AKTUELNOSTI 24
2013

ACTUALITIES
Journal of Social Issues
First launched in 1996
The Journal has a scientific orientation

ISSN 0354-9852

By the Decision of the Ministry of Information of the Republika Srpska, No. 01-492 / of 12.23.1996., Journal »Actualities« Banja Luka, has been inscribed into the Register of Public Editionsunder the number 183
Journal »Actualities« is on the list of categorized national scientific journals in accordance with the Regulations on Publication of Scientific Papers (Official Gazzete of the RS No. 77/10), with the Ministry of Science and Technology of the Government of the Republika Srpska.

AKTUELNOSTI
Časopis Banja Luka College-a
Prvi put pokrenut 1996.g.
Časopis ima naučnu orijentaciju

ISSN 0354-9852

Rješenjem Ministarstva informacija Republike Srpske, broj 01-492/ od 23.12.1996. g. časopis »Aktuelnosti« Banja Luka, upisan je u Registar javnih glasila pod brojem 183.
Časopis »Aktuelnosti« nalazi se na rang-listi kategorisanih nacionalnih naučnih časopisa u skladu sa Pravilnikom o publikovanju naučnih publikacija (Službeni glasnik RS br. 77/10) kod Ministarstva nauke i tehnologije Vlade Republike Srpske.

Banja Luka College Journal

ACTUALITIES

number 24

BLC
Banja Luka College
Banja Luka, 2013.

Časopis Banja Luka College-a

AKTUELNOSTI

broj 24

BLC
Banja Luka College
Banja Luka, 2013.

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Anis Bajrektarević[2]

Abstract

We falsely believed, throughout the 20th century, that the nuclear holocaust will put an end to the entire human race. No! It will be a slow, nearly-unnoticed, gradual but steady construction of the global gas chamber.

Has the human race already passed the point of no return of its survival?

Frankly, we do not know. Very sincerely, we do not care!

The way we extract, produce, transport, distribute and consume, the way we keep all this running on a blind obedience to hydrocarbons, and finally the way how we do reflect, contemplate and study on all that, inevitably takes us right into the environmental holocaust.

***Key words**: Climate, Environment, Kyoto, Durban, Hydrocarbons, Disproportionate Pay, Obedience, Ignorance, Anti-Intellectualism, Selective silencing and noising, State of Planet, State of Mind*

From Copenhagen to Durban (and Rio+20), the conclusion remains the same: We need principles and accorded actions as this is the only way to tackle the grave problems of this planet. We are lacking the elementary consensus in the Bretton Woods institutions, on the WTO Doha Development round, on a nuclear non-proliferation (and NPT), in the IPCC, on the post-Kyoto negotiations, and finally on the alarming state of environment. Ergo, on a global scale **we fundamentally disagree on realities of this planet and the ways we can address them.**[3]

1 Based on (proceedings of) the author's public lecture "**The Hydrocarbon Status Quo and Climate Change**", at the Chulalongkorn University, Mahachulalongkorn/MEA Think-Tank; Thailand, Bangkok on 04th October 2011

2 Anis Bajrektarević, PhD, professor of international law Vienna, IMC University Krems, *anis@corpsdiplomatique.cd*

3 Additionally, we fundamentally disagree on a role to be played by technology, even on a very definition on what should be considered as technology. **Technology is not a state-of-art of science; technology is a state of mind!** It is not a linear progression in mastering the natural science disciplines, but a cognitive, emphatic cluster–mastering of the critical insight.

ISSN 0354-9852
DOI 10.7251/AKT1321010C

UDK341.217(4-672 EU):327.39(4)
Naučna kritika

KLIMA SE MIJENJA – LJUDI OSTAJU ISTI[1] (OD DURBANA DO RIA+20, O GOTOVO SVEMU)

Anis Bajrektarević[2]

Sažetak

Pogrešno smo vjerovali, tokom 20. stoljeća, da će nuklearni holokaust označiti kraj cijele ljudske rase. Ne! To će biti spora, gotovo nezapažena, postupna, ali stalna izgradnja globalne gasne komore.

Je li ljudska rasa već prošla tačku s koje nema povratka kad je njen opstanak u pitanju? Iskreno, ne znamo! Još iskrenije, ne zanima nas!

Način na koji izvlačimo, proizvodimo, prevozimo, distribuiramo i konzumiramo, način na koji sve to radimo uz slijepu poslušnost ugljikovodiku, i na kraju način kako promatramo, razmatramo i proučavamo sve to, neminovno nas vodi ravno u ekološki holokaust.

Ključne riječi: *Klima, okoliš, Kyoto, Durban, ugljikovodici, nesrazmjerna plaća, poslušnost, neznanje, anti-intelektualizam, selektivno utišavanje i bučnost, stanje planete, stanje uma.*

Abstract

We falsely believed, throughout the 20th century, that the nuclear holocaust will put an end to the entire human race. No! It will be a slow, nearly-unnoticed, gradual but steady construction of the global gas chamber.

Has the human race already passed the point of no return of its survival?

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1 Na temelju (rada) autorovog javnog predavanja »**Status Quo ugljikovodika i klimatske promjene**«, na Chulalongkorn University, Mahachulalongkorn/MEA Think-Tank; Tajland, Bangkok 4. oktobra 2011. Tekst je do sada objavljen u 22 zemlje na četiri kontinenta svijeta. Rana pisana verzija pojavila se u autorovoj knjizi: "Ima li života poslije Fejsbuka". Sa Engleskog originala: *Climate Change – Humans remain the same* prevela Anela Lisica (rev. A.B.)

2 Prof. dr Anis H. Bajrektarević, professor medjunarodnog prava Beč, IMC University Krems, Austrija, anis@corpsdiplomatique.cd

I am neither moralizing nor idealizing. The world based on agreed principles and commonly willing actions is not a better place. It is the only way for the human race to survive.

Already some years ago, I noted in my writings (and in my lectures) that the confrontational nostalgia and academic inertia keeps recycling the Cold--War rhetoric, although the Soviet Union has disappeared from the geopolitical map over two decades ago. Hence, if these practitioners and thinkers are so fascinated with the simplified *either with us, or against us* logics – let's keep it then! Adjusted to reflect our today's realities (or as the grand Wiz of the EU, Jean Monnet used to say: *if you have an unsolvable dilemma – enlarge the context*), it would state as follows: **either your socio-economic and politico-military policies and practices are for this planet and the very survival of human race or you are against the planet and every form of life inhabiting it.**[4] What we have recently witnessed in MENA (including the unmentioned and unmentionable) and elsewhere, is highly disturbing and rather discouraging: as if the confrontational nostalgia, perpetuated by the intense competition over finite resources, in lieu of a real, far-reaching policy-making has prevailed again.[5]

We falsely believed, throughout the 20th century, that the nuclear holocaust will put an end to the entire human race. No! It will be a slow, nearly--unnoticed, gradual but steady construction of the global gas chamber (filled by the green-house gas emissions). The way we extract, produce, transport, distribute and consume, the way we keep all this running on a blind obedience to hydrocarbons, and finally **the way** how **we** do **reflect**, contemplate and study on all that, inevitably **takes us right into the environmental holocaust**.[6]

What we euphemistically call *Climate Change* is actually a brutal war against nature. It is a covert armed conflict since we are mostly using the so-called monetizing-potent 'technologies' instead of firearms in our hands. This armed insurgency is waged against most of what is beautiful and unique on Earth – on the planet that gave us time and space enough to survive as species and to evolve as cognitive life.[7]

4 As H. G. Wells once said in a different context: *It is clearly the universe or nothing*!

5 Sagan, the great *Cosmic Fugue's* storyteller, claims: "Up there in the immensity of the Cosmos, an inescapable perception awaits us. National boundaries are not evident when we view the Earth from space. Fanatical ethnic, religious or national chauvinisms are a little difficult to maintain when we see our planet as a fragile blue crescent fading to become an inconspicuous point of light against the bastion and citadel of the stars".

6 It is not only that our energy appetite is increasing. In a peak-time of what we call the 'technological age', our inability to achieve any global energy efficiency is widening as well. According to the Paris-based International Energy Agency (IEA), the total Primary Energy Supply (PES) in 1973 totalled at 6.107 Mtoe while the global Final Energy Consumption (FEC) for the same year totalled at 4.672 Mtoe. Still over 90% based on fossil hydrocarbons but already doubled in less than 40 years, the PES in 2010 was at 12.717 Mtoe while our FEC scored only 8.677 Mtoe. Ergo, we greedily demand more to burn but also to waste.

7 The Geneva-based Global Humanitarian Forum (GHF) headed by former UN Secretary General Kofi has

***Key words**: Climate, Environment, Kyoto, Durban, Hydrocarbons, Disproportionate Pay, Obedience, Ignorance, Anti-Intellectualism, Selective silencing and noising, State of Planet, State of Mind*

Od Kopenhagena do Durbana (i Ria +20), zaključak ostaje isti: Trebamo načela i određene akcije, jer je to jedini način da se uhvatiti u koštac s teškim problemima ove planete. Uskraćeni smo za osnovnu opću saglasnost u institucijama Bretton Woodsa, Svjetskoj trgovinskoj organizaciji (sporazum Doha Development round), o neširenje nuklearnog oružja (i NPT), u IPCC--u, o pregovorima poslije Kyota, i konačno o alarmantnom stanju okoliša. Dakle, na globalnoj razini mi se **fundamentalno razilazimo u viđenjima realnosti ovoga planeta, te načinima na koje bi se o tome trebalo govoriti**.[3]

Niti moraliziram, niti idealiziram. Svijet utemeljen na sporazumnim načelima i voljno sprovođenim akcijama, nije samo bolje mjesto življenja. Ono je jedini način da ljudska rasa preživi.

Već prije nekoliko godina, pomenuo sam u svojim tekstovima (također i u svojim predavanjima) da se *konfrontaciona nostalgija* i akademska inercija drže recikliranja retorike Hladnog rata, iako je Sovjetski Savez nestao s geopolitičke karte prije više od dva desetljeća. Dakle, ako su ti stručnjaci i mislioci toliko fascinirani pojednostavljenom logikom *ili sa nama, ili protiv nas* – onda zadržimo to! Primjenjujući to na našu današnju stvarnost (ili kao što je veliki mag EU-a, Jean Monnet znao reći: *ako imate nerješivu dilemu - proširite kontekst*), to bi izgledalo ovako: **ili su vaši društveno-ekonomski i političko-vojni instrumenti i provedbe za ovaj planet i sami opstanak ljudske vrste, ili ste protiv planete i svakog oblika života koji je nastanjuje**.[4] Ono čemu smo nedavno svjedočili na Bliskom Istoku, a evo se u cijelom nizu otužnih farsi ponavljanja, te danas zbiva i u Ukrajini (uključujući neslućeno i neizgovoreno), vrlo je uznemirujuće i vrlo obeshrabrujuće: Kao da je *konfrontaciona nostalgija*, ovjekovječena snažnim nadmetanjem oko oskudnih prirodnih bogatstava, umjesto istinske, dalekosežne vizije - opet prevladala.[5]

3 Osim toga, mi se u osnovi ne slažemo po pitanju uloge koju igra tehnologija, čak i o samoj definiciji o tome što se ima smatrati tehnologijom. **Tehnologija nisu posljednja dostignuća znanosti; tehnologija je stanje uma!** To nije linearna progresija u ovladavanju prirodnim disciplinama, već je to prije spoznajno, empatično i sveukupno ovladavanje kritičkim uvidom. Jasan dokaz za to je da mi ‚vladari tehnologije' predominantno koristimo tzv. Eksplozivne sustave (bazirane na motorima sa unutarnjim sagorjevanjem, i/ili pregrijanom mlaznom/potisnom silom) da zadovoljimo naše kinetičke i termičke potrebe. Priroda isključivo koristi tzv. Implozivne (samoodržive, holističke) sustave kada stvara, a eksplozivne samo u rijetkim prilika, kada destruira. Dakle, nama ni toliko malo o prirodi i kosmosu nije poznato.

4 Kao što je H.G. Wells jednom prilikom rekao u nekom drugom kontekstu : *To je barem jasno, svemir ili ništa!*

5 Sagan, veliki pripovjedač *Kosmičke fuge*, tvrdi: »Gore u neizmjernosti svemira, neizbježna spoznaja čeka na nas. Državne granice nisu očite kada posmatramo Zemlju iz svemira. Fanatični etnički, vjerski ili nacionalni

Intentionally or not, it is a synchronized attack: We are steadily and passionately polluting our public sphere with the diverting banalities manufactured by the so-call social networks, reality shows, 'celebrities' and the like – trivializing the contents of our lives. At the same time, we are massively contaminating our biosphere (waters, lands, air and near outer space) with non-degradable and/or toxic, solid or aerosol, particles radiation and noise – irreversibly harming our habitat. We pollute the time as well, turning it into cross-generation warfare's battlefield: Our dangerous patterns might seal off the fate for untold number of generations and sorts of species to come. No wonder, our corrosive assertiveness has (time-space) parallels: acidifying of oceans and brutalization of our human interactions, as well as over-noising both are just two sides of a same coin. What is the social sphere for society that is the biosphere for the very life on earth: the (space/time – content/form) frame we live in all.

Therefore, our crisis cannot be environmental, as it was never a financial – our crisis must be a moral one. This is a **cognitive deficit crisis**, which we would love to eagerly spend in a limbo of denial!

Are we intentional in persistently spreading climate-change denial? **Has the human race already passed the point of no return of its survival?** Frankly, we do not know! Very sincerely, **we do not care!**

In every OECD country, an ordinary plumber (with just a few years of formal education and of no expectation pressure) is of a considerably better income then the university professor or the hospital doctor with a higher medical specialization (both of the huge societal responsibilities and both with over two decades of studies through the rigorous selections). Per average, the bank clerk (with under- or Matura level) of any banking entity in the EU states earns 14 to 16 salaries annually (basically, creating no new value for the society), but is nearly – per definition – protected by a life-long employment contract. At the same time, the majority of the EU double-PhD top researchers (per definition, creating a new value for the society) have comparably lower total annual pay, and many of them are just happy to win a 2 to 5 years research contract with the murky hope that the funding might be extended.[8]

stated in its Report the following: „Climate change is responsible for 300,000 deaths a year and affects 300 million people annually. By 2030, the annual death toll related to climate change is expected to rise to 500,000 people, and economic cost rocketing to $ 600 billion." Usually the confidential reports of the reinsurance industry leaders such as Swiss RE or Munich RE are less optimistic and more realistic than this one of the GHF.

8 However, ignorance is bliss: In 2010, the GHF that authored such an indispensable report: *Human Impact Report – Climate Change: The Anatomy of a Silent Crisis*, has shut down for lack of funds. The organization was unable to raise enough cash to stay afloat "because of the global economic crisis. On 31 March 2010 the Swiss Federal Department of Foreign Affairs announced that the Forum was over-indebted and obliged to cease its activity. "

I evo ga, konačno smo tu gdje se dobro snalazimo i gdje 'znanjem' vladamo: 25 godina od kraja Hladnog Rata, tog mega sukoba najvećih planetarnih svjetova, trans-Atlanskog i Euroazijskog, mi nismo bili u stanju (niti pokušati) okrenuti ovu planetu i civilizaciju na njoj ka nekom drugom humanijem pravcu, put njenje univerzalne samorealizacije. I onda kada je konačno post-Sovjetski svijet Slavena odgovorio na 25-godišnju provokaciju, porobljenost i poniženje na način kako smo to potajno i priželjkivali, mi smo naprosto zgadjeni. Tu mi sada spremno odgovaramo – više karbona (sa drugih lokacija i iz drugih izvora, uključujući opasne tehnologije kao što je ekstrakcija gasa metodom *fracking*) i više sukobljavanja. Vrzino kolo jednog CC (Climate Change) uortačen sa drugim CC (confrontation and carbons).

Pogrešno smo vjerovali, tokom 20. stoljeća, da će nuklearni holokaust označiti kraj cijele ljudske rase. Ne! To će biti spora, gotovo nezapažena, postupna, ali stalna izgradnja globalne gasne komore (ispunjene emisijama stakleničkih plinova). Način na koji izvlačimo, proizvodimo, prevozimo, distribuiramo i konzumiramo, način na koji sve to radimo uz slijepu poslušnost ugljikovodiku, i na kraju **način kako promatramo,** razmatramo i proučavamo sve to, neminovno **nas vodi ravno u ekološki holokaust**.[6]

Ono što eufemistički zovemo *Klimatske promjene* je zapravo brutalan rat protiv prirode. To je prikriveni oružani sukob, jer uglavnom koristimo tzv. profitabilne 'tehnologije' umjesto vatrenog oružja u našim rukama. Ovaj mi surovi rat vodimo protiv većine onoga što je lijepo i jedinstveno na Zemlji - na planeti koja nam je dala dovoljno vremena i prostora da opstanemo kao vrsta i razvijemo kao spoznajni život.[7]

Namjerno ili ne, to je sinkronizirani napad: Mi stalno i strastveno zagađujemo našu javnu sferu s ometajućim banalnostima proizvedenim od strane tzv. društvenih mreža, reality show-ova, "slavnih ličnosti", trivijalizirajući sve naše stvarne životne sadržaje. U isto vrijeme, masovno kontaminiramo našu biosferu (vode, zemljišta, zrak i atmosferu) s nerazgradivim i/ili otrovnim,

šovinizmi se teško održavaju, kada spazimo našu planetu kao krhki plavi polumjesec kako blijedi i postaje neprimjetna svijetla tačka obgrljen citadelom trepćućih zvjezdanih svijetova«.

