capital is a term superior to human capital because, in addition to human capital, it consists of structural capital and relationship capital. Vujic (2010, p. 94) criticizes such a division. According to him, human capital is superior to the concept of intellectual capital. Bogdanović (2008, p.76) thinks similarly. Sundac, Skalamera-Alilović and Babic (2016, p. 165) maintain that human capital is the driver of intellectual capital.*

*When studying human capital and its contribution to economic growth, it seems appropriate to point out that the concept of population first appears in economic theory. Thus, W. Petty points out that those countries that have a high population density with higher qualifications have a greater opportunity to achieve economic growth and development. The father of economic science, A. Smith points out that every worker increases his dexterity and skills by becoming an expert in a smaller precisely defined part of a business task. K. Marx claims that the emergence of capitalism made it possible to meet human needs more adequately by putting science and human work into the function of production. A. Marshall attaches importance to knowledge and organization as the fundamental driver of production. J.M. Keynes emphasizes the importance of state investment in education. According to Keynes, the state can stimulate economic growth and prosperity by investing in education. T.W. Schultz emphasizes the quality of the population as a fundamental factor in increasing labor productivity. He sees the quality of the population as a function of education, health, experience and culture, and accordingly he sees human capital as the value invested in people for the purpose of creating knowledge, skills and working abilities. Greater human capital potentially means greater competitiveness of the national economy. P. Drucker (1992, p. 33) points out that until the eighties of the last century, the best way for a person living in a developed country of the world to ensure a decent life was to become a semi-skilled mechanical worker.*

*60 years ago there was not a single person in Korea who had such professional knowledge or knowledge of the craft because Japan did not allow its neighbors to acquire any knowledge. Thanks to training, Korea today can produce everything that any industrially developed country in the world can produce. P. Romer constructed a model that highlights*

knowledge and ideas as promoters of economic growth. In his article *“Increasing Returns and Long Run Growth”*, from 1986, Romer proposes a model that emphasizes the crucial role of knowledge and ideas for economic growth (New Growth Theory). Unlike physical capital, knowledge and ideas are never scarce, and accordingly, the accumulation of knowledge ensures permanent incentive to invest in economies with a high level of human capital. As people are the ones who have knowledge, investments in human capital represent investments that guarantee sustainable growth and development. This is surely one of the fundamental reasons why economic growth in industrialized countries tends to grow and why the divergence of economic growth between developed and underdeveloped countries of the world is at work.

After that, in the 1990s of the last century, there was a strong interest in the study of intellectual capital and the importance of knowledge management. T. Stewart points out that intellectual capital is the sum of all what they know in the company, and what gives them a competitive advantage in the market, L. Edvinsson points out that the *“invisible hand”* of A. Smith is replaced by the *“intangible hand”*, which is based on ideas that cannot be felt. *“We have moved from an economy driven by tangibles - products, things - to an economy driven by intangibles - ideas, concepts, abstractions”*. Edvinsson (2003, p. 63). Among domestic authors, A. Pulić and D. Sundac (1998) and Kolaković (2003) were most concerned with the development of the concept of intellectual capital.

At the beginning of the 90s of the last century, the OUN developed the Human Development Index (HDI), which is used as an indicator of socioeconomic progress. It is a composite term made up of three dimensions – health, education and quality of life with four indicators. The HDI is an indicator that ranks countries according to the level of *“human development”*. Countries are classified into four categories. For values lower than 0.550 they are low human development, from 0.550 to 0.699 they are medium human development, from 0.700 to 0.799 they are high human development, above 0.800 they are very high human development.

**KEY WORDS:** human capital, population, economic growth, human development index





Associate Professor **Nataliia MAZUR**

E-mail: n.o.mazur@nuwm.edu.ua

National University of Water and Environmental Engineering  
Ukraine

Professor **Yuriy BILAN**

E-mail: y.bilan@prz.edu.pl

Faculty of Management, Rzeszow University of Technology,  
Poland

## **STRENGTHENING THE COMPETITIVENESS AND SOCIALIZATION OF BUSINESS IN UKRAINE ON THE BASIS OF THE DEVELOPMENT OF CORPORATE VOLUNTEERING**

### **ABSTRACT**

*Recent events in Ukraine pose new challenges for businesses, related to the intensification of social responsibility processes. The aim of the research is to examine trends in corporate volunteering in Ukraine based on a survey of business owners and their employees and further development of recommendations for the formation of corporate volunteering in the context of competitiveness and socialization of business. The authors of the paper developed a questionnaire and received answers: with the help of google-forms - 392 respondents (different categories of participants in economic relations), and by filling out paper questionnaires - 74 people (purposefully business owners and employees).*

*The undisputed majority of respondents (80%) approve of the idea of corporate volunteering. More than half of the respondents (56%) have experience in volunteering. Respondents identified the following main benefits for the organization that can provide corporate volunteering: 1) cohesion of employees of the organization (68.2% of responses); 2) increase the image and competitiveness of the organization (63.6%); 3) increasing the level of commitment of the residents of this locality to the organization that indicated and (50.0% of responses).*

*The survey was conducted until February 1, 2022. Even then, respondents said that representatives of business owners in Ukraine actively involve their employees in various actions, the most common of which are military assistance and support for disadvantaged populations, work with children and activities aimed at caring for the environment and the environment. The consistency of the experts' opinions was checked using the concordance coefficient.*

*The paper considers the trends in the development of corporate volunteering in the context of responding to the urgent needs of Ukrainian society and formulates recommendations for intensifying corporate volunteering in view of strengthening the competitiveness and*

*socialization of business. Special attention is paid to the possibilities of encouraging the involvement of employees in corporate volunteering.*

**KEYWORDS:** business competitiveness, business socialization, corporate social responsibility, corporate volunteering, Ukraine



Professor **Tomas BALEZENTIS**

**Simonas EIDUKAITIS**

Lithuanian Centre for Social Sciences,  
Vilnius, Lithuania

## **DYNAMICS IN THE REVENUE FOR SELECTED AGRICULTURAL PRODUCTS IN THE CENTRAL AND EASTERN EUROPEAN COUNTRIES**

### **ABSTRACT**

*The revenue of agricultural products depends on various factors related to extensive and intensive development. The present study looks into the dynamics of the revenue for selected crop and livestock products in Lithuania, Latvia, and Poland. These countries face similar socioeconomic environment yet differ in the sense of the market size and structure. The index decomposition analysis is adapted for each agricultural product to measure the contributions of production scale, productivity, and price change. The results indicate that different products relied on diverse factors of revenue dynamics. Therefore, the issues of productivity and price risk have different importance across the products and countries.*

**KEY WORDS:** *index decomposition analysis, agricultural economics, revenue change.*



Professor **Dalia STREIMIKIENE**

E-mail: [dalia.streimikiene@lei.lt](mailto:dalia.streimikiene@lei.lt)

PhD student **Mahyar Kamali SARAJI**

E-mail: [Mahyar.Kamali@knf.stud.vu.lt](mailto:Mahyar.Kamali@knf.stud.vu.lt)

Vilnius University, Kaunas Faculty,  
Kaunas, Lithuania

## **INDICATORS OF LOW CARBON ENERGY TRANSITION**

### **ABSTRACT**

*The paper analyses the main goals of low carbon in transition in EU based on energy and climate policy analysis. The main indicators of low carbon energy transition were identified based on Green Deal and climate and energy packages. Key targets are developed for GHG emission reduction, share of renewables in final energy consumption and improvement of energy efficiency, however for just low carbon transition energy poverty indicators are also important. The framework of low carbon energy transition indicators was developed based on economic social and environmental dimensions. Environmental indicators include GHG emission reduction, renewables and energy efficiency indicators. Social indicators include energy poverty indicators and economic indicators include competitiveness, research and innovation in low carbon technologies indicators. The balanced system of 30 indicators was developed which will be further tested in empirical comparative assessment study in EU Member States.*