6 Ne raste nam samo apetit za energijom. Na samom vrhuncu onoga što mi nazivamo »tehnološko doba«, naša nesposobnost da postignemo bilo kakva globalnu energetska učinkovitost, se također širi. Prema Međunarodnoj agenciji za energiju (IEA) sa sjedištem u Parizu, ukupna *Primarna opskrba energije* (PES) je 1973. iznosila 6,107 Mtoe, dok je globalna *Konačna potrošnja energije* (FEC) za istu godinu iznosila 4,672 Mtoe. Još uvijek baziran preko 90% na fosilnim ugljikovodicima, ali već udvostručen za manje od 40 godina, PES 2010. je bio na 12,717 Mtoe, dok je naš FEC iznosio samo 8.677 Mtoe. Dakle, mi pohlepno zahtijevamo sve više da sagorimo, onečistimo i neupotrebljeno protračimo.

7 Globali Humanitarni Forum (GHF) sa sjedištem u Ženevi, na čijem čelu je bivši glavni tajnik UN-a Kofi Annan, je naveo u svom izvješću sljedeće: »Klimatske promjene su odgovorne za 300.000 smrtnih slučajeva godišnje i pogađaju 300 miliona ljudi godišnje. Do 2030, za očekivati je da će se godišnja smrtnost u vezi s klimatskim promjenama popeti na 500.000 ljudi, a gospodarstvo će to platiti sa vrtoglavih 600 milijardi dolara.« Obično krajnje povjerljivi izvještaji lidera u industriji reosiguranja poput švicarskog RE ili minhenskog RE manje su optimistični i više realni od ovog GHF izvještaja.

Nearly all football players in the European *Premier League*, as well as the Formula I drivers (essentially the modern age gladiators, usually with a little to no formal education whatsoever) have individually higher yearly income than many key research institutes in the OECD states can afford to spend annually. Besides the superficial entertainment (enveloped in the ovations of masses on a brink of collective orgasm *à la* Mussolini parades), it is actually a triumph of brutal competition or competing brutality (football) and a massive exhaustion of hydrocarbons (Formula I) – what added value do they create to be so disproportionately overpaid?[9]

Some may contra-argue by stating that the present-day football celebrates the sports and a healthy life though the triumph of the physical strength of a sportsman. The Antique Greece has celebrated its athletes, and nearly worshiped the contesters and winners of the Games paying a tribute to the all-mighty Olympus. Equally, the old Greeks largely encouraged and celebrated, promoted and (financially) supported its philosophers and scientists. It was the age when the consciousness blossomed, wisdom flourished and knowledge triumphed – the theoretical basis of all essential technological breakthroughs, that occurred in the course of subsequent centuries up to nowadays, are in fact originating from the Ancient Eagan world. Ergo, the Classic times knew about the important equilibrium between an intellect and human body.[10] Modern Age has forgotten, disregarded, abandoned, betrayed and tacitly ridiculed this evolutionary wisdom.

Irrespective of our wrongly placed priorities (and passionately sustained craving to re-channel and discourage, to derail and denounce any serious debate, far too often by hiding behind a superficial entertainment), of our obscure and encouraged greed and incompetence, of our silencing, of all our residual or imposed ignorance and arrogance, and of our paramount and loud anti-intellectualism, the **real** facts are immitigable and are inexorably defeating:

- There is not a single peer-reviewed international journal that has published even one scientific article in last 30 years, which reports on factual

9 Finalists of different TV primetime tirades (so-called Reality shows) that mushroomed in the last decade are receiving generous paychecks and enormous media coverage. This is the way how these anonymous nobodies are overnight becoming prominent celebrities, societal roll-models with the wide influence, unquestionable authority and respect in the blink of an eye. In this constellation a subtle, yet message is clear: the education and to it related creativity, innovations, patents, and discoveries – notably a regular career path based on a diligent creation of new value for the entire society appears as a choice for the misfortunate youth, as the last resort for the failed segments of society.

10 As Plato claims, the famous philosopher from Miletus Thales' saying Νοῦς ὑγιὴς ἐν σώματι ὑγιεῖ - Healthy Soul in a Healthy Body (or in Latin: *Mens sana in corpore sano*).

čvrstim ili gasovitim, radioaktivnim česticama i bukom, koji nepovratno ugrožavaju naše stanište.[8] Mi zagađuju i vrijeme, pretvarajući ga u medjugeneracijsko bojno polje: Naši opasni obrasci ponašanja mogli bi zapečatiti sudbinu neizrecivom broju generacija i vrsta bića koja dolaze. Nije ni čudo, naša korozivna nasrtljivost ima (vremenske i prostorne) paralele: zakiseljavanje oceana i brutalizacija naših ljudskih interakcija – uz ogromno onečišćenje masivnom bukom – samo su dvije strane iste medalje. Ono što je socijalna sfera za društvo to je biosfera za sami život na Zemlji: (prostor/vrijeme - sadržaj/oblik) okvir u kojem svi živimo.

Dakle, naša kriza ne može biti ekološka, kao što ona nikada nije ni bila financijska - naša kriza mora biti moralna. To je kriza spoznajnog deficita, koju bi smo mi željno da provedemo u limbu (samo-)poricanja!

Jesmo li namjerno istrajni u negiranju klimatskih promjena? **Je li ljudska rasa već prošla tačku s koje nema povratka kad je njen opstanak upitanju**? Iskreno, ne znamo! Još iskrenije, **ne zanima nas**!

U svakoj zemlji OECD-a, jedan vodoinstalater (sa samo nekoliko godina formalnog obrazovanja, bez velike društvene odgovornosti) ima znatno izvjesnije prihode nego univerzitetski profesor ili liječnik u bolnici s visokom medicinskom specijalizacijom (oba imaju ogromne društvene odgovornosti i više od dva desetljeća marljivog učenja kroz rigorozne selekcije). U prosjeku, bankovni činovnik (sa ili bez maturske diplome) u zemljama članicama Europske unije zarađuje 14-16 plaća godišnje (u osnovi, ne stvarajući nikakvu dodatu vrijednost za društvo), ali je gotovo - po definiciji - zaštićen doživotnim ugovorom o radu. U isto vrijeme, većina najboljih istraživača u EU s duplim doktoratom (osobe koje po definiciji, stvaraju novu vrijednost za društvo) imaju usporedivo niži ukupni godišnji prihod, a mnogi od njih su sretni s istraživačkim ugovorom od 2 do 5 godina, u nadi da bi finansiranje moglo biti još na par godina produženo.[9]

Gotovo svi nogometaši u Europskoj *Premier ligi*, kao i vozači Formule I (u osnovi gladijatori modernog doba, obično s malo ili bez ikakvog formalnog obrazovanja) pojedinačno imaju veći godišnji prihod nego što mnogi ključni istraživački instituti u zemljama OECD-a mogu sebi priuštiti da potroše godišnje. Osim površne zabave (obavijene ovacijama masa na rubu kolektivnog orgazma poput Mussolinijevih parada), to je zapravo trijumf

8 No, ono što je još mnogo gore od čovjekovog korozivnog činjenja, svakako je odsustvo našeg odnosa prema tome. Samo bi nekognitivni um razarajućim cunamijima i tajfunima davao ljudska imena: uragan *Mič*, tajfun *Katrin*, ciklon *Ivan*, itd., a ljudski skrivljenim bolestima davao životinjska imena: *kravlje ludilo, svinjska gripa, ptičija groznica, kokoši nazeb*, itd.

9 Međutim, neznanje je blaženstvo: U 2010, GHF koji je izdao takav neophodan izvještaj: *Human Impact Report - Klimatske promjene: Anatomija tihe krize*, je zatvoren zbog nedostatka sredstava. Organizacija nije bila u mogućnosti prikupiti dovoljno novca da opstane »zbog globalne ekonomske krize. Dana 31. marta 2010. Savezno ministarstvo vanjskih poslova Švicarske je najavilo da je Forum bio u dugovima i stoga dužan da prekine svoje aktivnosti.«

evidences that any organic (marine and conti- nental biota) or inorganic (soil, glaciers, water, polar caps, etc) system is doing better on this planet.

- There has not been a single RE or UN report in last 30 years that credibly denies a worrying increase in severity and frequency of "natural" catastrophes worldwide.
- Finally, there is not a single internationally recognized medical journal that has not been constantly reporting on an alarming increase in skin--cancers, respiratory and allergy related diseases for the past 30 years.

We are drifting, dissolving and retreating on all levels and within each and every organic or inorganic system. For the grave, burning planetary problems, our human race needs an urgent and lasting consensus which presupposes bravery, virtue, vision and creativity. All this will not result from fear of coercion, or from further military (nuclear) confrontations, but from the universally shared willingness to accord our common planetary cause. Cognitive mind can do it all.

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brutalnom nadmetanju ili nadmećuća brutalnost (nogomet), te masovno sagorjevanje ugljikovodika (Formula I) - kakvu vrijednost oni stvaraju da bi bili tako nesrazmjerno preplaćeni?[10]

Neki bi se možda mogli usprotiviti navodeći da današnji nogomet slavi sport i zdrav život, kroz trijumf tjelesne snage sportaša. Stara Grčka je slavila svoje atlete, a pogotovo su obožavali takmičare i pobjednike Igara u slavu svemoćnih bogova Olimpa. Isto tako, stari Grci su uveliko poticali i slavili, promicali i (financijski) podupirali svoje filozofe i znanstvenike. Bilo je to doba kada su svijest i mudrost procvjetali, a znanje trijumfiralo - teorijska osnova svih bitnih tehnoloških otkrića, koja su se dogodila u toku kasnijih stoljeća pa sve do danas, zapravo potiče iz ovog drevnog egejskog svijeta. Dakle, u klasično doba se znalo o važnosti ravnoteže između intelekta i ljudskog tijela.[11] Moderno doba je zaboravilo, zanemarilo, napustilo, izdalo i prešutno ismijalo ovu evolucijsku mudrost.

Ranije se znalo više i o socijalnom balansu, o njegovoj nužnosti za svaki razvoj. Napose, znalo se i za dobar ukus: "Mi smo zaoštrili radne odnose do neizdrživog maksimuma, a to sve da bi tek nekolicina samoproglašenih 'top menadžera' mogla igrati golf dulje… kako je moguće graditi ikakvu socijalnu koheziju kada disproporcijalno mnogo njih pati za dubiozne koristi asocijalne i grabljive manjine…" – priznao mi je ambassador jedne od najvećih zemalja kontinentalne Europe, koji je prije ambasadorstva u Beču, služio kao gradonačelnik prestonice te zemlje.

Bez obzira na naše pogrešno postavljene prioritete (i strastveno podržavane žudnje da se ponovno kanališe i obeshrabri, odgodi i osudi bilo kakva ozbiljna rasprava, previše često skrivajući se iza površne zabave), naše nejasne i podsticajne pohlepe i nesposobnosti, naše ušutkavanje, naše stvarno ili nametnuto neznanje i arogancije, našeg najvećeg i glasnog anti- intelektualizma, **stvarne** činjenice su nemilosrdne i neumoljivo poražavajuće:

- Ne postoji niti jedan recenzirani međunarodni časopis koji je objavio barem jedan jedini znanstveni članak u posljednjih 30 godina, koji navodi činjenične dokaze da bilo kojem organskom (morskoj i kontinentalnoj bioti) ili anorganskom (tlo, ledenjaci, voda, polarne kape, itd.) sistemu na ovoj planeti, ide na bolje.

10 Finalisti različitih TV udarnih tirada (takozvani reality show) koji su se namnožili u posljednjem desetljeću primaju izdašne plaće i privlače veliku medijsku pozornost. To je način kako ti anonimusi preko noći postaju ugledne slavne osobe, društveni uzori sa velikim uticajem, neupitnog autoriteta i poštovanja u treptaju oka (tzv. Celebrity culture). Poruka je jasna: obrazovanje i s njim povezana kreativnost, inovacije, patenti i otkrića - posebno karijere koje se temelje na marljivom stvaranju nove vrijednosti za cijelo društvo, ovdje se javlja samo kao nužni izbor za nesretne mlade ljude, kao posljednje utočište za propale segmente društva. Dakle, učiće samo nesretan i neuspješan.

11 Kao što je Platon tvrdio, poznati filozof iz Mileta Tales je rekao: U zdravom tijelu zdrav duh (ili na latinskom: *Mens sana in corpore sano*).

- Nema niti jednog RE ili UN Izvješća u posljednjih 30 godina da vjerodostojno poriče zabrinjavajuću porast ozbiljnosti i učestalosti "prirodnih" katastrofa u svijetu.
- Na kraju, ne postoji niti jedan međunarodno priznati medicinski časopis koji nije stalno izvještavao o alarmantnom porastu broja bolesti kože raka, disajnih puteva i alergija u posljednjih 30 godina.

Mi plutamo, nestajemo i uzmičemo na svim razinama i unutar svakog organskog ili anorganskog sistema. Zbog ozbiljnih, gorućih problema planete, naša ljudska rasa treba hitan i trajan konsenzus koji pretpostavlja hrabrost, vrlinu, viziju i kreativnost. Sve ovo neće proizaći iz straha od prisile, ili od daljnjih vojnih (nuklearnih) konfrontacija, već iz opće zajedničke spremnosti da priznamo naš zajednički planetarni usud. Spoznajni um može učiniti sve.

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ISSN 0354-9852
DOI 10.7251/AKT1321046S

UDK 005.591.6:331.101.262
Original scientific paper

INFORMATION AND COMMUNICATION TECHNOLOGIES AND GENDER EQUALITY IN REPUBLIC OF SRPSKA

Milica Tepsic[1], Dijana Tepsic[2]

Abstract

We have the privilege to live in a time of digital revolution, in which information and communication technologies change the society in which we live. This technology, as one of the most dominant technology of today, in which is investing much and from whom much is expected, should turn the world to a better place to live and make people better, happier and more satisfied. Women in the past did not have access to technology because of cultural barriers, patriarchal and traditional social patterns. Today it's very different, and easier, but it has not reached a satisfactory level of their participation. It is clear, therefore, that each person can contribute to development only if they are given a chance. The economic prosperity of any country is achieved faster if we engaged all their talents and resources, both male and female equally. This paper explores how important this problem is, and what is needed to improve this situation.

Keywords: *information and communication technology, information society, information, gender equality*

INTRO

"The so-called digital divide is, in fact, several gaps in one. There is a technological divide - great gaps in infrastructure. There is a gap in terms of the content. Lot of information on the Internet is simply not relevant, and it-s not important for real needs of people. And nearly 70% of world websites content is in English, which also suppresses local voices and views. There is a gender gap, which means that women and girls have less access to information technology than men and boys. This may look like the relationship of rich and poor countries. "

Kofi Anan, general secretary of UN

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ISSN 0354-9852
DOI 10.7251/AKT1321046S

UDK 005.591.6:331.101.262
Originalni naučni rad

STANJE RODNE RAVNOPRAVNOSTI U OBLASTI INFORMACIONO KOMUNIKACIONIH TEHNOLOGIJA U REPUBLICI SRPSKOJ

Milica Tepšić[1], Dijana Tepšić[2]

Sažetak

Imamo privilegiju da živimo u vrijeme digitalne revolucije, u kome informaciono-komunikacione tehnologije mijenjaju društvo u kojem živimo. Ova tehnologija, kao jedna od najdominantnijih tehnologija današnjice, u koju se mnogo ulaže i od koje se mnogo očekuje, trebala bi pretvoriti svijet u kvalitetnije mjesto za život, a ljude učiniti još boljim, sretnijim i zadovoljnijim. Žene u prošlosti nisu imale mogućnost pristupa tehnologijama zbog kulturoloških prepreka, patrijarhalnih i tradicionalnih društvenih obrazaca. Danas je to mnogo drugačije i lakše, ali još uvijek nije dostignut zadovoljavajući stepen njihovog učešća. Jasno je, dakle, da svaka osoba može da doprinese razvoju samo ako joj se pruži šansa. Ekonomski prosperitet svake zemlje ostvaruje se brže ako se angažuju svi njeni talenti i resursi, i muški i ženski, podjednako. U ovom radu se istražuje koliko se ovom značajnom problemu poklanja pažnja i šta je potrebno da se ovo stanje unaprijedi.

Ključne riječi: *informaciono-komunikacione tehnologije, informaciono društvo, informacije, rodna ravnopravnost*

Abstract

We have the privilege to live in a time of digital revolution, in which information and communication technologies change the society in which we live. This technology, as one of the most dominant technology of today, in which is investing much and from whom much is expected, should turn the world to a better place to live and make people better, happier and more satisfied. Women in the past did not have access to technology because of cultural barriers, patriarchal and traditional social patterns. Today it's very different, and easier, but it has not reached a satisfactory level of their participation. It is clear, therefore, that each person can contribute to development only if they are given a chance.

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The history of development of human society is characterized by the need for constant strengthening human capacity for more efficient and cost-effective operation. The need to strengthen the intellectual capacity is the incentive to rapidly evolving information and communication technologies (ICT), and this rapid development has caused the planetary changes that are technologically precedent that is unprecedented in the history of human civilization. Almost all experts now believe that nothing is ever in the history of mankind was moving so fast and have a greater impact on what is happening in the human society. Mastering their use is becoming just as important today, as literacy became important after Gutenberg "rotate his galaxy."

In order to realized the importance of ICT and e-business, best illustrated by the data published by Kerry & Linda McNeil[3]. According to these data to a system has reached 100 million users, roughly 35% of the U.S. population, it is necessary: the system worked about 38 years for TV systems about 17 years ago, the personal computer about 13 years ago, about the Internet 4-7 years.

The importance of science, technology and information in the modern world is so increased that the most developed countries of the world have entered the phase of development that we call the information society. All human knowledge is developed according to an exponential curve, and 90% of that knowledge was created in the last 30 years. Historically the first millennium transfer of information was primarily oral, in the second millennium was over written, and later printed text, and in the third millennium, most of the information is transmitted electronically. The economies of developed countries is increasingly based on renewable resources (knowledge, information, biological resources, solar energy) and on the so-called high technology, which consume modest amounts of energy and virtually unlimited resources. As Peter Drucker says, "Information is a resource of today and the future, but it is not like matter or energy. Using will not spent, the distribution will not reduce. If there's anything I can teach others, I am not loosing anything. Applying what I learned, not only do not lose used knowledge, but I enriche the practice. "

With the growing use of ICT, grows need for experts with completely new profiles and it is very important that girls equally with boys are choosing occupations in this area. Although women stepped into the field of ICT, demanding jobs that this technology creates, however, according to Hafkin and Taggart (2001), in an effort to maintain and upgrade opportunities in the areas of employment that accompany globalization and information technology, women need to choose for technical occupations, qualified and

3 Kerry & Linda McNeil, Internet Frauds and Risks, New York Cash Exchange

The economic prosperity of any country is achieved faster if we engaged all their talents and resources, both male and female equally. This paper explores how important this problem is, and what is needed to improve this situation.

Key words: *information and communication technologies, information society, information, gender equality*

UVOD

"Takozvani digitalni jaz predstavlja, u stvari, više jazova u jednom. Postoji tehnološki jaz – velike razlike u infrastrukturi. Postoji jaz u pogledu sadržine. Mnoštvo informacija na Internetu jednostavno nije relevantno i od značaja za stvarne potrebe ljudi. A skoro 70% sadržaja svjetskih sajtova je na engleskom jeziku, što istovremeno guši lokalne glasove i poglede. Postoji rodni digitalni jaz, što znači da žene i djevojčice imaju manje pristupa informacionim tehnologijama nego muškarci i dječaci. Ovo može da liči na odnos bogatih i siromašnih zemalja."

Kofi Anan, generalni sekretar UN

Istorija razvoja ljudskog društva obilježena je potrebom za stalnim osnaživanjem ljudskih sposobnosti u cilju efikasnijeg i ekonomičnijeg rada. Potreba za jačanjem intelektualnih sposobnosti bila je podsticaj da se ubrzano razvijaju informaciono-komunikacione tehnologije (IKT), a takav ubrzani razvoj je izazvao planetarne promjene, koje predstavljaju tehnološki presedan koji je nezapamćen u istoriji ljudske civilizacije. Gotovo svi poznavaoci istorijskih tokova danas vjeruju, da se nikada ništa u istoriji razvoja ljudskog roda nije kretalo tako brzo i imalo veći uticaj na sve što se dešava u ljudskom društvu. Ovladavanje njihovim korišćenjem postaje danas jednako važno, kao što je pismenost postala važna nakon što je *Gutenberg* "zarotirao svoju galaksiju".

Da bi se uvidio značaj IKT-a i elektronskog poslovanja, najbolje ilustruju podaci koje su objavili *Kerry & Linda McNeil*[3]. Prema tim podacima da bi neki sistem dostigao 100 miliona korisnika, što je otprilike 35% populacije SAD–a, bilo je potrebno: za radio sisteme oko 38 godina, za TV sisteme oko 17 godina, za personalne računare oko 13 godina, za *Internet* oko 4 - 7 godina.

Značaj nauke, tehnologije i informacije u savremenom svijetu toliko je porastao da najrazvijenije zemlje svijeta već ulaze u fazu razvoja koju nazivamo informacionim društvom. Cjelokupno ljudsko znanje razvija se prema eksponencijalnoj krivulji, a 90% toga znanja nastalo je u posljednjih 30 godina. Istorijski posmatrano u prvom milenijumu prenošenje informacija je bilo prvenstveno usmeno, u drugom milenijumu bilo je preko pisanog, a kasnije štampanog teksta, a u trećem milenijumu većina informacija prenosi se elektronski. Privreda razvijenih zemalja sve više se temelji na obnovljivim resursima (znanje i informacije, biološki izvori, sunčeva energija) i na

3 Kerry & Linda McNeil, Internet Frauds and Risks, New York Cash Exchange

better paid jobs. For this, they need to have access to education and training that will equip them with the skills that are required, which can change quickly. The political will expressed through a variety of programs, strategies in education should also encourage girls and women to an early start to use ICT in education and to continue their studies in this and other branches - as scholars, researchers, administrators and educators. It is necessary to deal with gender-based obstacles: the increased demand for home care and family and discrimination in the workplace. For gender equality in the information society is vital strong state role in regulating employment security, insurance, maternity, healthy and safe working conditions, because each area of life is much more successful if women are equally involved.

CONCEPT AND SIGNIFICANCE OF INFORMATION AND COMMUNICATION TECHNOLOGY

In the fifties of the last century, when the first commercial computer, the merger of microelectronics, communication and computer technology, there was a so-called new information technology, which is characterized by the acronym IT (Information Technology). On the European territory in the name stands out its communication component, and uses the term information and communication technologies (Information and Communications Technology), which is characterized by the acronym ICT. These attributes technology won because technology can accept, store, transfer and ease use of all types of information[4].

First to use the term "Information Technology" was Jim Domsik from Michigan in November, 1981. The term is used to modernize the previously used "data processing". At that time Domsik worked as a computer manager in the auto industry. The term "Information technology" often covers a much wider field in technology - all those activities that IT professionals do, installation of application programs to designing complex computer networks and information systems. Some of these activities include: networking and engineering computer hardware, designing software and databases, as well as management and administration information system. Information technology is a general term that describes technology that helps the production, handling, storage, communication and distribution of information.

Information Technology Association of America (ITAA) defines information technology as "The study, design, development, implementation, support or management of information systems based on computers, particularly software applications and computer hardware.[5]"

4 Sotirovic, Information Technology, Technical Faculty "Mihajlo Pupin", Zrenjanin 2004.
5 (http://en.wikipedia.org/wiki/Information_technology).

tzv. visokim tehnologijama, koje troše skromne količine energije i praktično neograničene resurse. Kako kaže *Peter Drucker* „Informacija je resurs današnjice i budućnosti, ali ona nije poput materije ili energije. Upotrebom se ne troši, raspodjelom se ne smanjuje. Ako nešto znam mogu naučiti druge, a da sam ništa pri tome ne gubim. Primjenjujući to što sam saznao, ne samo da ne gubim korišćeno znanje, već ga oplemenjujem praksom".

Sa rastom primjene IKT-a, raste i potreba za stručnjacima/stručnjakinjama sasvim novog profila i veoma je značajno da se djevojčice ravnopravno sa dječacima opredjeljuju za zanimanja iz ove oblasti. Iako su žene zakoračile u IKT oblast, zahtijevajući poslove koje ta tehnologija stvara, ipak, kako tvrde *Hafkin and Taggart* (2001), u nastojanju da zadrže i nadograde dobiti u oblasti zapošljavanja koje prate globalizaciju i informacione tehnologije, ženama je potrebno da se opredjeljuju za tehnička zanimanja, stručnije i bolje plaćene poslove. Za to im je potrebno da imaju pristup obrazovanju i obuci koja će ih opremiti sa vještinama koje se traže, a koje se brzo mijenjaju. Politička volja iskazana kroz različite programe, strategije u okviru obrazovanja bi takođe trebalo da ohrabri djevojčice i žene da rano počnu da koriste IKT u obrazovanju i da nastave studije u ovoj i drugim oblastima tehnike – kao naučnice, istraživačice, administrativne radnice i nastavno osoblje. Potrebno je i da se suoče sa rodno baziranim preprekama: povećanim zahtjevima za održavanje domaćinstva i porodice i diskriminacijom na radnom mjestu. Za rodnu ravnopravnost u informacionom društvu od vitalnog je značaja snažna uloga države u regulisanju sigurnosti zaposlenja, osiguranja, porodiljskog odsustva i zdravih i bezbjednih radnih uslova, jer svaka oblast života je mnogo uspješnija ako su i žene ravnopravno uključene.

POJAM I ZNAČAJ INFORMACIONO-KOMUNIKACIONIH TEHNOLOGIJA

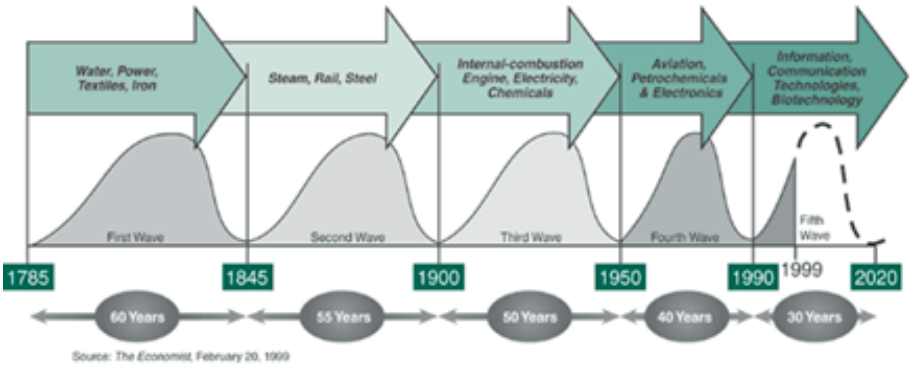
Pedesetih godina prošlog vijeka, pojavom prvih komercijalnih računara, spajanjem mikroelektronike, komunikacione i računarske tehnologije, nastala je nova tzv. informaciona tehnologija, koja se obilježava skraćenicom *IT (Information Technology)*. Na evropskom području u nazivu se posebno ističe njezina komunikaciona komponenta, te se upotrebljava naziv informacionokomunikaciona tehnologija *(Information and Communications Technology)*, koja se obilježava skraćenicom *ICT.* Svoje je atribute ta tehnologija dobila zbog toga što omogućava prihvatanje, čuvanje, prenos i jednostavnu upotrebu svih vrsta informacija[4].

Prvi koji je upotrijebio termin „Informacione tehnologije" je bio Džim Domsik iz Mičigena i to novembra 1981. godine. Termin je upotrijebio kako

4 Sotirović, V: Informatičke tehnologije, Tehnički fakultet „Mihajlo Pupin", Zrenjanin, 2004.

It is difficult to give an exact definition of information technology, but we can say that the term IT encompasses all forms of technology used to create, store and share information in various forms (business data, voice, sound, images, multimedia, etc).

Computer as a multi-purpose, flexible tool with a large data processing capabilities and virtually unlimited uses, represents progression in the development of information and communication technologies in the second half of the twentieth and early twenty-first century. With the advent of the machine world no longer looks the way it was before, and the development of a computer is considered to be the most important technological achievement of the twentieth century. He started the so-called "Computer Revolution" can compare with the effects of industrial revolution the eighteenth and nineteenth centuries. By all signs this revolution is just as fundamental as previously derived energy revolution, which replaced the human physical strength and multiplied mechanical energy.



Picture 1: The "Waves" application of technological innovation [6]

Computers are increasingly taking most vital function of human activity, and how the information may have a number of different forms, the computer becomes an incredibly versatile tool. Depending on the input data the same computers can be used for completely different tasks, and it is used by top specialists and preschool children. Not only computers but also other forms of information and communication technologies have entered in all aspects of human existence, to the extent that man's dependence on them has become very high, we might even say alarming. Many computer systems today are networked in some way, mostly by the global computer network - Internet, which facilitate and accelerate everyday work, and especially

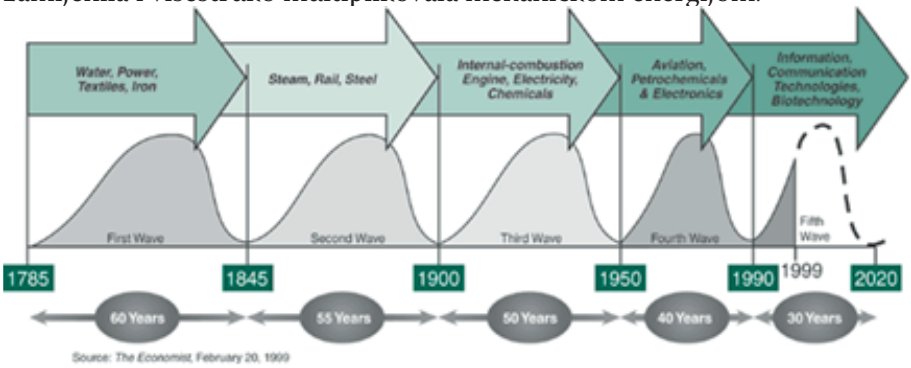
6 *The Economist*, February 20, 1999.

bi modernizovao do tada korišćeni «obrada podataka». U to vrijeme Domsik je radio kao računarski menadžer u auto industriji. Termin «Informaciona tehnologija» često obuhvata i znatno šire polje oblasti tehnologije - sve one aktivnosti kojima se IT profesionalci bave, od instalacija aplikativnih programa do projektovanja složenih računarskih mreža i informacionih sistema. Neke od tih aktivnosti su: umrežavanje i inženjering računarskog hardvera, dizajniranje softvera i baza podataka, kao i upravljanje i administracija informacionim sistemom. Informaciona tehnologija je opšti termin koji opisuje tehnologiju koja pomaže proizvodnji, manipulaciji, skladištenju, komunikaciji i distribuciji informacija.

Information Technology Association of America (ITAA) definiše informacionu tehnologiju kao: "Proučavanje, projektovanje, razvoj, primjenu, podršku ili upravljanje informacionim sistemima zasnovanim na računarima, posebno softverskih aplikacija i računarskog hardvera.[5]»

Teško je dati egzaktnu definiciju informacionih tehnologija, ali možemo reći da termin informacione tehnologije obuhvata sve oblike tehnologija koje se koriste za kreiranje, čuvanje i razmjenu informacija u različitim vidovima (poslovni podaci, govor, zvuk, slike, multimedija i dr).

Računar (*computer*) kao višenamjensko, prilagodljivo sredstvo, sa velikim mogućnostima obrade podataka, a gotovo neograničene namjene predstavlja progres u razvoju informaciono-komunikacionih tehnologija u drugoj polovini XX i na početku XXI vijeka. Pojavom te mašine svijet više ne izgleda onakav kakav je bio do tada, a razvoj računara smatra se najvažnijim tehnološkim dostignućem XX vijeka. On je započeo takozvanu „*Computer Revolution*" koja se po efektima može porediti sa industrijskom revolucijom XVIII i XIX vijeka. Po svim znacima ova revolucija je jednako fundamentalna kao i ranije izvedena energetska revolucija, koja je fizičku snagu čovjeka zamijenila i višestruko multiplikovala mehaničkom energijom.



Slika 1: "Talasi" primjene tehnoloških inovacija[6]

5 (http://en.wikipedia.org/wiki/Information_technology).
6 *The Economist*, February 20, 1999.

prominent, speed and ease of communication with others via the Internet[7]. Internet is a cyber world that can cruise from continent to continent in a very short time [8]. Theoretically, we are able to tranfer millions of pages of text on our computer on different topics and interests, and interact with thousands of people who have similar interests as we [9]. The latest trend is towards embedding computing capabilities in all types of equipment used, and thus the dependence on computers has become total or close to total [10].

Never before in history human society hasn't introduced a technology that evolved so fast (increasing power hundredfold every decade), suspending the limitations of space and time, and reshaping the way in which we communicate, learn, think and work. It is expected that the rapid development of information system resources and continue. This primarily refers to the hardware, software and databases. Here is just a fact: 50 years ago on a computer came around 300,000 users. Thirty years ago a computer can be used by a single user. Now the situation is that a user via Internet is using thousands of computers and computer networks.

In today's world can be imposed and dominate primarily to information and technology, and it gets a lot more important. For example, because of the (lack of) awareness global warming is speeding up / slowing down. This results in a faster / slower increase in world sea level - higher / lower pressure on the continental plates - reduce / increase the intensity of earthquakes - up / calm the volcano - higher / lower emission of volcanic ash into the atmosphere - faster / slower warming, even a possible cooling planet ... Because of (un) awareness of who knows what kind of fate expects the planet in the near / distant future. On the other hand, in social terms, (dis) information, as the cause, runs all nations reshapes societies.

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7 According to the data in 2011. year, published by the company Pingdom, in januar 2012. , the number of Internet users has recorded strong growth with 360 million users, as was reported in 2000. year, to 2.1 billion, or 30% of the world population. Statistics show that the continents of Asia has 922 million Internet users, Europe has 476 million users, while North America is in third place with 271 million users. When the statistics are broken down into individual countries, China is in first place with 485 million people using the Internet, which is more than 36% of the entire population of the country. During the 2011th there were 3.1 billion e-mail accounts, and last year marked the fortieth anniversary of the first e-mail ever sent.