**KEY WORDS:** low carbon energy transition, energy and climate policies; green deal; indicators, framework;



## **COMBINING IT TOOLS FOR VIRTUAL EXCHANGE IN HIGHER EDUCATION**

### **ABSTRACT**

*As an inspiration for this abstract, I used a successfully realized project of international online collaboration between higher education institutions in South Africa (Durban University of Technology) and in New York (Hunter College). The project was dedicated to the concepts of South African and American cultural identities. As the main communication and collaboration platform, students used Slack. It is a program similar to WhatsApp, but more complex, since communications within the group take place through different channels.*

*The students uploaded the videos in which they presented their concepts of cultural identities to the YouTube platform, and then transferred the links to Slack, because the free version of this program has limited memory space. The second part of the project, which related to reading and annotating assigned texts about cultural identities, was implemented by the students on the Perusall platform, intended for group learning. Students and teachers could see the texts' annotations of other participants in the project and reflect on them in different ways. The third part of the project was realized in the Milenote program, by students creating infographics on the topic of cultural identities of their nations. Slack served as a base and link to YouTube, Perusall and Milenote. As a result, a very interesting and by group learning experience enriched set of student videos, annotations and visually easy to read infographics, was obtained.*

*The students themselves were surprised by what they managed to do together with the help of intuitive, accessible to everyone, web-based IT tools. The teachers followed their work from the beginning to the end, guided and motivated them to think critically and be creative, but the results are the deeds created by the students. At the end of the project, the channel #reflections was opened and it currently contains a message from a student from Hunter College, which I quote here: I want to thank you for allowing me to participate in this project! I really enjoyed it and learned a lot in a short time. If there are projects like this again, where I can communicate and work with colleagues from other parts of the world, I would be happy to get involved. Thank you!*

*The experience of students is very important, and the skillful combination of different IT tools in the international virtual exchange of knowledge, makes it, at least in this case, positive.*

**KEYWORDS:** IT tools, virtual exchange, shared learning experience.



Professor **Dalia STREIMIKIENE**

e-mail: [dalia.streimikiene@lei.lt](mailto:dalia.streimikiene@lei.lt)

PhD student **Gintare STANKUNIENE**

e-mail: [gintare.stankuniene@lei.lt](mailto:gintare.stankuniene@lei.lt)

Breslaujos 3, LT-44280,

Lithuanian Energy Institute,

Kaunas, Lithuania

## **RENEWABLE ENERGY IN HOUSEHOLDS: THE DRIVERS AND BARRIERS IN LITHUANIA**

### **ABSTRACT**

*The paper analyses situation of renewable energy consumption in Lithuanian households based on representative survey of Lithuanian households conducted in 2020. The questions about environmental awareness, the perceptions of renewable energy benefits were also included in the survey. The conducted survey showed the low environmental awareness of Lithuanian households and identified that lack of financial resources is the main reason of low penetration of renewables in households. The lack of appropriate infrastructure, lack of knowledge and experience were also found as important barriers for fast uptake of renewable energy technologies in Lithuanian households. The majority of Lithuanian households are not aware about available state support of renewables for households and think that state support is not sufficient to implement renewable energy technologies though the energy prices were expected to increase sharply in Lithuania. The policy recommendations for promotion of renewables in households were developed based on research conducted.*

**KEYWORDS:** *renewable energy sources; households; barriers; drivers; representative survey; Lithuanian case study.*



Professor **Radislav JOVOVIC**  
E-mail: radejovovic@t-com.me  
Mediterranean University  
Podgorica, Montenegro

## **CONSIDERATION REASONS FOR TRANSITION TO ECONOMY OF LIFE**

### **ABSTRACT**

*The subject of this research are problems in the global economy and consideration of their consequences. The aim is to analyse the global challenges that the world is facing. It is an identification of numerous threats before humanity. The most serious is the last pandemic. And that this has been greatly aggravated, if not even caused, by our lifestyles and our impact on ecosystems. On the other hand, it is an analysis of some positive trends, first of that the world is in the stage of accepting transition to economy of life.*

*It starts with the hypothesis that, at the present level of development, humanity has begun a contradictory development, and in spite of many promising trends, humanity has entered into a negative cycle. Then comes the obvious: we must deeply question our modes of organization, consumption and production. Our societies must reorient their economy towards sectors whose production has been sorely lacking, which we have seen to be vital. First, the sectors needed to win the battle against the pandemic. Then, those whose pandemic has revealed the need. Together, they form what I call here the “economy of life”, which must be promoted. This research uses the method of comparisons as well as methods of analysis, synthesis, deduction, and induction. In addition, this research relies on different statistics (Eurostat, World Bank, OMS, etc.).*

*Presented empirical data, qualitative and quantitative, verify the theoretical hypothesis. If we continue to live in a world of destruction, we will not move towards a harmonious world, but quite opposite, towards cumulative crises, which are getting closer: economic, social, ideological, political, and other. All sectors excluded from the economy of life are the worst enemies of the environment: automotive, aviation, chemicals, plastics, and many others. Economy of life brings together all the companies that, in one way or another, directly or indirectly, have made it their mission to enable everyone to live well.*

*We particularly stress that new issues cannot be solved using old methods. In order to overcome contradictions of modern development it is necessary to change the core values and philosophy of development. To change paradigm. The sectors of the future are entertainment, medical, retail, food, e-commerce and digital.*

*This argumentative research shows that humanity must face major threats: political, economic, ecological, technological, financial, social, and geopolitical. This will require to develop the economy of life, which includes the tools of democracy, including freedom of the press and education. It will be necessary to ensure that current generations take into account the interests of future generations. This idea is starting to catch on. Some countries, some international organizations are beginning to worry about it. Some*

*companies are beginning to understand that their survival depends on their retraining in one of economy of life sectors and taking into account the interests of future generations.*

**KEY WORDS:** *economy of life, crisis, transition, paradigm, digital.*





## **BLOCKCHAIN CONCEPT**

### **ABSTRACT**

*Blockchain is a multidimensional, distributed, relational ledger of digital transactions, organized into blocks. Blocks are protected, in the sense that it is impossible to change their content, except by creating a new block. It is a technology that enables digital transfer of money (cryptocurrency) or other values (ownership of real estate, letters of credit, bills of lading, intellectual rights, diplomas, confidential data, etc.) between entities (participants) in the blockchain network. Regardless of the type of value that is transferred digitally, an indispensable part of the blockchain is always a cryptocurrency. To understand this, it is necessary to understand the principle on which the blockchain works. The two basic segments of blockchain are blocks and transactions.*

*Each block has six key elements: number and time when it was created (time stamp); public and private key; hash; nonce; prior hash, and Merkle's root. Block numbers go in order: 0, 1, 2, 3, ..., depending on how many blocks were created. The time stamp corresponds to the moment when the block was added to the chain of previously created and validated blocks. A public key is like a bank account number. It is available to practically everyone, while the private key is the password for entering the electronic account and making transactions by the account owner (only). A hash is a coded transaction (original message, order, document) using the SHA256 algorithm and contains 64 characters, that is, a specific combination of numbers from 0-9 and letters from A-Z. It is a one-way function, i.e., it is not possible to get the original message (transaction order) directly from the hash. Namely, with the private key of the sender, the hash passes the signature algorithm, then a digitally signed document is obtained and sent to the recipient.*

*On the recipient's side, a public key is attached to the digitally signed document, after which a hash is generated. If the thus generated hash matches the hash of the original transaction message, only then can the message be decrypted. This does not end the transaction, because there is another complex protection mechanism. To become valid, a transaction must be registered, before it becomes part of the chain of transactions. How does this process take place? The sender must announce the intention to carry out the transaction. All participants in the network must approve it, and then the miners must validate it.*

*What are miners and how do they do it? Miners are special nodes in the network that have the task of solving a complex mathematical puzzle by reaching the difficulty target, which is known to all miners. Miners compete with each other and generate random numbers until one of them finds the desired target. The target is a 32-bit combination of numbers, which after detection is moved to the nonce, which is part of the block header and thus becomes*

*the hash of the new block. The miner which discovers the given target first, gets a reward - bitcoin (or some other cryptocurrency). Therefore, every transaction in the blockchain is inevitably linked to cryptocurrencies.*

*When a miner publishes the difficulty target (nonce) that it has found, all network nodes add it to the header of a new block and a new block becomes valid and attached to the chain of previous transactions, whereby synchronization is performed at the network level. The new block also contains the hash of the previous block (previous hash). The Merkle's root contains the hashes of all previous blocks in the sequence and makes it impossible to go back and change the content of previously created and validated blocks. It is clear that this is a very complex technology composed of digital transactions, asymmetric cryptographic techniques, complex mathematical puzzles, transaction confirmation (consensus) mechanisms and cryptocurrencies.*

*In purely financial transactions, research results show that the cryptocurrency market is growing, although there is a lot of mistrust on the part of users due to the complexity of the process. When it comes to blockchain applications of other than financial purposes, a very wide area opens up for further, more detailed research.*

**KEYWORDS:** *blockchain, block elements, transactions.*



Assistant lecturer **Petra V. BALLA**

E-mail: balla.petra@etk.unideb.hu

University of Debrecen, Ihrig Károly Doctoral School of Management and Business  
Hungary

**Broda RITA**

E-mail: broda.rita@etk.unideb.hu

University of Debrecen, Ihrig Károly Doctoral School of Management and Business  
Hungary

**Anita R. FEDOR**

E-mail: fedor.anita@etk.unideb.hu

University of Debrecen, Faculty of Health Sciences  
Hungary

## **ROMA EMPLOYMENT, DISADVANTAGED SITUATION AND LABOUR MARKET INSECURITY IN A REGION OF HUNGARY**

### **ABSTRACT**

*Equal access to employment is a key condition for tackling social exclusion and closely linked to this, for reducing and combating poverty. The problems faced by disadvantaged social groups are complex and require a multidimensional, interdisciplinary approach. The problems affecting Roma are complex, as their living conditions, housing, income, education and skills differ from those of the majority society. The aim of the research is to examine the employment-related results of a 2021 survey of a predominantly Roma local community living in a settlement conditions across several dimensions of quality of life. In this paper, we present the results of a survey of 223 households living in settled conditions in a municipality in the Northern Great Plain region, focusing on the employment situation. In addition to the employment characteristics of the target group, we explore their employment attitudes, work value preferences and related gender and social roles.*

*The number of Roma workers living in settled conditions has increased (73,1%), but they are characterised by multiple job changes as a result of fixed-term employment and public employment. These types of employment, however, create a less favourable situation compared to normal, permanent employment, as they result in an unpredictable and uncertain future due to their time-limited nature. Respondents in our survey were less satisfied with their pay, especially women (48,8%) and those in public sector work (72,7%). Satisfaction with working conditions shows that those with low levels of education are significantly more dissatisfied (31,3%).*

*All this can be traced back to the phenomenon of precariousness, as those with low levels of education and lack of marketable skills are the most vulnerable to labour market insecurity, and this is particularly true for the Roma target group. They are often those who perform routine tasks in a low-prestige occupation, even more physically demanding work, which affects their job satisfaction. Respondents face difficulties in finding a job, which is affected by the current two-faced labour market and discrimination. The results show a positive change in the employment situation of the local society, although general labour market insecurity remains to be seen.*

**KEYWORDS:** *employment situation, labour market insecurity, people living in settlement conditions, Roma social group*



Professor **Tena PERISIN**

E-mail: tperisin@fpzg.hr

Journalism and Media Production Department

Faculty of Political Science, University of Zagreb

## **COVID-19 IMPACT ON NEWS MEDIA IN THE COUNTRIES OF WESTERN BALKANS**

### **ABSTRACT**

*In the time when COVID- 19 is having a devastating impact on society, the importance of media to inform and entertain is increasing all over the world. In many countries, especially in Western Balkans, the governments imposed restrictive measures and decrees with the goal of making the effects of the pandemic less harmful. At the same time, the pandemic impacted the economy in every sector, including the media industry. The research project took place in November 2020, and it covered the period from the beginning of pandemic until November in the phase when the coronavirus pandemic was surpassing records throughout the region. The article was based on the desk research and qualitative analysis based on semi-structured interviews with the media professionals and experts from 5 countries (Serbia, Kosovo, Bosnia and Herzegovina, North Macedonia and Montenegro. Like in other countries, the media industry suffered harmful effects in various fields - fall of advertising, the stagnation of the job market, layoffs, salary cuts and some media companies even stopped publishing. Besides that, many media outlets switched their work process to remote production from home which in many cases showed the lack of resources and equipment suitable for work from home. In countries with lower economic standards and a weaker economy in Western Balkans which are in the focus of this report (Serbia, Kosovo, Bosnia and Herzegovina, North Macedonia and Montenegro), these consequences stick out even more. The crisis has shown that existing business models in the region are vulnerable. In the countries with lower income economies, people do not have money to support the media with donations or subscriptions. The lack of resources and finances, might be one of the reasons why journalists in the Western Balkans countries during the crisis express fear that the officials and politicians could misinform them, while at the same time rely almost only on their sources, press releases and digital streaming of the press conferences.*

**KEY WORDS:** Media, communication, media market, news, journalists, Western Balkans, Covid-19.



Associate Professor **Mimo DRASKOVIC**

E-mail: rookie@t-com.me

University of Montenegro, Maritime Faculty Kotor,  
Kotor, Montenegro

## **MEDIATIZATION OF POLITICS AND POLITICIZATION OF THE MEDIA IN SELECTED SEE COUNTRIES**

### **ABSTRACT**

*The subject of the research is the theoretical and practical analysis of two interdependent, connected, and inseparable processes in society: mediatization of politics and politicization of the media in selected SEE countries. The aim of the research is to prove two hypotheses: first, that the degree of politicization of the media is much higher than the mediatization of politics, and second, that both phenomena depend on the degree of institutionalization of society, which in this case refers to membership in the European Union (EU), and the appropriate institutional structure, i.e. the level of existence of institutional deficits. In addition to the methods of abstraction, description, and other basic methods of social sciences, the results of a survey conducted in selected SEE countries were used. In the conclusion, the topicality of the mediatization of politics and society has been stated, and both research hypotheses have been verified.*

**KEY WORDS:** Mediatization, political discourse, media, communications, politics.



Professor **Natalia IERSHOVA**

Department of Department of Accounting and Finance,  
Educational and Scientific Institute of Economics,  
Management and International Business;

National Technical University «Kharkiv Polytechnic Institute»,  
Kharkiv, Ukraine