8 Kent, P. (1994): Guide to the Internet (10 minutes to success). Sign, Zagreb

9 Year in 1989. Tim Bernes-Lee at CERN, the European laboratory for particle physics developed by the World Wide Web, in order to facilitate the use of remote documents and enhance scientific cooperation. For further development of the Web makes sure the World Wide Web Consortium (Bernes-Lee, 2004/2005), with the principal goal of developing standards to enable the evolution of the Web. The World Wide Web (abbreviated WWW or Web) is a global information infrastructure that enables the creation, manipulation, organization and retrieval of multimedia documents. Web is the fastest growing communication - publikacioni system in history.

10 *Cybersecurity Today and Tomorrow: Pay Now or Pay Later*, National Academy of Sciences, National Research Council, Washington, D.C., ISBN: 0-309-08312-5, 2002, 50 pages, page. 2-3.

Računari u sve većoj mjeri preuzimaju i najvitalnije funkcije ljudske djelatnosti, a kako informacije mogu imati različite i brojne forme, računar postaje nevjerovatno raznovrstan alat. Zavisno od ulaznih podataka isti računari se mogu upotrijebiti za potpuno različite zadatke, a njime se koriste i vrhunski specijalisti i djeca u vrtićima. Ne samo računari nego i ostala sredstva informaciono-komunikacione tehnologije su ušli u sve pore ljudskog bitisanja u toj mjeri da je čovjekova zavisnost od njih postala veoma visoka, čak bi se moglo reći i alarmantna. Mnogi računarski sistemi su danas na neki način umreženi, najviše globalnom računarskom mrežom Internet, čime je olakšano i ubrzano svakodnevno obavljanje poslova, a posebno do izražaja dolazi brzina i jednostavnost komunikacije s drugima putem Interneta[7]. Internet je kibernetički svijet kojim se može krstariti od kontinenta do kontinenta za vrlo kratko vrijeme[8]. Teoretski, u stanju smo na naš računar prenijeti milione stranica teksta o temama koje nas zanimaju i komunicirati s hiljadama ljudi koji imaju slične interese kao i mi[9]. Najnoviji trend je ka ugrađivanju računarskih mogućnosti u sve vrste uređaja koji se koriste, a time bi zavisnost o računarima postala totalna ili bliska totalnoj[10].

Nikada ranije u svojoj istoriji ljudsko društvo nije upoznalo tehnologiju koja se razvijala tako brzo (povećavajući stostruko moć svake dekade),[11] suspendujući ograničenja prostora i vremena i preoblikujući načine kojima čovjek komunicira, uči, misli i radi. Za očekivati je da će se ubrzan razvoj svih resursa informacionih sistema i dalje nastaviti. To se prevashodno odnosi na hardver, softver i baze podataka. Navodimo samo jednu činjenicu: prije 50 godina na jedan računar je dolazilo oko 300.000 korisnika. Od prije trideset godina jedan računar može da koristi jedan korisnik. Sada je situa-

7 Prema podacima za 2011. godinu, koje je objavila firma Pingdom, u januaru 2012. godine, broj Internet korisnika je zabilježio veliki porast sa 360 miliona korisnika, koliko je zabilježeno krajem 2000. godine, na 2,1 milijardu ili 30% svjetske populacije. Statistika po kontinentima pokazuje da u Aziji ima 922 miliona Internet korisnika, Evropa ima 476 miliona korisnika, dok je Sjeverna Amerika na trećem mjestu sa 271 milionom korisnika. Kada se statistički podaci raščlane na pojedinačne zemlje, Kina je na prvom mjestu sa 485 miliona ljudi koji koriste Internet, što predstavlja više od 36% cjelokupne populacije ove države. U toku 2011. godine bilo je 3.1 milijarda e-*mail* naloga, a u prošloj godini obilježena je i četrdeseta godišnjica prvog *email*-a koji je ikada poslat.

8 Kent, P. (1994): *Vodič kroz Internet* (10 minuta do uspjeha). Znak, Zagreb

9 Godine 1989. *Tim Bernes-Lee* je u *CERN*-u, evropskom laboratoriju za fiziku elementarnih čestica razvio *World Wide Web*, s ciljem da se olakša korištenje udaljenih dokumenata i pospješi naučna saradnja. Za daljnji razvoj *Weba* brine se *World Wide Web consortium (Bernes–Lee*, 2004/2005) kojem je osnovni cilj razvoj standarda što omogućava evoluciju *Weba*. *World Wide Web* (skraćeno *WWW* odnosno *Web*) je globalna informaciona infrastruktura koja omogućava stvaranje, manipulaciju, organizaciju i pretraživanje multimedijalnih dokumenata. Web je najbrže rastući komunikaciono - publikacioni sistem u istoriji.

10 *Cybersecurity Today and Tomorrow: Pay Now or Pay Later*, National Academy of Sciences, National Research Council, Washington, D.C., ISBN: 0-309-08312-5, 2002, 50 pages, str. 2-3.

11 *Preparing for the Revolution: Information Technology and the Future of the Research University*, *National Research Council, The National Academies Press, Washington, ISBN: 0-309-08640-X, 97 pages, (2002), http://www.nap.edu/catalog/10545.html*, str. 5.

IMPACT OF INFORMATION TECHNOLOGY ON DEVELOPMENT OF INFORMATION SOCIETY

The importance of ICT is reflected in the wide of application, and contribute to the creation of the world as an indivisible part and organization of the world as a global village[11]. The globalization of the world on a planetary scale which was caused development of science and technology is a process, which demonstrates the superiority of the new social relations regarding the current systems and social relations. Modern business can not be imagined without the use of information as a basic resource that underpins the modern business in almost all areas of human act, ranging from education, health, social welfare, culture, the administrative authorities, which are based on information and communication technologies. A number of studies dealing with this issue indicated the existence of a correlation between the overall economic growth of a country and a high level of investment in new technologies.

Explosive spread and use of information and communication technologies has resulted in the irreversible transformation of industrial society and the creation of a new form of society, which is called "IT (information) society" - a society where the key social resources of the industrial age (especially material and energy) on a scale of social values give way of information and knowledge, which in the new information age[12] become the highest social value.

The importance of information is very well described by scientist J. Bozicevic in 1995. "Without matter, nothing exists, without energy nothing happens, without information, nothing makes sense."

Information Society, is a society in which knowledge and timely, comprehensive and accurate information to control basic controled resources that ensure the progress and future of its citizens. The term information society implies a central role of information. In this new era resource productivity is increasingly located in the technology of creating knowledge, information processing and communications.

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11 Canadian scholar Marshall Mackluhan first, early 1960s in his works, said the concept of »global village«, seeing how the world is more and more electronically connected and doing the one place in real time can have an impact on some distant place, just as can happen in a small village. This is becoming a well known concept, so Bill Gates said that the development and implementation of computer network system of global networks - the Internet the whole world will soon become one big global village.

12 Spectacular explosion of technology standardized by the modern world in a few decades. This is why Nicholas Negroponte claims that we already crossed the Information Society in postinformatičko ... "How can we connect with each other, many of the values of the nation state (or national sovereignty) will cede its place electronic communities. We will be socialized in a digital neighborhood where physical space loses its importance and the time gets a different role, "Nicholas Negroponte," Being Digital "Clio, Belgrade 1998.

cija takva da putem Interneta jedan korisnik koristi na hiljade računara i računarskih mreža.

U današnjem svijetu može se nametnuti i dominirati prvenstveno informacijama i tehnologijom, pa ona dobija mnogo više na značaju. Na primjer: zbog (ne)informisanosti globalno otopljenje se ubrzava/usporava. Ovo sve ima za posljedicu bržeg/sporijeg porasta nivoa svjetskog mora – većeg/manjeg pritiska na kontinentalne ploče – smanjenja/porasta intenziteta zemljotresa – aktiviranja/smirivanja vulkana – veće/manje emisije vulkanskog pepela u atmosferu – bržeg/sporijeg zagrijavanja, čak mogućeg hlađenja, planete... Zbog (ne)informisanosti ko zna kakva sudbina očekuje Planetu u bližoj/daljoj budućnosti. Sa druge strane, u društvenom smislu, u samoj suštini (ne)informisanost, kao uzrok, pokreće čitave narode, preoblikuje društvene zajednice.

UTICAJ INFORMACIONIH TEHNOLOGIJA NA RAZVOJ INFORMACIONOG DRUŠTVA

Značaj informaciono-komunikacionih tehnologija ogleda se u širini primjene, a doprinose stvaranju svijeta kao nedjeljive cjeline i uređenju svijeta kao globalnog sela[12]. Globalizacija svijeta u planetarnim razmjerima koju je uslovio razvoj nauke i tehnologije je proces, koji pokazuje superiornost novih društvenih odnosa u odnosu na dosadašnje sisteme i društvene odnose. Moderno poslovanje se ne može zamisliti bez korišćenja informacije kao osnovnog resursa na kome počiva savremeno poslovanje u gotovo svim oblastima ljudskog djelovanja, počev od obrazovanja, zdravstva, socijalne zaštite, kulture, do organa uprave, a koje se bazira na informaciono-komunikacionim tehnologijama. Brojne studije koje se bave ovim pitanjem ukazuju na postojanje korelacije između cjelokupnog ekonomskog rasta neke države i visokog stepena ulaganja u nove tehnologije.

Eksplozivno širenje i upotreba informaciono-komunikacionih tehnologija rezultiralo je nepovratnom transformacijom industrijskog društva i stvaranje novog društvenog oblika koji se naziva „informatičko (informaciono) društvo“ – društvo u kojem ključni društveni resursi industrijskog doba (prije svega materijal i energija) na skali društvenih vrijednosti ustupaju mjesta informacijama, odnosno znanju, koji u novom informatičkom dobu[13] postaju najviše društvene vrijednosti.

12 Kanadski naučnik *Marshal Mackluhan* je prvi, početkom 1960-ih u svojim radovima, ukazao na koncept »globalnog sela«, uviđajući kako se svijet sve više elektronski povezuje pa događaj na jednom mjestu može u realnom vremenu imati uticaj na neko udaljeno mjesto, baš kao što se može dešavati u nekom malom naselju. Ovo postaje opšte poznat pojam, pa je tako i *Bill Gates* govorio kako će razvojem i implementacijom računarskih mreža u sistem globalne mreže - Interneta čitav svijet ubrzo postati jedno veliko globalno selo.
13 Eksplozijom spektakularne tehnologije standardizovan je moderan svijet u svega nekoliko decenija.

The United Nations (UN), the G-8 and the European Union, independently and simultaneously in 2000, came to the conclusion that the world is in transition from post-industrial to the information society. It soon became clear that progress will happened rapidly and efficiently only to those who adapt to changes, and they are not small. Equivalent to those that have emerged in the transition from feudalism to capitalism, for example.

Europe and the G-8 realized the significance of this task, and made their action plans for the transition from an industrial to information society, especially taking into account that rich countries continue to grow and earn.

The United Nations in this process percieve the chance of developing countries with using benefits of IT, they can skip the digital gap and quickly enter the circle of developed, and therefore they organized the World Summit on the Information Society, held in two parts, in 2003 in Geneva and in 2005 in Tunis. The goal of the Summit was to bring together world leaders, the executive director of the UN, industrial magnates, NGOs, media and civil society on one event. Within the Summit was formed a group that deals with issues of gender equality in the information society. Main task was to ensure that gender equality and women's rights are integrated into the work of the Summit with a clear conscience that without the inclusion of this dimension, IT will not serve the development of the society.

The development of the information society is not a matter of choice. It is a necessity on the one hand, and on the other, a huge opportunity. The development of ICT gives opportunities to countries in transition to skip entire stages of development and rapidly join the developed world.

There are several studies on the development of the information society in the world, using different indicators.[13] Thus, for example, The World Economic Forum takes into account three groups of factors: the index of the environment (market, political, legislative and infrastructure) readiness Index (individual readiness, business and government), and the index of use (individual use, business use and government).

In the latest report by the World Economic Forum on the use of IT in the 2012, countries in the region are placed in the following order: Slovenia at the 37, Croatia is 45, Montenegro 46, Macedonia 66, Albania 68, Bosnia and Herzegovina 84 and Serbia 85, on the list of 142 countries. Leading positions occupied by Sweden, Singapore, Finland, Denmark and Switzerland, while Angola, Yemen and Haiti are at the end of the list[14].

13 for example SIBIS European Union methodology http://www.sibis-eu.org/; methodology United Nations: Measuring ICT: The Global Status of ICT indicator, Partnership on Measuring ICT for Development, 2005, the UN ICT Task Force; methodology of the World Economic Forum The World economic Forum, ICT, March 2005.

14 Source: Reuters / New Magazine

Značaj informacije vrlo lijepo je opisao i naučnik J. Božičević, 1995.: „Bez tvari ništa ne postoji, bez energije ništa se ne zbiva, bez informacija ništa nema smisla“.

Informaciono društvo (*Information society*) je društvo u kojem su znanje i pravovremene, sveobuhvatne i tačne informacije osnovni upravljački resursi, koji osiguravaju progres i budućnost svojim građanima i građankama. Termin informaciono društvo implicira centralnu ulogu informacije. U ovoj novoj eri izvor produktivnosti se sve više nalazi u tehnologiji stvaranja znanja, obrade informacija i komunikacije.

Ujedinjene nacije (UN), Grupa G-8 i Evropska unija, nezavisno su i istovremeno, 2000. godine, došle do zaključka da se svijet nalazi na prelasku iz postindustrijskog u informaciono društvo. Ubrzo je postalo jasno da će napredovati brzo i efikasno samo oni koji se prilagode promjenama, a one nisu male. Ekvivalentne su onima koje su nastajale na prelazu iz feudalizma u kapitalizam, na primjer.

Evropa i G-8 su, shvativši ozbiljnost ovog posla, napravile svoje akcione planove za prelazak iz industrijskog u informaciono društvo, prije svega vodeći računa da bogate zemlje nastave da napreduju i zarađuju.

Ujedinjene nacije su u ovom procesu sagledale šansu nerazvijenih zemalja da, koristeći blagodeti IT-a, preskoče digitalni jaz i vrlo brzo uđu u krug razvijenih, pa su zbog toga organizovale Svjetski samit o informacionom društvu, koji je održan u dva dijela - 2003. godine u Ženevi i 2005. godine u Tunisu. Cilj Samita bio je da okupi svjetske lidere, izvršne direktore UN, industrijske magnate, nevladine organizacije, predstavnike medija i civilnog društva na jednom, jedinstvenom skupu. U okviru Samita je formirana i grupa koja se bavi pitanjima rodne ravnopravnosti u informacionom društvu. Njen osnovni zadatak je da omogući da ravnopravnost polova i prava žena budu integrisani u rad Samita, sa jasnom sviješću da bez uključivanja ove dimenzije, IT neće služiti razvoju društva.

Razvoj informacionog društva nije stvar izbora. To je s jedne strane neminovnost, a sa druge, ogromna šansa. Razvoj IKT omogućava zemljama koje su u tranziciji da preskoče čitave faze razvoja i ubrzano se priključe razvijenom svijetu.

Postoji nekoliko studija o razvoju informacionog društva u svijetu, a koje koriste različite indikatore.[14] Tako npr. Svjetski Ekonomski Forum (*World*

Upravo zbog toga Nikolas Negroponte tvrdi da smo već sada prešli iz informatičkog u postinformatičko društvo... „Kako se međusobno povezujemo, mnoge vrijednosti države-nacije (ili nacionalnog suvereniteta) ustupiće svoje mjesto elektronskim zajednicama. Mi ćemo se socijalizovati u digitalnom komšiluku u kojem fizički prostor gubi važnost, a vrijeme dobija drugačiju ulogu“ Nikolas Negroponte, „*Biti digitalan*“ *Clio*, Beograd 1998.

14 npr. SIBIS metodologije Evropske unije http://www.sibis-eu.org/; metodologije Ujedinjenih naroda: *Measuring ICT: The Global Status of ICT indicator*, *Partnership on measuring ICT for development, 2005,*

Bosnia and Herzegovina for the first time appeared in the report of the World Economic Forum (WEF) in 2004-2005[15]. In this report, BiH has taken 89 place out of 104 countries. In the series of these statements in the period since 2004 by 2009, shows that BH had a lot slower grow than other countries in the world and in the region. Of particular concern is the slow development of e-government readiness, where BiH was 87 in 2004, out of 104 countries, and in 2006 was 104 out of 122 countries, in 2009 in 129 place out of 133 countries, so at the very bottom of the list. The report of the 2004 / 2005 based on the individual readiness of BiH on 77 place out of 104 countries, and in 2009 on 63 out of 133 countries included in the report. These results suggest that BH has a good basic infrastructure for the development of ICT, and individuals are using it, and the institutions of government and business actors are far behind them. This certainly contributes to a very bad market, political and regulatory environment, making Bosnia and Herzegovina at the bottom of e-readiness of countries included in the WEF surveys (see Table 1, below).

The following table summarizes the results of the WEF in Bosnia and Herzegovina in the period of seven years.

	2004/ 2005	2005/ 2006	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013
The total number of countries (N)	104	115	122	127	134	133	138	142	144
Networked Readiness Index 2	89	99	89	95	106	110	110	84	78

Table 1: Ranking of Bosnia and Herzegovina according to indicators of e-readiness (WEF, The Global Information Technology Report)[16]

If we compare Bosnia and Herzegovina with the countries of the former Yugoslavia, then we see that B & H significantly lags behind other countries in the region (see Table 2).

Country	2009/10	Rang 2010/11	Rang 2011/12	Rang 2012/13
Slovenia	31	34	37	37

15 *World Economic Forum, Global Information Technology Report* 2004-2005.
16 Source: WEF, The Global Information Technology Report (2004/05-2009/10), reports available at: http://www.weforum.org//

Economic Forum – WEF) uzima u obzir tri grupe faktora: indeks okruženja (tržišno, političko, zakonodavno i infrastrukturno), indeks spremnosti (individualna spremnost, spremnost biznisa i vlade), te indeks korišćenja (individualno korišćenje, korišćenje biznisa i vlade).

U najnovijem izvještaju Svjetskog ekonomskog foruma o upotrebi IT u 2012. godini, zemlje u regionu su pozicionirane sljedećim redosljedom: Slovenija je na 37. mjestu, Hrvatska je 45, Crna Gora 46, Makedonija je 66, Albanija 68, Bosna i Hercegovina 84. i Srbija na 85. mjestu na listi od 142 zemlje. Čelna mjesta zauzimaju Švedska, Singapur, Finska, Danska i Švajcarska, dok su na začelju Angola, Jemen i Haiti[15].

Bosna i Hercegovina se prvi put pojavila u izvještaju Svjetskog Ekonomskog Foruma (*WEF*) iz 2004-2005. godine[16]. U ovom izvještaju BIH je zauzela 89 mjesto od ukupno 104 zemlje. Iz serije ovih izvještaja u periodu od 2004. do 2009. godine se vidi da je BiH imala dosta sporiji rast u odnosu na ostale zemlje u svijetu, kao i u regionu. Posebno je zabrinjavajući spor razvoj vladine e-spremnosti, gdje je BiH 2004. godine bila na 87 mjestu od ukupno 104 države, da bi 2006. bila 104. od 122 države, a 2009. na 129 mjestu od 133 države, dakle na samom začelju kolone. U izvještaju iz 2004/5. godine prema individualnoj spremnosti BiH je na 77 mjestu od ukupno 104 države, a 2009 je na 63 mjestu od 133 države obuhvaćene izvještajem. Takvi rezultati sugerišu da BiH ima dosta dobru osnovnu infrastrukturu za razvoj IKT-a, te da pojedinci to koriste, dok institucije vlasti pa i poslovni akteri značajno zaostaju za njima. Ovome svakako doprinosi jako loše tržišno, političko i regulatorno okruženje, po čemu je BiH pri dnu ljestvice e-spremnosti država obuhvaćenih *WEF* istraživanjima (vidjeti Tabelu 1, ispod).

Naredna tabela daje pregled *WEF* rezultata za Bosnu i Hercegovinu u periodu od sedam godina.

	2004/ 2005	2005/ 2006	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013
Ukupan broj zemalja (N)	104	115	122	127	134	133	138	142	144
Indeks mrežne spremnosti1	89	99	89	95	106	110	110	84	78

Tabela 1: Rang BiH prema indikatorima e-spremnosti (WEF, The Global Information Technology report)[17]

UN ICT Task Force; metodologija Svjetskog ekonomskog foruma, Svjetski ekonomski forum, IKT, mart 2005.

15 Izvor: Beta/Novi magazin

16 *World Economic Forum, Global Information Technology Report* 2004-2005.

17 Izvor: *WEF The Global Information Technology report* (2004/05-2009/10), izvještaji dostupni na: http://

Monte Negro	42	44	46	48
Croatia	51	54	45	51
Macedonia	73	72	66	67
Srbia	84	93	85	87
Bosnia and Herzegovina	110	110	84	78
Total state	133	138	142	144

Table 2: Ranking of countries in the region, according to the WEF (2009/2010 and 2010/2011)[17]

Number of registered Internet subscribers in 2010, in BH has reached 522,364, while the percentage of actual users is much higher at around 52% of the population.[18]

Latest research of Center GfK BH for market research from 2010, shows that the Internet is much more accepted by the younger generation, especially those aged 15 to 24, among whom almost ¾ use the Internet. Students and pupils are a group that most of all at least sometimes use the Internet (84%), half of the group are full-time employees, among which about half use the service, while among retirees are only about 4% of users. Although the number of users grew in the Federation of BH and the Republic Srpska, he still was slightly higher in the Federation of BH, and now the difference between these two entities is somewhat higher (41% vs. 26%). Something similar happened in the case of gender of users - so the number of male users is now higher than 6 months ago (from 35% to 38%), but increase of the number of female Internet users still was slightly higher (up from 28% to 33%), but men still make up more than half of all Internet users in BH, shows this study of GfK. About 60% of users in the category of managers, entrepreneurs, professionals, and students, and pupils use the Internet daily. In what we are still kind of curiosity among the CEE countries is the fact that over 20% of users access internet at the Internet café, in which we are far ahead of all other countries in which the GfK conducted the survey.

According to the data from telecom operator BH, Internet access services by mobile phone in 2011, experienced a real "boom" in the market of Bosnia and Herzegovina, which is directly related to the increasing number of users of smartphone.

17 Source for 2009/2010: World Economic Forum http://www.weforum.org/reports-results?fq=report issues ^% 3A% 22Global% 20Information% 20Technology% 22; From 2010/11: World Economic Forum, http :/ / reports.weforum.org / global-information-technology-report / (accessed on 27.4.2011.)
18 Annual survey of CRA license to provide Internet cast of Bosnia and Herzegovina from 2004 until 2009. the http://www.rak.ba/bih /

Ako uporedimo Bosnu i Hercegovinu sa zemljama bivše Jugoslavije onda vidimo da BiH značajno zaostaje za zemljama regiona (vidjeti Tabelu 2.)

Zemlja	2009/10	Rang 2010/11	Rang 2011/12	Rang 2012/13
Slovenija	31	34	37	37
Crna Gora	42	44	46	48
Hrvatska	51	54	45	51
Makedonija	73	72	66	67
Srbija	84	93	85	87
Bosna i Hercegovina	110	110	84	78
Ukupno država	133	138	142	144

Tabela 2: Rang zemalja u regionu, prema WEF (2009/2010 i 2010/2011)[18]

Broj registrovanih Internet pretplatnika u 2010. godini u BiH je dostigao broj od 522.364, dok je procenat stvarnih korisnika mnogo veći i iznosi oko 52% građana.[19]

Posljednje istraživanje GfK BH Centra za istraživanje tržišta iz 2010. godine, pokazuje da su Internet mnogo više prihvatile mlađe generacije, posebno oni u dobi od 15 do 24 godine među kojima se njih gotovo ¾ služi Internetom. Studenti i učenici su grupa koja najviše od svih bar ponekad koristi Internet (84%), a slijede ih stalno zaposleni među kojima oko polovine koristi ove usluge, dok među penzionerima nalazimo samo oko 4% korisnika. Iako je broj korisnika rastao i u Federaciji BiH i Republici Srpskoj, on je ipak bio nešto veći u FBiH, pa je sada i razlika između ova dva entiteta nešto veća (41% naspram 26%). Slično se dogodilo i kada je riječ o polu korisnika - tako je broj muških korisnika sada veći nego prije 6 mjeseci (sa 35% na 38%), ali porast broja žena korisnica Interneta ipak je bio nešto veći (skok sa 28% na 33%), no i dalje muškarci čine više od polovine svih Internet korisnika u BiH, pokazuje ovo istraživanje GfK BH. Oko 60% korisnika iz kategorije menadžera, preduzetnika, stručnjaka, ali i studenata i učenika Internet koristi svakodnevno. Ono po čemu smo i dalje svojevrsni kuriozitet među zemljama *CEE* je činjenica da više od 20% korisnika Internetu pristupa iz Internet *caffe*-a u čemu smo daleko ispred svih drugih zemalja u kojima je GfK proveo ovo istraživanje.

www.weforum.org/

18 Izvor za 2009/2010: *World Economic Forum* http://www.weforum.org/reports-results?fq=report^issues%3A%22Global%20Information%20Technology%22; Izvor za 2010/11: *World Economic Forum*, http://reports.weforum.org/global-information-technology-report/ (pristup ostvaren 27.4.2011.)

19 Godišnje anketa korisnika RAK dozvola za pružanje Internet uluga u Bosnia i Hercegovini od 2004 do 2009. godine http://www.rak.ba/bih/

THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN GENDER EQUALITY

Let us recall some very important women who have made a contribution to science, innovation and ICT, through history:

- Augusta Ada Lovelace in 1843 was he first who set some of the conceptual and technical basis for high technology and the first computer;
- Grace Hopper is credited for the first compiler, a program that translates instructions from English into the language of machines (in 1952);
- Randi Altschul was in 1999. invented the first disposable cell phone in the world

To increase more women in the field of ICT, it is necessary to make further efforts to promote the ICT industry and technology since elementary school, and in later education and training, and the dissemination of ICT sector among girls and women.

It should be noted that in the near future, the largest number of jobs will be related to ICT and its use, and ICT as an inexhaustible field arises as a possible solution for women in terms of education, training and careers, and ultimately a better social status of women, economic empowerment and poverty reduction. Today the share is higher than 70%. According to Viviane Reding, EU Commissioner for Information Society and Media, in the near future, Europe will miss 300,000 professionals/experts in the field of ICT which creates opportunities for new jobs, but also a problem of how to ensure European competitiveness. Resources can be pleased only if we use the potential of women and orientation in this direction has a strategic importance for Europe. It requires long-term planning and working with the girls in elementary and secondary schools.

According to the data from our region at the technical college in the field of ICT female student enrollments average is 20%. Therefore it is necessary that during the primary, secondary and higher education to promote and increase the interest of women and girls to make a career in the field of ICT. It is also necessary to provide equal opportunity for selection of women's and men's employment in the ICT sector and the supervisory authorities control the provision of equal and fair election of women and men in employment, education and promotion, with the ultimate goal of achieving gender equality.

At the suggestion of Serbia, in Mexico was adopted amendments to Resolution 70, which deals with women's issues, which enabled the establishment of the Global Network of women in leadership positions in ICT, as well as the celebration of International Day of Girls in ICT. Minister of Telecom-

Prema podacima telekom operatera BiH, usluga pristupa Internetu mobilnim telefonom 2011. godine je doživjela pravi "bum" na tržištu BiH, što je u izravnoj vezi sa sve većim brojem korisnika tzv. pametnih telefona – *smartphone*.

ULOGA INFORMACIONO-KOMUNIKACIONIH TEHNOLOGIJA U RODNOJ RAVNOPRAVNOSTI

Podsjetimo se nekih veoma značajnih žena koje su dale svoj doprinos nauci, inovacijama i IKT-u, kroz istoriju:

- ***Ada Augusta Lovelace*** je još 1843. godine postavila neke od prvih konceptualnih i tehničkih osnova za visoku tehnologiju i prve računare;
- ***Grace Hopper*** je zaslužna za prvi kompajler, program koji prevodi instrukcije sa engleskog jezika na jezik mašine (1952. godine);
- ***Randi Altschul*** je 1999. godine izmislila prvi jednokratni mobilni telefon na svijetu

Da bi bilo više žena u oblasti IKT-a, potrebno je učiniti dodatne napore na promociji IKT industrije i tehnologije od osnovne škole, pa i u kasnijem obrazovanju i usavršavanju, kao i popularizaciju IKT sektora među djevojkama i ženama.

Treba naglasiti da će u skoroj budućnosti najveći broj radnih mjesta biti vezan za IKT i njihovo korišćenje, te se IKT kao jedna neiscrpna oblast nameće kao moguće rješenje za žene u smislu obrazovanja, usavršavanja i karijere, a u konačnici i bolji društveni položaj žena, ekonomsko osnaživanje, i smanjenje siromaštva. Već danas je taj udio veći od 70%. Prema izjavi Vivijan Reding, EU komesarke za Medije i Informaciono društvo, u bliskoj budućnosti Evropi će nedostajati 300.000 stručnjaka/stručnjakinja iz oblasti IKT što otvara velike mogućnosti za nova radna mjesta, ali i veliki problem kako osigurati evropsku konkurentnost. Resursi mogu biti zadovoljeni jedino ako se iskoristi potencijal ženske populacije i orijentacija u tom smjeru ima strateški karakter za Evropu. Ona zahtijeva dugoročno planiranje i rad sa djevojkama još u osnovnim i srednjim školama.

Prema podacima iz našeg regiona na tehničkim fakulteta iz IKT oblasti broj upisanih studentkinja je u prosjeku 20%. Stoga je neophodno da se tokom osnovnog, srednjeg i visokog obrazovanja promovišu i povećaju interesovanja žena i djevojčica da ostvare karijeru u oblasti IKT. Takođe je potrebno da se pružaju jednake mogućnosti pri izboru kandidata žena i muškaraca pri zapošljavanju u IKT sektoru, kao i da nadzorni organi kontrolišu obezbjeđenje podjednakog i pravednog izbora žena i muškaraca kod zapošljavanja, obrazovanja i unapređenja, s krajnjim ciljem dostizanja rodne ravnopravnosti.

munications and Information Society, Serbia, Jasna Matic, participated in the 18th Plenipotentiary Conference of the International Telecommunication Union in Guadalajara, Mexico, in october 2010. The Plenipotentiary Conference is the top-level body of the International Telecommunication Union and is responsible for the allocation of radio spectrum in the world, creating the technical standards that define all ICT networks, and developing and implementing strategies to reduce the digital divide in response to the growing needs of modern life. On this occasion, the Minister presented the initiative, under the auspices of the International Telecommunication Union, to establish a global network of women in leadership positions in the field of ICT, which will deal with raising living standards around the world, with a special focus on children and women, through the promotion and use of ICT. In addition to these initiatives, minister promoted celebration of the International Day for girls in the ICT field, which will be marked every fourth Thursday in April, when the girls have the opportunity to learn about educational opportunities and work in the field of ICT. In the 55th Session of the United Nations International Commission on the Status of Women, 25.02.2011 in New York was presented a global network of women decision makers in ICT "Women in ICT".

According to a study published by European Schoolnet, and by provided by the network of 31 Ministries of Education in Europe, according to the decision of women not to make a career in the field of new technologies affects stereotypes and prejudices and ingrained attitude that it's more "fitting" for men. The study was commissioned by Cisco which is a manufacturer of network equipment, and the study includes students, parents and teachers of both genders in Poland, Italy, UK, France and the Netherlands. Girls during the secondary school have the same capacity for IT and the boys, but girls' interest in the study of IT decreases by 50% after high school, when deciding on entry to the universities. According to the same survey, more than 50% of the students affected by these "models of behavior" in Poland, Italy and France, while in the Netherlands the rate is lower. The report of Cisco states necessary of the cooperation between the private and the public sector, so to the public can get the true picture of the ICT sector and to encourage girls and women to take advantage of the talent and build a career in the sector.

So far only one of the five female scientists are in the field of ICT in Europe, and it is a problem because IT sector is one of the strategic importance and because it is estimated that in the European Union lack of experts in the field.

Throughout the history of the technology industry was not overly fond of women. The U.S. Department of Labour, for example, published a list of

Na prijedlog Republike Srbije u Meksiku su usvojeni amandmani na Rezoluciju 70 koja se bavi ženskim pitanjima, što je omogućilo osnivanje Globalne mreže žena na rukovodećim pozicijama u IKT, kao i obilježavanje Međunarodnog dana djevojčica u IKT-u. Ministarka za telekomunikacije i informaciono društvo Srbije, Jasna Matić, učestvovala je na 18. konferenciji opunomoćenika Međunarodne unije za telekomunikacije u Gvadalahari, Meksiko, u oktobru 2010. godine. Konferencija opunomoćenika predstavlja tijelo najvišeg nivoa Međunarodne unije za telekomunikacije i odgovorno je za alokaciju radijskog spektra u cijelom svijetu, kreiranje tehničkih standarda koji određuju sve IKT mreže, kao i za razvoj i implementaciju strategija za smanjenje digitalnog jaza, kao odgovor rastućim potrebama koje nameće savremeni život. Tom prilikom, ministarka je predstavila inicijativu Ministarstva da se, pod okriljem Međunarodne unije za telekomunikacije, osnuje globalna mreža žena na vodećim pozicijama u oblasti IKT, koja će se baviti podizanjem životnog standarda širom svijeta, sa posebnim osvrtom na djecu i žene, kroz promociju i korišćenje IKT. Pored ove inicijative, ministarstvo je na Konferenciji promovisalo i obilježavanje Međunarodnog dana djevojčica u IKT oblasti, koji će se obilježavati svakog četvrtog četvrtka u aprilu, kada će djevojčice imati priliku da upoznaju mogućnosti školovanja i rada u IKT oblasti. U okviru 55. sjednice međunarodne komisije Ujedinjenih nacija za status žena, 25. februara 2011. godine je u Njujorku predstavljena globalna mreža žena donosilaca odluka u IKT-u *„Women in ICT“*.