## **COORDINATES OF INTERNAL AUDIT IN THE COMPANY'S ECONOMIC SECURITY MANAGEMENT SYSTEM**

### **ABSTRACT**

*As the economy develops faster and faster, the role of internal audit in the company becomes more and more important, especially for the company's economic security management system. In the current study, through the identification of several problems and finding solutions to minimize them, we propose internal audit tools for the economic security of the company. We directly evaluate changes in the company management policy as a result of internal audit. We emphasize the development of internal audit is due to the necessity of independent ways and evaluation aims and improving risk management, leadership and control. Proved, internal auditing is perceived at the same time as a function of an entity, as an activity or as a professional mission. We have substantiated that the company's management has a greater degree of uncertainty if it does not uses internal audit. The current coordinates of internal audit are presented. Three lines of defense in risk management and control activities have been explored. The first line of defense is at the level of operational management. The second line of defense consists of risk management and compliance functions. Internal audit is the third line of defense. Internal auditing provides assurance on the effectiveness of governance, risk management and internal control, including how the first and second lines of defense achieve risk management and control objectives. I can outlined several ways to increase the impact and influence of internal audit. 1) Link advisory activities to assurance work. As the third line of defense in risk management, internal audit has a crucial role in providing assurance on the effectiveness of risk management activities performed by the first and second lines of defense. Furthermore, fragmented, soled risk management creates costs, gaps, and redundancies and can expose organizations to unanticipated risk consequences. 2) Review the strategic planning process. 3) Adopt analytics. 4) Enhance skills and capabilities. The internal audit is expected consultations on the use of new technologies by companies and recommendations which will contribute to increasing the level of economic security within the company.*

**KEYWORDS:** *internal audit, professional mission, coordinates of internal audit, lines of defense, economic security, company's management system*



Professor **Oksana V. PORTNA**

E-mail: o.v.portna@gmail.com

Department of Management and Administration,  
V.N. Karazin Kharkiv National University,  
Ukraine

## **FINANCIAL BUSINESS PROCESSES OF ENTREPRENEURSHIP UNDER THE CONDITIONS OF SOCIO-ECONOMIC CHANGES**

### **ABSTRACT**

*Under rapid negative socioeconomic changes in the global environment and limited financial resources caused by many factors of both an economic and social nature (pandemic, war, etc.), the financial support of uninterrupted business activity depends on the thorough development of financial business processes of entrepreneurship as an important financial resource to ensure the further growth of entrepreneurial activity on the basis of increased social responsibility of business, payment of taxes to budgets, and creation of new jobs. Thus, financial business processes gain importance of the main business processes of entrepreneurship. The task of financial business processes of entrepreneurship is financial support for the full implementation of other functions (production, supply, logistics, and sales) as well as generating the maximum profit of the entrepreneur, optimally using all means and resources, and facilitating the process of making money. All this is ensured by the positive impact on the profit of business decisions regarding the volume of financing activities, cost control, monitoring of indicators to achieve strategic goals, etc. To fulfill these tasks, financial business processes contain many sub-processes: financial planning; cash flow planning; working capital management; profit management; cost calculation; cost optimization; resource provision of investment projects, interaction with creditors and investors; analysis of activity results, etc. An important basis for building effective financial business processes of entrepreneurship is formed by setting adequate financial and economic goals; developing an established business model and key business processes; and setting up business process analytics and relevant reporting based on fast and accurate data.*

**KEYWORDS:** *financial business processes, entrepreneurship, socio-economic changes, profit.*





## **THE IMPORTANCE OF INDUSTRY 4.0 TECHNOLOGIES IN THE INNOVATION ACTIVITIES OF FOOD MANUFACTURING COMPANIES**

### **ABSTRACT**

*The role of production has become strategically important in this competition. Ensuring the product quality required by customers can only be achieved by developing the right logistics processes and manufacturing technologies. The role of production optimization and efficiency in the supply chain is constantly growing, as a significant part of the company's costs are generated here. Continuous improvement in both logistics and manufacturing has become essential for companies to maintain or increase their competitive advantage. A necessary condition for competitiveness, and one of the possible ways to increase it, is to create a fully comprehensive, centralized, easy-to-understand IT background for corporate operations.*

*The primary goal of this study is to examine how the emergence of new technologies, the use of corporate governance systems and IT tools affect the business performance of companies. How do the supporting and hindering factors of strategic goals, developments and investments affect the innovation activity of companies.*

*This study analyses the opinions of Hungarian food production companies on driving forces and barriers of Industry 4.0 investments and their impact on the companies' business performance. A questionnaire survey was carried out between 2019 and 2020 with data collection from 276 food manufacturing companies. Subsequently, the data were analysed by several statistical methods factor analysis, K-means clustering, one-way analysis of variance, and cross-tabulation analysis. The goal of this study is to explore the process innovation problems of enterprises and introduce the increasing use of Industry 4.0 tools*

*The majority of respondents trust that the new technological tools have a positive effect they apply to corporate activity. More than half of them (130) think that these do not affect the development of the number of employees, so it will stagnate. The answers they were not too optimistic regarding the flexible satisfaction of customers' needs, since according to 70 companies, it will not change as a result of new technologies.*

*During the analysis, was established that the food manufacturing companies have three, they belong to a group that can be clearly separated from each other. The first big group was called it "innovative"; this represents 44 percent of the sample. Here for more than 5 years we listed companies performing business activities with sufficient market experience have and are planning development(s), therefore they show significant interest Towards Industry 4.0 devices. The second group belongs to the "custodians", i.e. those companies which do not plan to invest in Industry 4.0 technological tools and only those who support*

*developments and investments show little interest to the factors hindering them. 54 percent of the respondents belong to them. The third cluster is made up of "withholding" companies, which make up 2 percent of the sample they make up. The third cluster is made up of "withholding" companies, which make up 2 percent of the sample they make up. They have been doing business for less than 3 years, their business performance is still low, and Industry 4.0 tools are not used to the expected extent, therefore neither supporting nor hindering developments and investments they deal with.*

**KEYWORDS:** *Industry 4.0 tools, continues improvemnet, innovation, competitiveness*



Assisant Professor **Milica DELIBASIC**

E-mail: 23.mildel@gmail.com

University Mediterranean, Faculty of Business Studies, Podgorica,  
University of Montenegro, Maritime Faculty of Kotor,

University of of Adriatic Bar, Faculty for Metiterranean Business Studies Tivat,  
Montenegro

e-mail: 23.mildel@gmail.com

## **INSTITUTIONAL FAILURE OF TRANSITION**

### **ABSTRACT**

*The subject of the research in this paper is the phenomenological analysis of basic transition errors and their carriers in the three-decade period. The aim of the research is a critical and descriptive presentation of key, general, and brake phenomena and paradoxes of transition in the previous period. It is based on the hypothesis that the institutional fiasco dominated the long list of hindering development factors in the post-socialist transition, and that alternative institutions, privileges, and all other opportunistic factors had derived (consequential) character. The paper uses the general methodology of social and economic sciences, especially the methods of abstraction, description, inference through induction and deduction, and logical modeling. It is concluded that the logic of privileged subjective interests dominated the logic of economic, social, and institutional interests, accompanied by strong tendencies of creation and operation of alternative institutions.*

**KEY WORDS:** *Transition, post-socialist states, institutional failure, alternative institutions, privileged.*



## **EXTRACTIVE INSTITUTIONS – ANALISIS IMPACT ON COMPETITION IN SOUTHEAST EUROPE**

### **ABSTRACT**

*The subject of the article is an extended research of impact of extractive institutions on the market competition in Southeast Europe (SEE). The aim of the paper is to investigate the interactions of extractive institutions and competition in the selected SEE countries. It starts with the hypothesis that extractive institutions have high influence to restrict competition in SEE.*

*This research uses the method of correlation analysis for determining interdependence between the level of competition (dependent variable) and presence of extractive institutions (independent) variable. In order to determine their dependence, the author uses the regression analysis method with panel data.*

*The results verify the hypothesis. Our findings imply the conclusion that extractive institutions have to be reduced. A reduction in the size of extractive institutions could be very beneficial for economies SEE. Additionally, the results also indicate that extractive institutions in these countries would be significantly affected by policies on improvement of institutions. These findings also provide political implications for the regulation of the level of extractive institutions in SEE.*

*From the perspective of improving the level of market competition, this research findings support the decision-making on the course of action, that when setting a good development strategy for improving institutions, and its impact should be considered extremely important.*