Prema studiji koju je objavio Skulnet (*European Schoolnet*), a provela mreža 31 ministarstva obrazovanja u Evropi i šire u 5 evropsih zemalja, navodi se da na odluku žena da ne grade karijere u oblasti novih tehnologija utiču stereotipi i predrasude, odnosno uvriježen stav da to više "priliči" muškarcima. Istraživanje je naručila kompanija Cisko (*Cisco*) koja je proizvođač mrežne opreme, a studija obuhvata studente, roditelje i profesore oba pola u Poljskoj, Italiji, Velikoj Britaniji, Francuskoj i Holandiji. Djevojke tokom srednjeg obrazovanja imaju iste sposobnosti za IT kao i mladići, ali interesovanje djevojaka za studije iz oblasti IT opada za 50% nakon srednje škole, prilikom odlučivanja o upisu na studije. Prema istom istraživanju više od 50% studenata je pod uticajem tih "modela ponašanja" u Poljskoj, Italiji i Francuskoj, dok je u Holandiji taj procenat niži. U izvještaju Ciska se navodi da je neophodna saradnja privatnog i javnog sektora da bi se javnosti pružila prava slika sektora IKT i da bi se djevojke i žene ohrabrile da iskoriste talenat i grade karijeru u tom sektoru.

Za sada je samo jedna od pet naučnika iz oblasti IKT-a u Evropi žena, a to predstavlja problem zato što su IT jedan od sektora od strateškog značaja i zato što se procjenjuje da će u Evropskoj Uniji nedostajati stručnjaka iz te oblasti.

the top 20 occupations for women. Neither one of them did not belong on the technical sector. Only 3% of managerial positions in more than 500 companies are held by women[19].

Sufficient indication that after 160 years in business company Siemens, a woman (Barbara Kux) became a member of the Managing Board of Siemens AG of Germany. This decision makes Siemens the only company of the DAX 30 industrial companies with woamn as a member of Board of Directors.

Ipsos Puls agency conducted a survey in the Croatia, which show that changes in the ICT sector give positive indication of the general trend in the economy. Although the overall number of employees is in the fall, the number of employees in the ICT sector is muted. Only one third of employed women in the ICT sector which is lower than the overall proportion of women in the workforce of 46%. Of the total number of women in the ICT sector, about 28% is in a position of leadership which is similar to the proportion of men wich is 31%. It is interesting to note that 28% of women in a position of leadership in the ICT sector, significantly more than 15% of women in leadership positions in all other areas. The results show that, although the situation is not perfect, women have a much better opportunity for advancement and building a career in the ICT sector, and most employers think that increasing the participation of women in ICT would had a positive effect on the sector. Employers were asked why, in their opinion there are fewer women in the ICT sector argued that the still prevailing perception that it is a traditionally "male" occupations, and a high position is a position that employers prefer male ICT professionals. The general attitude of companies from the ICT sector to increase the number of women in the future is positive. More than half of employers believe that the increase in the number of women would had a positive impact on the ICT sector, and they welcome specific training programs which would contribute increasing the participation of women in the ICT area. The results show that the majority of Croatian universities graduates are female students, while the ICT studies have only 16%. The Faculty of Electrical Engineering and Computer Science, the percentage of female students in the first year in recent years ranged from 13 to 20%. Among teachers is a similar situation, where almost 20% of the staff are women. It can be expected that the percentage of women enrolled in the Faculty of Electrical Engineering and Computer Science continue to rise over time, then the percentage of women in the teaching staff. Gradually the myth is breaking that ICT is an exclusively male profession, and popularization of the profession among women have naturally developed through the growing use of computers, mobile phones and the availability of information on the choice of jobs.

19 Source: CNN

Kroz istoriju tehnološka industrija nije bila pretjerano naklonjena ženama. Američko Odjeljenje rada, na primjer, objavilo je listu 20 vodećih zanimanja za žene. Ni jedno on njih nije pripadalo tehničkom sektoru. Samo 3% rukovodećih pozicija u više od 500 kompanija pripada ženama[20].

Dovoljan pokazatelj je da je tek nakon 160 godina poslovanja kompanije Simens (*Siemens*) jedna žena (Barbara Kux) postala članica Upravnog odbora kompanije Simens AG Njemačka. Ova odluka čini kompaniju Simens jedinom od *DAX* 30 industrijskih kompanija koja u svom Upravnom odboru ima za člana ženu.

Agencija Ipsos Puls je provela istraživanje u Republici Hrvatskoj, iz koga se vidi da promjene u IKT sektoru daju pozitivnije naznake od opšteg trenda u privredi. Iako je sveukupni broj zaposlenih u padu, broj zaposlenih u IKT sektoru trenutno stagnira. Tek su trećina zaposlenih u IKT sektoru žene što je niže od opšteg udjela žena u broju zaposlenih od 46%. Od ukupnog broja žena u IKT sektoru, njih oko 28% je na nekom rukovodećem položaju što je slično udjelu kod muškaraca koji iznosi 31%. Zanimljivo je istaći da je 28% žena na rukovodećem položaju u IKT sektoru, značajno više od 15% žena koje su na rukovodećim položajima u svim ostalim područjima. Rezultati pokazuju da, iako situacija nije savršena, žene imaju daleko bolju mogućnost napredovanja i gradnje karijere u IKT sektoru, te većina poslodavaca smatra kako bi se povećanje udjela žena u IKT-u pozitivno odrazilo na sektor. Poslodavci su na upit zašto prema njihovom mišljenju ima manje žena u IKT sektoru obrazlagali da i dalje prevladava percepcija da je riječ o tradicionalno „muškim“ zanimanjima, te se na visokoj poziciji nalazi i stav da poslodavci preferiraju IKT stručnjake muškog pola. Generalan stav firmi iz IKT sektora o povećanju broja žena u budućnosti je pozitivan. Više od polovine poslodavaca smatra kako bi povećanje broja žena imalo pozitivan uticaj na IKT sektor, te pozdravljaju konkretne obrazovne programe kojima bi se doprinijelo povećanju udjela žena u IKT području. Rezultati pokazuju da na hrvatskim univerzitetima većinu diplomiranih čine studentkinje, dok ih na IKT studijima ima tek 16%. Na Fakultetu elektrotehnike i računarstva, procenat studentkinja na prvoj godini se u posljednjih nekoliko godina kretao od 13 do 20%. Među nastavnim osobljem je slična situacija, gdje gotovo 20% osoblja čine žene. Može se očekivati da će procenat žena koje upisuju Fakultet elektrotehnike i računarstva i dalje rasti, a s vremenom onda i procenat žena u nastavnom osoblju. Postepeno se već razbija mit o računarskoj struci kao isključivo muškoj, te da se popularizacija te struke među ženama već prirodno odvija kroz sve veće korišćenje računara, mobilnih telefona i zbog dostupnosti informacija o izboru poslova.

20 Izvor: CNN

According to research by the Institute for Strategic Studies and Prognoses conducted in Montenegro[20] which included a total of 1,400 households in Montenegro in seventeen municipalities in Montenegro if we analyze the gender structure in the same sample was found 48% of females and 52% are male. The data below refer only to the analysis of group of females, representing 48% of the total sample. If we analyze the level of education of respondents in the sample has the highest percentage of those with secondary education (48.8%), followed by faculty (16%) and higher education (10.5%). Among respondents who are college educated are dominated by three faculties: Economics, Law and Philosophy. The highest percentage of female respondents aged 18 to 29 years, representing 33.6% of female respondents.

ANALYSIS OF GENDER EQUALITY IN ICT IN REPUBLIC OF SRPSKA

In the Republic of Srpska at the initiative of the Gender Center - Center for Gender Equality of the Government of Republic of Srpska in 2011 was first time celebrated "International Day for Girls in ICT", which is now constantly celebrated every year to increase the interest and participation of girls, young women and women in ICT.

As the world's data shows that only 20% of women globally present in techniques, technology, innovation and ICT fields in the Republic of Srpska does not exists any formal gender-disaggregated statistics in these areas, so Gender Center - Center for Gender Equality of the Government of Republic of Srpska in collaboration with the Agency for Information society RS conducted questionnaires for all institutions and administrative organizations at the RS public administration, as well as questionnaires for all ICT companies in the RS.

Analyses of Gender Center - Center for Gender Equality of the Government of Republic of Srpska [21] showed the following:

1. Institutions and administrative organization of the public administration in the Republic of Srpska:

- Heads of departments for ICT: 69% of men and 31% women;
- The number of employees working in ICT and 84% of men and 16% women;
- Classification of employees by education level in the ICT profession:

20 Source: MONSTAT

21 The data was collected, processed and analyzed by the author mr. Dijana Tepsic

Prema istraživanju Instituta za strateške studije i projekcije sprovedenom u Crnoj Gori[21] kojim je bilo obuhvaćeno ukupno 1.400 crnogorskih domaćinstava u ukupno sedamnaest crnogorskih opština ukoliko analiziramo polnu strukturu uzorka u istom se našlo 48% osoba ženskog pola, a 52% osoba muškog. Podaci koji slijede odnose se samo na analizu grupacije ispitanica ženskog pola, što predstavlja 48% cjelokupnog uzorka. Ukoliko analiziramo stepen obrazovanja ispitanica u uzorku najveći procenat je onih sa srednjom školom (48,8%), potom fakultetom (16%) i višom školom (10,5%). Među ispitanicama koje su fakultetski obrazovane dominiraju tri fakulteta: Ekonomski, Pravni i Filozofski fakultet. Najveći procenat ispitanica je starosne dobi od 18 do 29 godina, što predstavlja 33,6% ispitanica iz uzorka.

ANALIZA STANJA RODNE RAVNOPRAVNOSTI U OBLASTI IKT U REPUBLICI SRPSKOJ

U Republici Srpskoj je na inicijativu Gender centra - Centra za jednakost i ravnopravnost polova Vlade Republike Srpske 2011. godine prvi put obilježen „Međunarodni dan djevojčica u IKT-u“ koji se sada kontinuirano obilježava svake godine s ciljem povećanja interesovanja i učešća djevojčica, djevojaka i žena u IKT-u.

Kako svjetski podaci pokazuju da je samo 20% žena globalno zastupljeno u tehničkim, tehnološkim, inovacionim i IKT oblastima, a u Republici Srpskoj nisu do sada postojali zvanični rodno razvrstani statistički podaci u navedenim oblastima, Gender centar - Centar za jednakost i ravnopravnost polova Vlade RS je u saradnji sa Agencijom za informaciono društvo RS izradio upitnike za sve institucije i upravne organizacije na nivou javne uprave RS, kao i upitnike za sve IKT kompanije u RS.

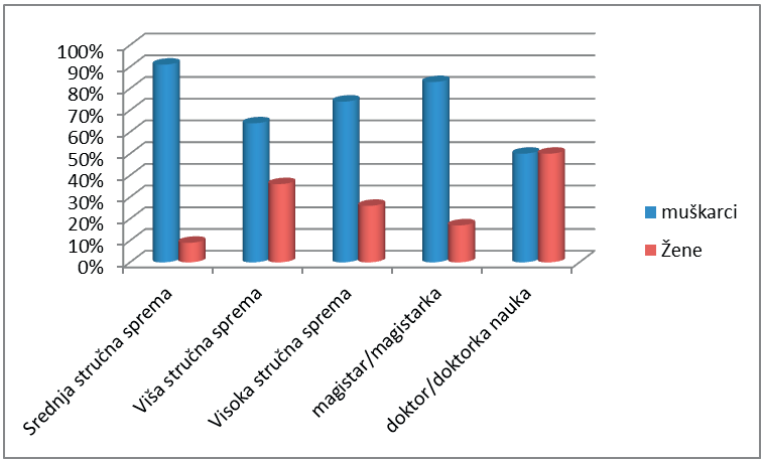
Analize Gender centra Vlade Republike Srpske[22] su pokazale sljedeće:

1. Institucije i upravne organizacije javne uprave u Republici Srpskoj:

- Rukovodioci odjeljenja za IKT: 69% muškaraca i 31% žena;
- Broj zaposlenih na poslovima IKT-a: 84% muškaraca i 16% žena;
- Klasifikacija zaposlenih prema stručnoj spremi u okviru IKT struke:

21 Izvor MONSTAT

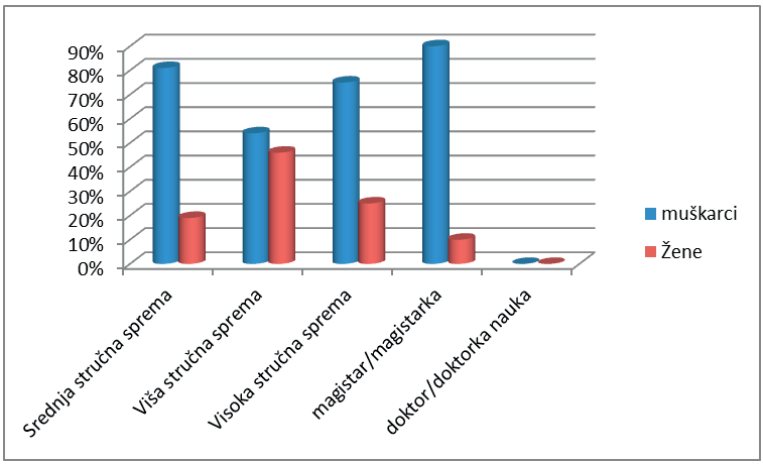
22 Podatke je prikupila, obradila i analizirala autorka mr. Dijana Tepšić

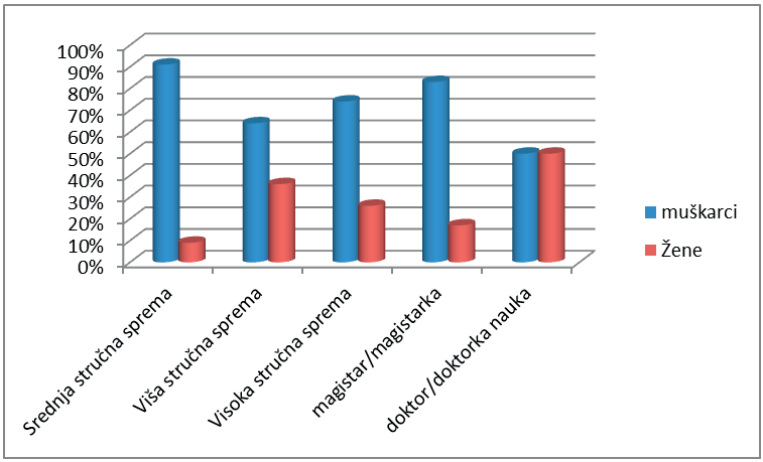


Education	Men	Women
High school	91%	9%
College 2 years	64%	36%
College 4 years	74%	26%
MA	83%	17%
PHD	50%(1 man)	50%(1 woman)

2. IT companies in the Republic of Srpska:

- The owner / owner Employers: 80% of men and 20% women;
- Director / Director of the company: 83% of men and 17% women;
- Number of employees: 76% of men and 24% women;
- Classification of employees by education level in the ICT profession:

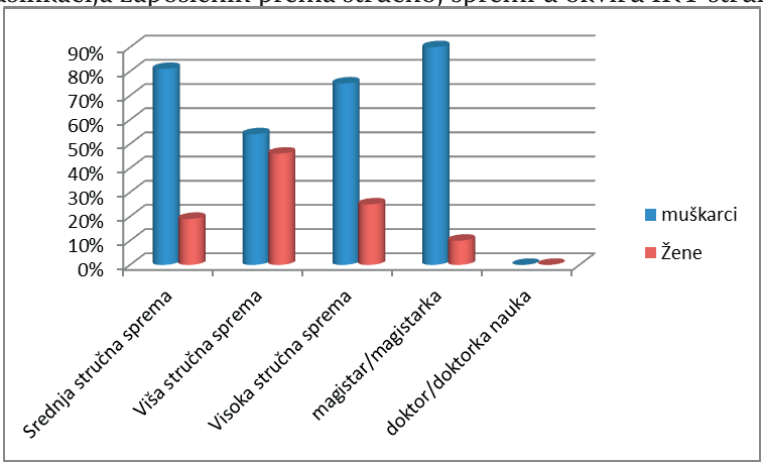




Stručna sprema	muškarci	Žene
Srednja stručna sprema	91%	9%
Viša stručna sprema	64%	36%
Visoka stručna sprema	74%	26%
magistar/magistarka	83%	17%
doktor/doktorka nauka	50% (1 muškarac)	50% (1 žena)

2. IT kompanije u Republici Srpskoj:

- Vlasnik/vlasnica komanije: 80% muškaraca i 20% žena;
- Direktor/direktorica kompanije: 83% muškaraca i 17% žena;
- Broj zaposlenih: 76% muškaraca i 24% žena;
- Klasifikacija zaposlenih prema stručnoj spremi u okviru IKT struke:



Stručna sprema	muškarci	Žene

Education	Men	Women
High school	81%	19%
College 2 years	54%	46%
College 4 years	75%	25%
MA	90%	10%
PHD	0%	0%

Prejudices and stereotypes make it difficult to achieve substantive gender equality in all spheres of life including in the fields of science, technology, innovation and ICT. Many research shows that during the primary, secondary and higher education, girls achieve visibly better results than boys, and the global research also shows that girls are talented for technical occupations and professions, but because of the pressure of the dominant social stereotypes and prejudices that women are not for science, technology, innovation and ICT, rather decide for some other professions in the social areas. The key change is public awareness of the harmful effects of the dominant social stereotypes and prejudices about women and men in our society in all spheres of life, including the fields of science, technology, innovation and ICT, in order to ensure equal participation and equal opportunities and benefits for both genders in terms of development, economic empowerment, labor and employment in these areas. Global measures of action to achieve gender equality in science, technology, innovation and ICT are implemented in order to raise public awareness and promote and encourage girls and women to increase their visibility, interest and participation in education and professional careers in innovation, technical, technological and ICT fields.

CONCLUSION

The late twentieth and beginning of the twenty-first century, we have generated technology whose use is not just a "male" privilege. Humankind was given a chance of engaging women in new technologies, gain overall development in all fields. Because ICT are everywhere.

However, access to new technologies is still far from reality for the vast majority of people, especially for the rural population and for specific age groups. This is mainly due to the lack of basic communication infrastructure, the high cost of its construction and development, lack of new technology, lack of knowledge of the English language that is prevalent on the Internet, as well as lack of awareness of the benefits of ICT are made in relation to everyday living. These barriers also pose a greater barrier to

Srednja stručna sprema	81%	19%
Viša stručna sprema	54%	46%
Visoka stručna sprema	75%	25%
magistar/magistarka	90%	10%
doktor/doktorka nauka	0%	0%

Predrasude i stereotipi otežavaju dostizanje suštinske ravnopravnosti polova u svim oblastima života i rada pa tako u oblasti nauke, tehnologije, inovacija i IKT. Svjetska i naša istraživanja pokazuju da tokom osnovnog, srednjeg i visokog obrazovanja djevojke postižu vidno bolje rezulatate od mladića, a svjetska istraživanja pokazuju da su djevojke i djevojčice nadarene i za tehnička zanimanja i profesije, ali se zbog pritiska vladajućih društvenih stereotipa i predrasuda da za žene nije nauka, tehnologija, inovacije i IKT, radije odlučuju za neke druge profesije u društvenim oblastima. Ključna je promjena svijesti javnosti o štetnom uticaju vladajućih društvenih stereotipa i predrasuda o ženama i muškarcima u našem društvu u svim oblastima života i rada, pa tako i u oblasti nauke, tehnologije, inovacija i IKT, kako bi se obezbijedilo ravnopravno učešće i jednake mogućnosti i koristi za oba pola u smislu usavršavanja, ekonomskog osnaživanja, rada i zapošljavanja u navedenim oblastima. Globalne mjere akcije za dostizanje rodne ravnopravnosti u oblasti nauke, tehnologije, inovacija i IKT se provode u cilju podizanja svijesti javnosti, te podsticanja i ohrabrivanja djevojčica, djevojaka i žena radi povećanja njihove vidljivosti, interesovanja i učešća u obrazovanju, kao i profesionalnim karijerama u inovacijama, tehničkim, tehnološkim i IKT oblastima.

ZAKLJUČAK

Kraj dvadesetog i početak dvadesetprvog vijeka iznjedrili su tehnologiju čija upotreba nije samo „muška“ privilegija. Čovječanstvo je dobilo šansu da većim i kreativnijim angažovanjem žena, na novim tehnologijama, dobije na opštem razvoju na svim poljima. Jer, nema gdje nema, informaciono-komunikacionih tehnologija.

Međutim, pristup novim tehnologijama je još uvijek daleko od stvarnosti za ogromnu većinu ljudi, a posebno seosko stanovništvo i za određene starosne grupe. To je uglavnom posljedica odsustva osnovne komunikacione infrastrukture, visokih troškova njene izgradnje i razvijanja, nepoznavanja novih tehnologija, nedovoljnog znanja engleskog jezika koji preovladava na Internetu, kao i pomanjkanje svijesti o koristima koje IKT donose u odnosu na svakodnevne životne potrebe. Navedene prepreke takođe predstavljaju veću barijeru za žene, jer su one češće nego muškarci na mjestima koja ne-

women because they are more likely than men to places that have nothing to do with ICT, have opportunities for training in computer skills and a greater percentage of the unemployed. Responsibilities in the home, cultural constraints of mobility, less economic power and the lack of relevance of the content of ICT in everyday life, further deepening their marginalization in the information sector and leads to the formation of gender gap.

Although the field of ICT involves a whole range of activities and professions, the world, and our research has shown that women have a greater participation in activities related to the administration and use of ICT for these purposes, and less in information science and professional jobs in the area. Therefore, we should work to change the minds of the public in order to break down prevailing stereotypes and prejudices about the "female" and "male" occupations, and to promote gender equality in the technical, engineering and ICT fields from the earliest school days, because of stereotypes and segretion are underestimated and suppress the creative power of women, and then, finally, the loss of all human society.

"Prejudices and stereotypes are stiffer then atom"
Albert Einstein

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maju veze sa IKT, nemaju mogućnosti za obuku za korišćenje računara i u većem procentu su nezaposlene. Odgovornosti u kući, kulturološka ograničenja pokretljivosti, manja ekonomska snaga kao i nedostatak primjenljivosti sadržaja IKT-a u praktičnom životu, dalje produbljuje njihovu marginalizaciju u informacionom sektoru i dovodi do stvaranja rodnog (*gender*) jaza.

Iako oblast IKT-a podrazumijeva čitavu lepezu aktivnosti i profesija, svjetska i naša istraživanja pokazala su da žene imaju većeg učešća u poslovima vezanim za administraciju i upotrebu IKT-a u te svrhe, a manje u informatičkim naukama i stručnim poslovima u toj oblasti. Zbog toga treba raditi na promjeni svijesti javnosti u cilju rušenja vladajućih stereotipa i predrasuda o „ženskim“ i „muškim“ zanimanjima, te promovisati rodnu ravnopravnost u tehničkim, tehnološkim i IKT oblastima već od najranijih školskih dana, jer zbog stereotipa i segregacionizma se potcjenjuju i potiskuju stvaralačke moći žena, a tada je, u konačnom, na gubitku čitavo ljudsko društvo.

„Od atoma su tvrđe samo predrasude i stereotipi“
Albert Ajnštajn

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ISSN 0354-9852
DOI 10.7251/AKT1321086B
UDK 378.014.3:004.738.5
Overview paper

ASYMMETRIC DISTRIBUTION AND ITS IMPACT

Milenko Krajišnik[1]

Summary

The current economic crisis has been lasting too long, and particular examples of economic growth and unemployment reduction in some countries have not been the accelerator sufficient for the global recovery. The general level of demand is low, hence so are the investments, although the most powerful economic factors, i.e. the highly developed countries and transnational companies, have the capacities for new investment cycles.

This work analyses the causes and effects of decrease in demand, as well as the options available for removal of those causes and revitalization of the effects.

One of the main causes of decrease in demand in a long run is the asymmetrical distribution of income which has led to a reduction in purchasing power of a large number of consumers, high debt level and change in demand structure. An additional problem, which can be regarded also as a cause of decline in demand in the short run, is the austerity policy which is being implemented both where necessary and conditioned and where voluntary albeit not necessary.

In order to overcome the problem, it is necessary to increase and maintain demand, first initially and then permanently, which is where the state plays an important role.

Key words: *economic crisis, demand, consumption, asymmetrical distribution, employment, investments.*

THE WORLD ECONOMIC CRISIS AND DIFFICULTIES IN ITS OVERCOMING

In different economic papers, the 1929-1933 crisis is often referred to as the Great Economic Crisis or the Great Depression because the world had not seen a greater one before. It was certainly the greatest crisis since the onset of systematic monitoring of economic flows and since the economics as a science had started looking at such phenomena. It was the greatest one also because it affected almost the entire globe, leaving dire effects in its

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ISSN 0354-9852
DOI 10.7251/AKT1321086B

UDK 378.014.3:004.738.5
Pregledni rad

ASIMETRIČNA RASPODJELA I NJENE POSLEDICE

Milenko Krajisnik[1]

Sažetak

Aktuelna ekonomska kriza traje isuviše dugo a pojedini slučajevi privrednog rasta i smanjenja nezaposlenosti u nekim zemljama nisu bili dovoljan akcelerator za globalni oporavak. Opšti nivo tražnje je nizak, a shodno tome i investicije, iako najmoćniji ekonomski faktori, visoko razvijene zemlje i transnacionalne kompanije imaju kapacitete za nove investicione cikluse.

U ovom radu analizirani su uzroci i posledice pada tražnje, kao i mogućnosti koje stoje na raspolaganju da se uzroci otklone a posledice saniraju.

Jedan od osnovnih uzroka pada tražnje u dugom roku je asimetrična raspodjela dohotka koja je dovela do smanjenja kupovne moći velikog broja potrošača, visoke zaduženosti i do promjene strukture tražnje. Dodatni problem, a mogao bi se posmatrati kao uzrok pada tražnje u kratkom roku, je politika štednje koja se provodi i tamo gdje je nužna i uslovljena i tamo gdje je dobrovoljna a nije nužna.

Da bi se problem prevazišao neophodno je povećati i održati tražnju, prvo inicijalno a zatim trajno u čemu država ima važnu ulogu.

Ključne riječi: *asimetrična raspodjela, tražnja, potrošnja, ekonomska kriza, zaposlenost, investicije.*

Abstract

The current economic crisis has been lasting too long, and particular examples of economic growth and unemployment reduction in some countries have not been the accelerator sufficient for the global recovery. The general level of demand is low, hence so are the investments, although the most powerful economic factors, i.e. the highly developed countries and transnational companies, have the capacities for new investment cycles.

This work analyses the causes and effects of decrease in demand, as well as the options available for removal of those causes and revitalization of the effects.

One of the main causes of decrease in demand in a long run is the asymmetrical distribution of income which has led to a reduction in purchasing power of a large number of consumers, high debt level and change in demand

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wake, primarily in the form of sluggish economic activity, while causing high unemployment rates over a prolonged period of time.

There have been a lot of discussions among economists on the Great Depression that hit the world and different opinions as to the ways of overcoming the resulting difficulties. There is no doubt that the most prominent among them was John Maynard Keynes. It seems that there is no dilemma that Keynes' views were key to overcoming the Great Depression; also, there is no doubt that his *General Theory of Employment, Interest and Money* introduced into economics a new direction and marked the entire 20th century (Vukmirica, 2012). A lot of time has passed since Keynes' General Theory was first published, many new books in the area of economics have been written and since WWII to the beginning of the 21st century, the world has seen more or less dynamic economic development (with several small-scale episodes of economic stagnation). And then the current world economic crisis hit, the causes of which have been discussed in many paper, but only few options for its overcoming have been offered. As if the abundance of new books made the world forget the old books. In certain circles of politicians and economists, different interpretations can be heard, which do not find the causes of the crisis in the attempts of some market players to make high profits no matter what.[2] However, we believe these to be merely attempts to put the blame on someone else and justify and preserve the privileged positions of individual powerful economic players.

Since the onset of the economic crisis in 2007 to date, during this period of depression, the global economy has seen cyclic movement. And just when it seemed that the crisis is a thing of the past, most of the world saw a new decline of economic growth rates, while the key global economies saw increasing unemployment rates. Although end-2011 and early 2012 saw positive economic growth indicators, the crisis was not over yet. If we look at 2012 Q4, we shall see that the GDP and industrial production rates in Japan dropped by 0.1 per cent and 7.9 per cent respectively; industrial production in the US fell by 0.1 per cent, while labour intensive industries saw dropped 0.4 per cent. The European Union's GDP dropped 0.6 per cent, where the decline was observed in the three key economies of the Union: Germany 0.6 per cent, France 0.3 per cent and Italy 0.9 per cent. Some authors refer to this phenomenon as "a double-bottom crisis" or "a W-shaped crisis", although it is actually a euphemisms for a number of failed attempts at ensuring a more viable recovery. This is because the actual meaning of the double (or multiple) bottom should symbolise the strength and reassurance that there will be no further downward trends and that there exists a robust foundati-

2 In his paper entitled „Seven myths about the global economic crisis" Prof. Jovan B. Dušanić explains this phenomenon.

structure. An additional problem, which can be regarded also as a cause of decline in demand in the short run, is the austerity policy which is being implemented both where necessary and conditioned and where voluntary albeit not necessary.

In order to overcome the problem, it is necessary to increase and maintain demand, first initially and then permanently, which is where the state plays an important role.

Key words: *economic crisis, demand, consumption, asymmetrical distribution, employment, investments.*

SVJETSKA EKONOMSKA KRIZA I TEŠKOĆE U NJENOM PREVAZILAŽENJU

U ekonomskoj literaturi se ekonomska kriza koja je trajala od 1929. do 1933. godine često naziva "Velika ekonomska kriza" ili "Velika depresija" jer svijet za veću nije znao. Bila je to svakako najveća ekonomska kriza od vremena od kada se sistematski prate ekonomski tokovi i od kada ekonomska nauka izučava ove pojave. Najveća je bila zbog toga što je zahvatila gotovo čitavu zemaljsku kuglu, imala velike posledice, prije svega u vidu pada privredne aktivnosti, izazvala je visoku nezaposlenost i trajala je dugo.

O Velikoj depresiji koja je pogodila svijet među ekonomistima je bilo dosta rasprave i razlika u stavovima kako i na koji način je moguće prevazići nastale teškoće. Nema nikakve sumnje da je najznačajniji među njima bio Džon Mejnard Kejnz. Čini se da nema dileme da su Kejnzovi stavovi bili od ključne važnosti za prevazilaženje Velike depresije, niti ima ikakve sumnje da je njegova *Opšta teorija zaposlenosti, kamate i novca* u ekonomskoj nauci predstavljala novi pravac i obilježila čitav dvadeseti vijek (Vukmirica, 2012). Od objavljivanja Kejnzove Opšte teorije prošlo je mnogo vremena, napisane su mnoge nove knjige iz ekonomije i svijet se sve od kraja drugog svjetskog rata do početka 21. vijeka kretao kroz manje, više, dinamičan ekonomski razvoj (uz pojavu nekoliko manjih ekonomskih stagnacija). A onda je stigla aktuelna svjetska ekonomska kriza o čijim uzrocima je napisano mnogo radova, ali je ponuđeno malo rješenja za njeno prevazilaženje. Kao da je svijet zbog novih knjiga zabotravio da čita stare. O uzrocima krize i danas se mogu u nekim krugovima političara i ekonomista čuti različite interpretacije koje uzroke nastanka krize ne vide u nastojanju pojedinih tržišnih učesnika za ostvarivanjem visokih profita bez obzira na posledice.[2] Ipak smatramo da su to samo pokušaji da se krivica svali na nekog drugog i da se opravdaju i sačuvaju povlašćene pozicije pojedinih moćnih ekonomskih aktera.

2 U radu pod nazivom „Sedam mitova o svetskoj ekonomskoj krizi" prof. dr. Jovan B. Dušanić je objasnio ovu pojavu.

on for a safe suprastructure. As the things stand now, it seems likely that the bottom of the crisis might be multifaceted and more in a "www" shape. Let us hope that the forecasts are wrong; however, by the look of it and given the therapy proposed, it seems that the prosperity of the global economy might see the 80th anniversary of the above mentioned Keynes' General Theory, which will come "as soon as" in three years' time from now. Very serious people, as Paul Krugman calls them sarcastically, will say that to compare this crisis with the Great Depressions it to lack good manners and that it is not the Great Depression that is on the stage now, at least not for the majority. However, they should look at the entire European area to the south from the Alps (Portugal, Spain, Italy, Greece, Croatia, Bosnia-Herzegovina, Montenegro, Serbia, Cyprus, Bulgaria and even Slovenia) or many other EU and non-EU countries, which find it only too difficult to cope with the challenges of the sluggish economic activity and high unemployment, huge debt and deficit. However, the situation is more similar to that described by Keyens at the time of the Great Depression. Indeed, the chronic condition of low economic activity over a prolonged period of time with no obvious trends of improvement or complete collapse is evident. This state of affairs actually demonstrates why - as should be case - interest in Keynes and his General Theory has resurged because "free market forces", primarily in the financial area, have been the cause of the worst financial and economic crises over the past two centuries.

This brief reference to Keynes and the anniversary of his major book is a very important illustration of how some evident ways out of a crisis are not actually used albeit some economists will insist on them, including Nobel Prize winners such as Paul Krugman and Josef Stiglitz. This shows that political elites, even in intellectually advanced settings, are prone to opportune behaviour, i. e. to promote such truth that will serve the more powerful and to advocate solutions that are beneficial to the rich, not helping those in most need.