*Despite some limitations, this research makes a significant contribution. First, it fills the gap of lack of research in this area. Second, an analysis of one important influencing factor is given with new findings from the previous research. Third, it provides a theoretical framework for further research.*

*Further research should be conducted with the focus on deeper research related to improvement of institutions, especially in order to achieve a higher level of competition in the SEE countries. From the perspective of improving the level of market competition, this research findings support finding a good development strategy for moving forward towards good governance reforms in SEE countries in order to reduce extractive institutions.*

**KEY WORDS:** competition, extractive institutions, transition countries, economic development.



Assistant Professor **Enita CUSTOVIC**

E-mail: enita\_kapo@hotmail.com

Department of Journalism, Communication studies  
Faculty of Political Science, University of Sarajevo,  
Sarajevo, Bosnia and Herzegovina  
e-mail: enita.custovic@fpn.unsa.ba

## **EDUCATIONAL PROGRAMS OF BOSNIAN TV STATIONS IN THE FUNCTION OF MEDIA LITERACY OF YOUTH**

### **ABSTRACT**

*The subject of this research is the analysis of the achieved level and criticism of the educational function of television (TV) in Bosnia and Herzegovina (B&H) in the context of the young population. The goal of the research is to define the real effects of the media on the education and media literacy of young people in Bosnia and Herzegovina, as well as to point out unused opportunities for their improvement. Therefore, the goal was to empirically determine and analyze the current media situation concerning the topic in question and identify the key influencing factors. It is based on the hypothesis that educational content is not sufficiently and adequately represented in BiH TV programs, which has a direct negative impact on the education and media literacy of young people. Consequently, the usual social science research methods were used: description, basic methods of logical reasoning, as well as surveying. In conclusion, the initial hypothesis was verified and it was stated (and recommended) that an urgent and fundamental adaptation of TV educational content with a focus on young people is needed in Bosnia and Herzegovina.*

**KEYWORDS:** media, television, media literacy, youth, Bosnia and Herzegovina



## **DIGITAL TRANSFORMATION IN TOURISM AND THE DYNAMIC CAPABILITIES CONCEPT**

### **ABSTRACT**

*The paper aims to examine in details the specifics of dynamic capabilities and its implications in the tourism industry influenced by the undergoing digital transformation. Dynamic capabilities of organisations reveal organizational skills for achieving competitive advantages and sustaining competitive market positions. Digital transformation in tourism is significant part of the competitive environment and at the same time reveals a necessary condition for the future successful performance of organisations. The main focus of the paper is the linkage between dynamic capabilities and the digital transformation in tourism organisations.*

*Main conclusions of the paper are directed to applying the theoretical concepts to the specifics of the selected tourism industry, mainly in Bulgaria.*

*The paper reveals in more details the relationship between the dynamic capabilities of organisations and the digital transformation in tourism. The paper is focused entirely on the requirements of the digital transformation and the challenges of tourism industry from the dynamic capabilities perspective.*

**Keywords:** *dynamic capabilities, digital transformation, organisations, tourism industry, competitiveness, digitalization.*



Associate Professor **Desislava SERAFIMOVA**

Department of Management and administration, University of Economics,  
Varna, Bulgaria

Associate Professor **Andriyana ANDREEVA**

Department of Legal Studies, University of Economics  
Varna, Bulgaria

Associate Professor **Galina YOLOVA**

Department of Legal Studies, University of Economics  
Varna, Bulgaria

## EXERCISING THE RIGHT TO WORK AND EMPLOYER'S AUTHORITY – CHALLENGES AND POSSIBLE SOLUTIONS IN THE DIGITAL AGE

### ABSTRACT

*The paper explores the complex managerial and legal aspects of the effect of digitization on the work process. The right to work is a fundamental socio-economic right that is subject to changes in the digital age. The authors analyze the philosophy and regulatory guarantees of the right to work as a fundamental right of the individual, focusing on questions related to the transformation of subjective labour rights and the employer's authority in the conditions of a digital society. The paper characterizes the impact of digitalization on the processes of delegation of authority, the sources and foundations of organizational power and some contemporary aspects of leadership such as digital, remote, blended, ambidextrous and smart leadership. On the ground of the study, relevant issues are posed in the scientific debates, making summaries and conclusions for updating the regulatory framework and proposing adequate management solutions. Opportunities to acquire knowledge and skills to make quick decisions for adaptation and apply risk management techniques in the digital environment are presented as critically important for good employer-employee relations.*

**KEYWORDS:** *right to work, digitalization, modern forms of labor, employer's authority, digital leadership.*

**The paper is supported by the grant of the Bulgarian National Science Fund (Project no. KP-06-H45/1).**



Assistant lecturer **Éva LIBICKI**

E-mail: libicki.eva@etk.unideb.hu

University of Debrecen, Doctoral School of Human Sciences, Sociology,  
Hungary

Associate Professor **Anita R. FEDOR**

E-mail: fedor.anita@etk.unideb.hu

University of Debrecen, Faculty of Health Sciences,  
Hungary

## **CHARACTERIZATION OF THE HEALTH AWARENESS BEHAVIOUR AND THE HEALTH STATE OF HUNGARIAN PEOPLE LIVING IN SETTLEMENT CONDITIONS**

### **ABSTRACT**

*In our Hungarian study we present the results of a research conducted among those gypsies who live in settlement conditions. We examined the health state, the health education and also the health awareness behaviour, which explored the quality of life of these people in several dimensions.*

*Part of this research conducted among people living in settlement conditions assessed the subjective and objective state of health and the health education. We can state that the subjects of our study basically feel themselves good enough, their well-being is also good, and visiting the doctor didn't cause any problems for them either. This particularly positive situation is most likely due to the fact that the European Union in the recent years, has launched several catch-up programs for people living in settlement conditions; which seems to fulfill the expectations placed on them. Within the framework of the EU programs, many services and programs were implemented or solved in an organized manner (e.g. health care), which had a beneficial effect on the subjective opinion of the residents about health.*

*Our data collection clearly highlights the need to pay special attention to the health behavior of people living in settlement conditions, as well as to improve their attitude. Analyzing the risk behavior presented in this study, the results definitely draw our attention to the fact that the prevalence of smoking is significantly high among people living in settlement conditions, which does not differ significantly by gender, but the prevalence is more than twice as high as among the average Hungarian population. The basic care provided by general practitioners should be made more widely known among the affected social groups, and at the same time, the importance of preventive screenings should be emphasized. The health state, the health awareness behavior and the health culture of those people living in settlement conditions can be improved, through the preventive services of the general practitioner system and the health visitor's special service; willingness of these colonial people to participate in screening tests can be increased. Health behavior is*



*primarily based on the individual's free choice. Health-damaging habits include e.g. unhealthy diet, smoking, sedentary lifestyle, excessive alcohol consumption. In a broader manner, health behavior means the individual's lifestyle, which brings him or her into contact with the environment, and determines what resources are used by the individual, during interactions with risk factors (e.g. followers of a healthy lifestyle do not smoke, eat healthily).*

*As our research has highlighted, this is largely determined by education, social status, unemployment and as a result of these, the lack of income. Children born into disadvantaged families have a lower chance of a healthy life start, which can even be a problem throughout generations. The increasing and the increasingly accumulated health (social, economic) disadvantages predict the separation of this certain social group. As a result, the chance of integration of the marginalized groups is significantly reduced. Achieving positive changes and results undoubtedly requires the cooperation and common work of professionals from the health and social spheres. The role of educational institutions is also unquestionable.*

**KEYWORDS:** people living in settlement conditions, health state, health education, prevention, health awareness behaviour, Hungary



## **THE ECONOMY OF SERBIA AS THE MAIN PARTNER IN THE DEVELOPMENT AND VALORIZATION OF MONTENEGRO CAPITAL INFRASTRUCTURE FACILITIES**

### **ABSTRACT**

*The subject of this paper is an overview of the importance of Serbia's economy for the development and valorization of capital Montenegrin infrastructure facilities. The Port of Bar, the road and railway infrastructure of Montenegro represent the most important Montenegrin capital infrastructure facilities. In the 20th century, during the SFRY, it was built to primarily serve the needs of Serbia's economy for foreign trade cooperation. As a result of bad political relations between Montenegro and Serbia in the 21st century, the Serbian economy is oriented towards other regional ports, which results in a decrease in the transshipment of goods in the Port of Bar and negative business results and the collapse of the railway transport system of Montenegro. As some of the consequences of bad political relations between Montenegro and Serbia and Serbia's lack of interest in the transport route through Montenegro and the Port of Bar, no one from the EU or the USA was interested in lending and building the highway in Montenegro.*

*There is no talk of a serious reconstruction of the Bar-Belgrade railway, while the construction of a second track is something that is not even thought about. At the same time, in Croatia and Slovenia we have in use a railway infrastructure with a double track. The Port of Bar is the only port in Southeast Europe that has not had and is not planning any serious investments, unlike the ports of Trieste, Koper, Rijeka, Ploče, Durres, Piraeus, Thessaloniki, Varna, Burgas and Constanta. Everything mentioned above is also the reason why Serbian cargo bypasses Montenegro and with it hundreds of millions of euros per year. Montenegrin capital infrastructure facilities are not being developed, existing ones are stagnating or collapsing.*

*The economy of Serbia generates a large amount of cargo for overseas transport and the main driver is for the interest of the world's major shipping companies. By positioning them in one port, there is better service and a lower cost of logistics services, which therefore contributes to an even greater amount of cargo and ultimately to an even greater valorization, in our case, of Montenegrin capital infrastructure facilities and the complete logistics economy, which has the potential to be one of the main driver of the Montenegrin economy. This paper aims to present the benefits of turning the Serbian economy towards logistics route via Montenegro, both for capital Montenegrin facilities and for the entire Montenegrin economy.*

*The main hypothesis of the paper is that good political relations between Montenegro and Serbia are the basic prerequisite for turning the Serbian economy towards the transport direction via Montenegro and the Port of Bar. Good political relations, in this case, cannot*

*be replaced by any large global logistics company or regional business community. Scientific methods of analysis of collected data on the available cargo of the state of Serbia, the available cargo of other states in the region, abstraction and deduction were used in the paper. The results obtained from this work have shown that good political relations between Montenegro and Serbia are a basic prerequisite that will lead to a better infrastructural connection between the two countries, which will turn the Serbian economy in the direction of logistics via the Port of Bar.*

*Large logistics and financial companies will also be interested in investing in the Capital Montenegrin infrastructure facilities, which, due to the application of the principle of economy of scale, will turn Serbian goods to the logistics route via Montenegro, which is now bypassed in over 90% cases. Large quantities of goods will interest the world's large shipping companies in the Port of Bar, which will consequently send larger ships. Economies of scale will take their toll on the sea as well. 10-15 times larger ships will arrive in Bar than they do today, which will lower the cost of maritime transport. With modern infrastructure, the price of transport will be reduced on land as well. The above will turn a large amount of goods into the Port of Bar, and the Montenegrin economy will collect significant funds from the transit of those goods through Montenegrin territory.*

**Keywords:** Serbia, Montenegro, economy, political relations, port of Bar.



## **EXPLAINING THE INCREASE IN INEQUALITY IN SOUTHEAST EUROPE**

### **Abstract**

*The aim of the work is to investigate the causes of the growth of inequality in wages and income in the countries of Southeastern Europe (SEE). The stating hypothesis is that the trend of growing inequality in the countries of Southeast Europe is more intense than in the countries of developed capitalism, which is a consequence of the following factors: the legacy of the socialist system, corruption, the informal economy, innovative technological backwardness, and the deficit of institutions.*

*To examine the hypothesis an econometric model is constructed that examines the influence of limiting factors that affect the increase in income. The multiple linear regression method is used in the analysis. The factors that are taken as independent variables describe the indicators of the deficit of institutions, the level of corruption, the legacy of socialism, the gray economy, the innovative and technological gap, unexplained and other factors as well as the time-invariant effects.*

*The results verify the hypothesis. The paper provides comprehensive and selective analysis of various aspects of the subject, both contemporary theoretical concepts and practical experiences in SEE.*

*This research findings support the decision-making on the course of action, that when setting a good development strategy for coping with the problem of inequality in SEE countries.*

*Despite some limitations, this research makes a significant contribution. First, it fills the gap of lack of research in this area. Second, an analysis of one important influencing factor is given with new findings from the previous research. Third, it provides a theoretical framework for further research.*

**KEY WORDS:** *inequality, institutions, transition, economic development.*



PhD student **Marijana SUNDIC**

E-mail: marijana.sundic9@gmail.com

Niksic, Montenegro

## **BALKAN MEDIA FLOWS: COGNITIVE MAPPING**

### **ABSTRACT**

*The article analyzes the position of the mainstream media in Serbia, Montenegro and Croatia with regard to Russia's "special military operation" in Ukraine. The Russian-Ukrainian conflict is the object of the research. The subject of the paper is the attitude of traditional media in Serbia, Montenegro and Croatia towards the events in Ukraine. The paper starts from the hypothesis about the negative attitude towards the "special military operation" in Montenegro and Croatia and positive/neutral attitude in Serbia. The use of cognitive mapping allowed to obtain the proportion of negative and neutral opinions regarding Russia's actions, as well as to identify key media contexts. The result showed that 68% of analyzed media sources show negative attitude towards the actions implied by the Russian government in Ukraine.*

**KEY WORDS:** *Special military operation in Ukraine, Russia, Ukraine, the Balkans, media, cognitive mapping, Serbia, Montenegro, Croatia, media*



PhD *Natalija TRIVIC*

E-mail: natalijatrivic2@gmail.com

University of Arts, Faculty of Dramatic Arts,  
Belgrade, Serbia

## **CHARACTERISTICS OF POLITICAL COMMUNICATIONS IN NEW-MEDIA ENVIRONMENT: CAMPAIGN FOR PRESIDENTIAL ELECTIONS IN THE REPUBLIC OF SRPSKA/B&H 2018**

### **ABSTRACT**

*The paper examines the role of new media in communication between political parties and citizens through the case study of political campaign for presidential elections in the Republic of Srpska/BiH in 2018. It was assumed that the selection and use of new-media expression forms and the whole political rhetoric may affect election results for certain political options. Main goals of research were related to determining characteristics, form and type of new-media communication of political subjects through monitoring of reporting and of new-media posts. Comparison of contents in reporting of traditional and "online" media was used for analysis of media and discourse strategies, but also of similarities and differences of new-media campaign through application of digital expression forms of communication by Internet. The survey included about 600 citizens/voters in the Republic of Srpska, and aimed at determining the degree of self-reported experience of relevance and importance of new media and new-media forms in election campaign, and the influence on citizens' decisions. The results show that the majority of surveyed citizens (60.29%) had already decided who to vote for, independent of the campaign. Online campaign influenced only a small, although non-negligible number of respondents - 13.48%. Voters followed contents related to election campaign mostly through television programs and social networks, the Facebook playing a lead role, and the quality of online campaign was assessed as average (3.06/5). Analysis of online posts (portals, social networks) from the point of view of discourse and rhetoric of political candidates brings the conclusion that the intensity of populist rhetoric was distinctly higher than of democratic one, and the degree of interactivity with citizens compared to political online posts was very low. Analysis of contents of political parties' web pages showed that parties do not have two-way communication with citizens in that way.*

**KEY WORDS:** *Internet, communications, new media, interactivity, social networks, political parties, political discourse.*



Professor **Borut JEREB**

E-mail: borut.jereb@um.si

Faculty of logistics Celje, University of Maribor

Celje, Slovenia

TA **Milena KAJBA**, M. Eng. log.

E-mail: milena.kajba1@um.si

## **ISO 30182:2017 STANDARD, SMART CITIES AND DATA INTEROPERABILITY**

### **ABSTRACT**

*Smart cities and communities are pursuing the importance parallel to digital technologies evolution. By the year 2050, more than 70 % of the population will live in European urban centres. Smart cities must be competent to pursue and implement solutions for various global challenges. Primarily, that can be done with data interoperability, where data understanding is crucial for smart city development. Data is the fundament that encourages systems development in large communities operating in various fields. Data is also the groundwork for decision-making and implementation processes. ISO standards provide effective governance methods and present best practices and guidelines in multiple areas. ISO/IEC 30182:2017 standard (Smart City Concept Model – Guidance for establishing a model for data interoperability) initially defines the smart city model concept, with guidance on how to use and promote data interoperability from different fields of community functioning between decision-makers. The latter, with other residents, usually do not possess adequate expertise to use the available data from different community areas. The ISO/IEC 30182:2017 standard simplifies and enables coordination between the city's decision-makers and experts from various areas who design, build, and operate systems and services. Nonetheless, the standard is designed for practical use in real environments. This paper will discuss its opportunities for smart cities and communities, and its applicability will be presented on examples to a limited extent.*

**KEYWORDS:** *ISO/IEC 30182:2017, smart cities and communities, data interoperability*



Assistant professor, **Marija JANKOVIC**

E-mail: marija.jankovic.mbs@gmail.com

Mediterranean University Podgorica, Faculty of Economics and Business

Podgorica, Montenegro

## **BRANDING OF MONTENEGRO AS AN INVESTMENT DESTINATION**

### **ABSTRACT**

*In this paper, we will look at the importance and correlation between national branding and foreign direct investment. The application of the concept of national branding and branding techniques can contribute to the promotion of Montenegro as an investment destination and affect the reputation and image of the country at the international level. Since the restoration of independence, the total inflow of foreign direct investments amounted to 10.9 billion euros, of which, according to the Central Bank, the largest investments were in domestic companies and banks (4 billion); 3.2 billion was invested in the real estate sector, and 467 million in the rest. In 2020, FDI inflows amounted to 663 million euros. That is one of the reasons why we need a sophisticated branding campaign, which would aim to encourage investment, development of tourism and trade, raising industrial production, which would ultimately improve the overall economic and geopolitical impact.*

**KEYWORDS:** *national branding, investments, destination branding*





Associate Professor **Niksa GRGUREVIC**

E-mail: niksagrgurevic@t-com.me

Adriatic University, Faculty of Management, Meljine,

Herceg Novi, Montenegro

University of Business Engineering and Management Banja Luka,

Faculty of Economics-Study, Center Trebinje,

Trebinje, Bosnia and Herzegovina

## **INSTITUTIONAL PLURALISM AS A CIVILIZATIONAL IMPERATIVE**

### **ABSTRACT**

*A large number of authors have written and are still writing about the causes of economic crises. This question is particularly relevant due to the recent economic crises that the world is facing. The global financial and economic crisis, which began in 2007 and is still ongoing in various forms, forced all developed and underdeveloped countries to reconsider their attitude towards the way of regulating the economy. Its lessons show that neoliberal theses about an uncontrolled and self-regulating market are unfounded. The subject of research in this paper is the definition of the causes of the reproduction of the economic crisis in SEE countries, primarily institutional and quasi-institutional. Specifically, in SEE countries, we can talk about conscious forms (measures) of official neoliberal economic policy as the basic regulatory framework of development strategies. The goal of the research is to prove that the causes of the economic crisis in SEE countries must be sought in the deficit, fiasco, vulgarization and misuse of institutional changes. This is why quasi-institutional monism was applied, based on a vulgarized neoliberal model, which is characterized by interest and privileged dominance. Institutional pluralism is necessary for socio-economic development, which in itself excludes all forms of institutional monism.*

**KEYWORDS:** Institutions, economic crisis, institutional pluralism, institutional monism.



## **PERSPECTIVES FOR THE DEVELOPMENT OF SMALL SEAPORTS**

### **ABSTRACT**

*The subject of the paper is to consider some basic perspectives for the development of seaport, i.e., their strategic adaptation to modern technological, economic, commercial, institutional, environmental, and other trends. The aims of the paper are: a) to explore the possibilities of developing small (peripheral) seaports in the process of adapting to the contemporary world trends and finding ways to overcome their backward status and include them in global trade routes, with reference to the three selected Adriatic seaports b) to contribute to the understanding of complex relationships, which affect the evolution of small seaports, and c) to explain ways and means better quality (faster, cheaper and greater) customer satisfaction, i.e. strengthening seaports competence and competitiveness, in the context of globalisation. It starts with the basic hypothesis that the developmental adaptation of small seaports requires a broader proactive and reactive strategic approach, which implies of institutional, functional, operational, economical, ecological, technological, geographical, legal, political, and other frameworks, relations, and determinants.*

*The auxiliary hypothesis is that small seaports must adapt their development to the dominant world trade, maritime, and port trends through the application of various strategies in a complex environment. In terms of methodology, the paper uses common methods of social and economic sciences, among them description, abstraction, concretisation, induction, and deduction, as well as analysis and synthesis. In conclusion, it is stated that the basic and auxiliary hypotheses were verified using the mentioned methods. In addition, it is emphasised that competent and sustainable seaport management needs to overcome various constraints and conflicting relationships in the inner and outer environment by applying new knowledge, skills, technologies, investments, strategies, and information.*

**KEYWORDS:** *Seaport concept, evolution of seaport, services characteristics, socio-economic changes, Maritime transport development, port development.*



Professor **Olena CHYGRYN**

Department of Marketing, Sumy State University,  
Ukraine

Assistant Professor **Svitlana BILAN**

Faculty of Management, Rzeszow University of Technology,  
Rzeszow, Poland

## **GREEN COMPETITIVENESS OF THE COMPANY**

### **ABSTRACT**

*The development of the business sector is characterized by the tendency of many enterprises to promote environmentally friendly strategies, and the implementation of sustainable development goals, which will help solve global and local environmental problems, reduce anthropogenic pressure on the environment, save resources, form competitive development of the business sector. The aim of the article is to study scientific approaches to determining the main factors and components of green competitiveness, defining key goals and determinants that will determine the subject basis of appropriate marketing strategies to ensure the green competitiveness of enterprises. In order to form strategic guidelines for promoting green competitiveness, the article systematizes scientific approaches to its research, which include marketing, technology, innovation, communication, stakeholder, quality, level, financial and ethical areas. The authors emphasize that the processes of providing environmentally friendly competitive advantages are largely determined by a set of appropriate determinants. The article proposes to group the relevant determinants into two groups, which will be determined by objective (external) and subjective (internal) components. It is proposed to classify the system of relevant factors according to managerial, financial, infrastructural, nanoeconomics, behavioral, industrial, innovative and cultural-ethical criteria. The content of external and internal determinants is determined for each criterion separately. The study of the main determinants of green competitiveness will form a range of appropriate strategies for its promotion. It is advisable to use these components as key guidelines, primarily related to internal components of companies' activity. The research was funded by the grant from the Ministry of Education and Science of Ukraine (№ 0122U000788 and № 0120U102002).*

**KEY WORDS:** Sustainable development, green competitiveness, strategy, green consumer, promotion.



PhD student **Justas STREIMIKIS**

E-mail: justas.streimikis@gmail.com

Lithuanian Centre for Social Sciences,  
Institute of Economics and Rural Development,

Vilnius, Lithuania;

## **SHADOW PRICES OF ENERGY CONSUMPTION LINKED GHG EMISSIONS FROM AGRICULTURE**

### **ABSTRACT**

*The main aim of this paper is to assess the shadow prices of energy related GHG emissions in agriculture of EU member states. Agricultural sector is important in regards to resource consumption and food provision. The analysis of energy consumption and energy-related GHG emission dynamic of EU member states is provided. The EU country-level data was collected to develop the environmental production technology by applying data envelopment analysis. The several directional output distance functions were used to evaluate and compare the dynamics of shadow prices of GHG energy related emissions in agriculture of EU Member. The marginal GHG emission abatement cost curves were constructed. The results of conducted research showed quite high spatial and temporal variation of energy related GHG emissions in agriculture of EU Member States. The countries having highest and lowest GHG emission shadow prices were identified and climate change mitigation policies linked to energy consumption were reviewed and discussed. The policy recommendations were developed for countries having the lowest GHG emission shadow prices showing higher GHG emission reduction potential in these countries.*

**KEYWORDS:** *GHG emission shadow price; energy-related GHG emission; agriculture, EU, data envelopment analysis*



PhD student **Tomas KARPAVICIUS**,  
Lithuanian Centre for Social Sciences,  
Vilnius, Lithuania

## **PUBLIC SERVICE OBLIGATION LEVY IN ELECTRICITY TARIFF IN IRELAND, GREECE, DENMARK AND LITHUANIA: IMPACT ON ENERGY SECURITY AND SUSTAINABILITY**

### **ABSTRACT**

*The subject of this research is Public Service Obligation levy in the electricity tariff impact on countries energy security and sustainability. The cases of 4 EU countries (Ireland, Greece, Denmark, Lithuania) located in different geographical areas of Europe, with different economic, geopolitical, energy system situations, different PSO levy mechanisms used, distinguishing the dynamics and distribution directions of the Public Service Obligation levy in the electricity tariff are analyzed. The data obtained are then compared with the Energy Trilemma Index estimates of the selected countries in order to determine the impact of the PSO levy on the energy security and energy sustainability of the selected countries. The obtained results are used to develop recommendations for modeling the PSO levy on electricity tariffs in order to maximize the positive impact on energy security and energy sustainability.*

**KEY WORDS:** *public service obligation, energy security, energy sustainability, energy trilemma index, EU*



PhD student **Erika RIBASauskiene**,  
Lithuanian Centre for Social Sciences,  
Vilnius, Lithuania

## **THE EFFECTS OF FOOD LOSS IN THE PRIMARY SECTOR OF LITHUANIA**

### **ABSTRACT**

*The present research focuses on the food loss and its effects on resource use in Lithuania. Based on earlier estimates of the food waste in the agricultural sector, this study further applies the footprint methodology to relate the changes in water use to the dynamics in agricultural production. The structural effects are considered throughout the calculations based on the index number theory. The results indicate the variation in the food loss quantities during the period covered due to both structural and scale factors. The different types of water footprint were quantified and decomposed by means of the index decomposition analysis. The results of the research provide insights on the effects and prospective policies on food loss mitigation in Lithuanian agriculture. The research can also be used for further analysis of the food loss effects on the other spheres of the environment and economy.*

**KEY WORDS:** *food waste, footprint methodology, Lithuania, agriculture*



Dr *Eugenija* **BIELIAUSKIENE**

Vilnius University,

Vilnius, Lithuania

## **SUSTAINABILITY EFFECTS AND REQUIREMENTS IN DEFINING INSURANCE AS A PRIMARY LEVEL CONTRIBUTOR**

### **ABSTRACT**

*In August 2022 the Corporate Sustainability Reporting Directive is to be adopted by EC which will amend the existing reporting requirements and will focus on greater details in the non-financial information provided by entities in respect of sustainability aspects. Analyzing the sustainability risk, sustainability risk management (SRM) is developing as a business strategy that investigates profit goals with the internal green strategies and policies. Such policies seek to decrease negative environmental impact by reducing use of natural resources and decreasing carbon emissions, toxic substances, and by-products. The article analyzes the Sustainable Development Goals (SDG) and the insurance as a primary level contributor, which is supported by macro level measures, such as above mentioned Corporate Sustainability Reporting Directive. Consumer right protection is also regulated and access to the accurate information is ensured, which is very important in case of complex insurance solutions. The additional complexity is added by a very long time span impact sensitivity and stress scenario analysis.*

**KEYWORDS:** *Sustainability, Insurance, Sustainable Development Goals, Stress scenario analysis, Consumer rights*



PhD student **Vaida SAPOLAITĖ**  
Lithuanian Centre for Social Sciences,  
Institute of Economics and Rural Development,  
Vilnius, Lithuania

## **THE IMPORTANCE OF AGRICULTURAL LAND PRICES AND RENTS FOR THE AGRICULTURAL DEVELOPMENT**

### **ABSTRACT**

*The paper analyses the agricultural land prices and rents in the EU countries. Better use of land resources, the economic efficiency of all production resources is also increasing. Production resources are used to produce agricultural products, which generate a certain type of income, such as wages and salaries, income from farm activities, capital an interest, and land a rent. Land prices and rents are also a main factor for understanding the future prospects of agricultural activity, efficiency of resource use and sustainability. This paper examines the changes in agricultural land prices and rents and the comparison between the EU countries in 2011–2019. period. Data from Eurostat on agricultural land prices and rents from the European Commission are used for the study. Methods of analysis, comparison and generalization were used. The analysis focuses on the importance of the market for the sale of agricultural land, the average development of land sales prices for land per unit of area, and significant differences between EU countries. It can be seen that the direct payments provided by the European Union's Common Agricultural Policy has an impact on land prices in recent years.*

**KEYWORDS:** *Land prices; rents; agricultural production; European Union*





## **APPROACH OF BANKING SECTOR TO SUSTAINABILITY**

### **ABSTRACT**

*The focus of research on financial aspects has been on the stability, profitability, and efficiency of banks. With the new regulations in European Union, efficiency of banking sector will depend not only on productivity and technology, but also on sustainability. According to researchers, the sustainability in the banking sector is a rather complex phenomenon, as it involves many components. For this reason, it is analyzed and evaluated from various angles. As from regulatory perspective sustainability is described through environment, social, and governance aspects. The paper argues that banks should primarily strive to create value added for their stakeholders. As banks shows the strong commitment to sustainability, this has impact on the return on assets, risk indicators, customer satisfaction. The paper emphasizes that more accurate assessment of the three components of sustainability (environment, social and governance) requires a methodology that should be developed as uniform as possible, considering indicators and evaluation methods.*

**KEYWORDS:** *sustainability, efficiency, productivity, banking sector*



## **MEDIA IN TRANSITIONAL COUNTRIES (SOCIETY)**

### **ABSTRACT**

*The subject of this paper is the analysis and evaluation of various manifestations of the process of transition in post-socialist countries (societies), and the media. The aim of this paper is to explain clocotrization as a destructive process of transition, as well as the ontology of its environment (including the media industry) in which it operates. It starts with the hypothesis that the creation, strengthening, and operation of proces klockotrization was one of the basic methods collapsing all social values and criteria, which was also helped by media apologetics. In quasi-neoinstitutional environment, the media shared the fate of society, and the politics and business of the "new elites" forced them to accept a dependent role. The paper applies the usual methodology of social sciences, primarily methods of analysis, synthesis, abstraction, observation, description, and comparative analysis (political-economic and institutional). In extensive conclusions, the initial hypothesis was verified, with many synthetic conclusions related to the main transitional process and its many accompanying manifestations.*

**KEY WORDS:** Klockotrism, klockotrization, transition, media, communication.