This paper does not aim to look at all causes of the crisis and reasons for its spreading, nor do we seek to provide a comprehensive solution for complete economic recovery. The overall demand level has declined in the circumstances of the crisis, but it is exactly the insufficient demand that can account for the sluggish dealing with the difficulties. This paper will cast more light on some causes of declining demand and, starting from there, recommend possible solutions of the problem. Demand has been plummeting for a while as the purchasing power of a large portion of the population has declined as well. It is true, however, that it has not declined in those who share the small percentage of extreme wealth, as well as in some fast-growing

Od 2007. godine kada je kriza počela pa do danas, svjetska ekonomija je unutar ovog perioda depresije imala ciklična kretanja. Taman kad se činilo da je kriza prošlost i da je počeo ekonomski oporavak u najvećem dijelu svijeta, dolazio je novi pad stopa ekonomskog rasta i rast stopa nezaposlenosti u ključnim svjetskim ekonomijama. Iako je kraj 2011. godine i početak 2012. bilježio pozitivne pokazatelje ekonomskog rasta ipak nije došlo do definitivnog izlaska iz krize. Ako posmatramo zadnji kvartal 2012. godine vidjećemo da je u Japanu GDP i industrijska proizvodnja u padu 0,1% i 7,9% respektivno, da je industrijska proizvodnja u SAD u padu 0,1% a u radon intenzivnim industrijskim granama pad je 0,4%. Evropska unija ima pad GDP 0,6% pri čemu je pad prisutan u tri ključne ekonomije unije Njemačka 0,6%, Francuska 0,3% i Italija 0,9%. Neki autori su ovu pojavu nazavli "kriza sa dvostrukim dnom" ili "kriza oblika W" iako je to ustvari eufemizam za više neuspjelih pokušaja trajnijeg oporavka. Ovo stoga što stvarno značenje dvostrukog (ili višestrukog) dna treba da predstavlja čvrstinu i sigurnost da neće biti kretanja naniže i da postoji dobar oslonac za sigurnu nadgradnju. Kako se stvari odvijaju čini se izvjesnim da bi dno krize moglo biti višestruko i više liči na "www". Nadajmo se da su procjene pogrešne ali kako stvari stoje i kakve se terapije predlažu čini se da bi prosperitet svjetske ekonomije mogao da dočeka osamdesetogodišnjicu od objavljivanja gore pomenute Kejnzove opšte teorije, a ona je "već" za tri godine. Neki Vrlo ozbiljni ljudi, kako ih sarkastično naziva Pol Krugman, reći će da je poređenje ove krize sa velikom depresijom neumjesno i da na sceni nije Velika depresija, bar ne za većinu. Ipak neka pogledaju svu Evropu južnije od Alpa (Portugal, Španiju, Italiju, Grčku, Hrvatsku, BiH, Crnu Goru, Srbiju, Kipar, Bugarsku, pa i Sloveniju) ili mnoge druge evropske i neevropske zemlje koji se treško nose sa teškoćama male privredne aktivnosti i visoke nezaposlenosti, velikog duga i deficita. Situacija je ipak bliža onoj koju je opisao Kejnz u vrijeme Velike depresije. Hronično stanje niske privredne aktivnosti tokom dužeg vremenskog perioda, bez ikakve izražene tendencije bilo ka oporavku ili ka potpunom kolapsu je zaista prisutno. Takvo stanje ustvari pokazuje zašto se, a tako i treba, interes za Kejnza i njegovu Opštu teoriju opet vraća u središte pažnje, jer je "slobodno djelovanje tržišta", prije svega u finansijskoj sferi, dovelo do najveće finansijske i ekonomske krize u posljednjih dva vijeka.

Ovo kratko spominjanje Kejnza i godišnjica njegovog najznačajnijeg djela vrlo je važna ilustracija kako se neka očigledna rješenja za izlazak iz krize ne primjenjuju iako na njima insistiraju neki ekonomisti među kojima ima i nobelovaca kao što su Pol Krugman i Džozef Stiglic. Ovo pokazuje sklonosti političkih elita pa i intelektualnih krugova, čak i u intelektualno najrazvijenijim sredinama, da se ponašaju oportuno, odnosno da promovi-

economies, but in the case of the latter, it is primarily due to the low starting base.

CAUSES OF DECLINING DEMAND

Economic growth, if any, has remained slow in the most countries of the world even five years after the crisis broke out. Unemployment is high and still increasing in many countries. Investments are at a low level although trans-national companies are making high profits. Why? The answer is evident, because it is not reasonable to produce commodities no one demands. That is the market. In order for economic activity and hence employment to boost, which would mean exiting the crisis period, it would be necessary to increase demand. However, in order for this obvious solution for overcoming the crisis to be plausible as well, we need to answer two key questions. The first one is: who can and should increase demand? And the second one is: what type of consumption could help overcome the crises for good?

Higher consumption may seem to be a hasty solution if we know that many countries, firms o citizens found themselves in the crisis exactly because they had been spending more than they actually should for years, i. e. beyond their income. Indeed, we should not forget that our consumption is someone else's income and that the situation in which everyone restrains from consumption will not lead to higher income and stable growth rates (Krugman, 2012).

In order to answer the above questions, we need to go back to the causes of declining demand. Total consumption encompasses public spending and private consumption (Babić, 1998). In some countries, for example in Germany, public spending has been restricted due to the austerity policies promoted by the governments of such countries, although it is not absolutely or at all necessary. It is not necessary because the levels of debt and budgetary deficit in those countries are acceptable, which means that they are not an issue in respect of their economic functioning and development. In other countries, like Greece or Spain, public spending has been restricted out of necessity, since the current levels of debt and deficit are too high, and moreover, the assistance is conditioned by belt-tightening. Some countries are faced with what is known as *asymmetric shocks*, which are imminent to monetary unions of countries at different levels of development (De Hrouve, 1990).

Private consumption has been reduced in the circumstances of the crisis mainly due to the decline of personal income, which is to a large extent supported by increased unemployment. If we look at the United States of

šu istinu koja služi jačem i zastupaju rješenja koja pomažu bogatima a ne onima kojima je pomoć stvarno potrebna.

Namjera u ovom radu nije da se analiziraju svi uzroci krize i razlozi njenog širenja niti pretendujemo da damo sveobuhvatno rješenje za potpun ekonomski oporavak. Opšti nivo tražnje je smanjen u uslovima krize, a upravo je nedovoljna tražnja jedan od razloga sporosti u prevazilaženju teškoća. U radu ćemo pokušati rasvijetliti neke od uzroka smanjenja tražnje i na osnovu toga predložiti moguća rešenja problema. Tražnja pada ili stagnira već duže vrijeme, jer je kod velikog broja ljudi smanjena kupovna moć. Istina, ona nije smanjena kod onih koji pripadaju manjem procentu veoma bogatih, kao i u nekim brzorastućim velikim ekonomijama, ali kod ovih drugih to je prije svega zbog niske polazne osnove.

UZROCI PADA TRAŽNJE

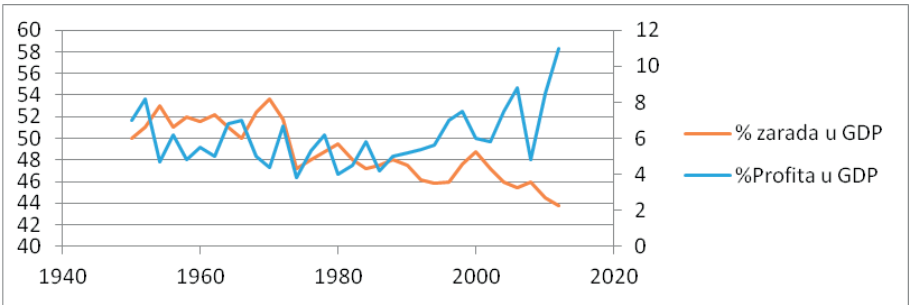
Ekonomski rast, tamo gdje ga uopšte ima, je usporen u većem dijelu svijeta i nakon pet godina od početka krize. Nezaposlenost je na visokom nivou i u mnogim zemljama još uvijek raste. Investicije su niske iako transnacionalne kompanije ostvaruju visoke profite. Zašto? Odgovor je očigledan, jer nije razumno proizvoditi robu koju niko ne traži. Takvo je tržište. Da bi došlo do povećanja privredne aktivnosti a sa njom i zaposlenosti, što bi značilo da izlazimo iz kriznog razdoblja, neophodno je povećati tražnju. Ali da bi ovo očigledno rješenje za izlazak iz krize bilo i uvjerljivo potrebno je odgovoriti na dva ključna pitanja. Prvo: Ko može i treba povećati tražnju? I drugo: Kakva potrošnja može pomoći u trajnom prevazilaženju krize?

Povećanje potrošnje može da djeluje kao ishitreno rješenje ako znamo da su mnoge zemlje, firme ili građani dospjeli u krizu baš zato što su godinama trošili više od mogućnosti, odnosno više nego što su imali prihoda. Ali zaista ne smijemo zaboraviti da je naša potrošnja nečiji prihod i da situacija u kojoj će se svi suzdržavati od potrošnje neće biti put u povećanje prihoda i ostvarivanje stabilnih stopa rasta (Krugman, 2012).

Da bi smo dali odgovore na naprijed postavljena pitanja moramo da se vratimo na uzroke zbog kojih je tražnja smanjena. Ukupnu potrošnju čine javna i privatna potrošnja (Babić, 1998). Javna potrošnja je u nekim zemljama kao što je Njemačka smanjena zbog politike štednje koju promovišu vlade tih zemalja iako ona nije posve ili nije uopšte nužna. Nije nužna zato što je nivo duga i nivo budžetskog deficit tih zemalja prihvatljiv, što znači da ne predstavljaju problem za ekonomsko funkcionisanje i razvoj. U nekim drugim zemljama poput Grčke ili Španije javna potrošnja je smanjena zbog nužnosti jer je postojeći nivo i duga i deficita previsok, a uz to im je pomoć uslovljena stezanjem kaiša. Neke zemlje se susreću sa onim što se naziva

America, and the situation is quite similar in other countries as well, we shall see a significant decline of household income, i. e. wages.

Figure 1. Corporate profits and wages as a share of the GDP in the US



Source: businessinsider.com http://www.businessinsider.com/corporate-profits-just-hit-an--all-time-high-wages-just-hit-an-all-time-low-2012-6 (16 . 6. 2013. at 9 hrs)

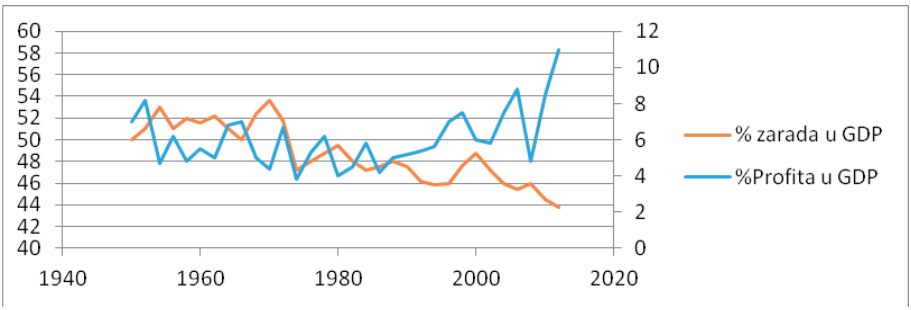
The line representing the ratio of corporate profits and GDP has an upward trend, and the growth was particularly intensive at the beginning of the 21st century, except in the recession years. Also, what is evident is a rapid (surprisingly so) recovery of profits after 2009. The second line, representing the ratio of wages and GDP has generally had a downward trend since the 1970s and is currently at its historical minimum.

Such wage trends in the majority of the population have certainly had detrimental effects on consumption and demand. This has further led to reduced private investment activity, i. e. decline in investment spending, since no one ever invests in the production of undesirable commodities. On the other hand, private consumption dropped due to the redistribution of income or asymmetric distribution in favour of the rich and to the detriment of the so-called middle class and the poor. The concentrated high income in the hands of a small number of non-investors inevitably leads to the reduction of overall consumption (Dušanić, 2009) because consumption is not sufficiently dispersed, either in terms of type of dynamics.

asimetrični šokovi koji su imanentni monetarnim unijama zemalja različitig nivoa razvijenosti (De Hrouve, 1990).

Privatna potrošnja je smanjena u uslovima krize najviše zbog realnog pada prihoda pojedinca a što je uveliko podržano povećanjem nezaposlenosti. Ako posmatramo Sjedinjene američke države, a slična je situacija i u mnogim drugim zemljama, uočićemo velik pad prihoda domaćinstava, odnosno pad zarada.

Grafikon 1. Kretanje profita korporacija i zarada u odnosu na GDP u SAD

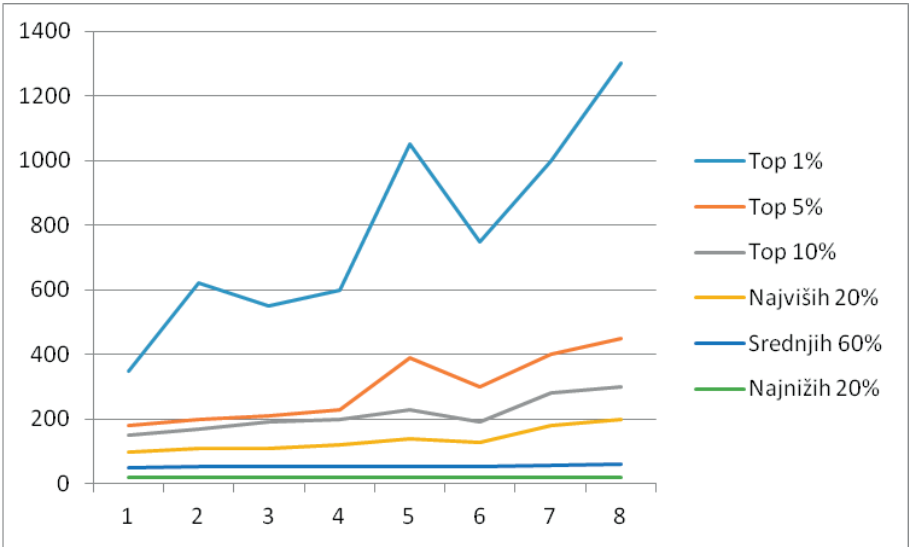


Izvor: businessinsider.com http://www.businessinsider.com/corporate-profits-just-hit-an-all-time-high--wages-just-hit-an-all-time-low-2012-6 (16 . 6. 2013. u 9 h)

Linija koja pokazuje odnos korporativnih profita i GDP ima tendenciju rasta a poseban intenzitet tog rasta vidljiv je od početka 21. vijeka, sa izuzetkom godina recesije. Isto tako jasan je i veoma brz (čak iznenađujući) oporavak profita poslije 2009. godine. Druga linija, koja pokazuje odnos zarada i GDP ima generalno tendenciju pada još od sedamdesetih godina prošlog vijeka i trenutno je na istorijskom minimum.

Takvo kretanje zarada većine stanovništva je naravno negativno uticalo na potrošnju i tražnju. Ovo je dalje uticalo na smanjenje privatnih investicija tj. smanjenje investicione potrošnje jer niko ne investira u proizvodnju onoga što niko ne traži. S druge strane privatna potrošnja je pala jer je došlo do preraspodjele dohotka ili asimetrične raspodjele u korist bogatih a na štetu tzv. srednje klase i siromašnih. Skoncentrisan veliki dohodak u rukama malog broja ljudi koji ne investiraju neminovno vodi smanjenju ukupne potrošnje (Dušanić, 2009), jer potrošnja nije dovoljno disperzirana ni po vrsti ni po dinamici.

Figure 2. Average After-Tax Income by Income Group in the USA

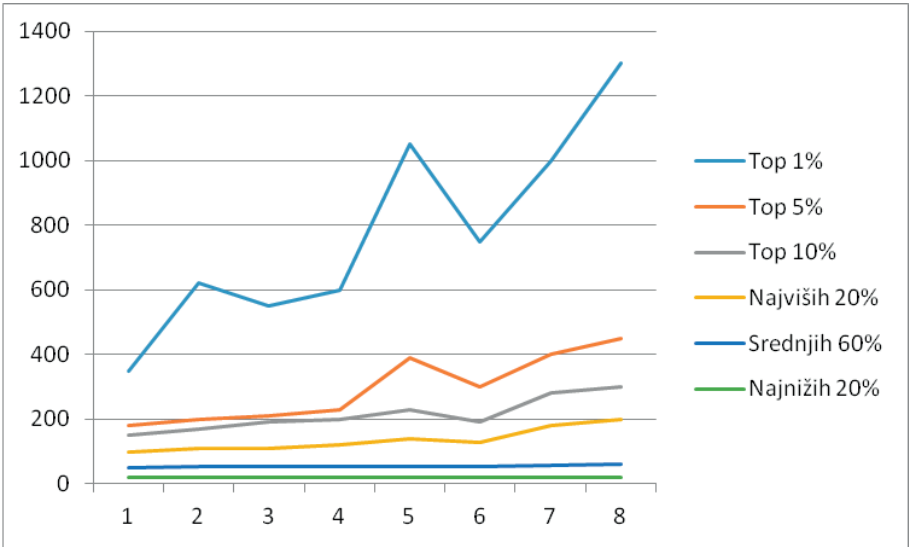


Source: Finance office of the USA Congress and author's contribution

The income of the 1 per cent of the richest has seen the fastest growth in the period before the crisis outbreak in 2007. That the trend has continued and even intensified is corroborated by the fact that 93 per cent of the income generated in the period following recovery, as the US refers to the post-2010 period, belongs to 1 per cent of the richest Americans. In 2010, out of a total of 15 600 000 US households, 37 per cent of all profit was concentrated in 15,600 households or 0.1 per cent of the top richest. An absolutely unbiased and highly respectable organisation as the Congress Budgetary Office (CBO) produced a report showing increasing of inequalities in the American society over the past 30 years. According to the report, 20 per cent of the rich has seen a rise in their income of 65 per cent, whereas the income of 20 per cent of those at the bottom of the scale rose by only 18 per cent over the same period. However, for 1 per cent of the richest, income took off by 277.5 per cent, whereas 0.1 per cent and 0.01 per cent groups earned even more (Krugman, 2012).

Such gap in the income growth, in particular of the rich, is in no way marginal in respect of the volume and structure of demand. There is no lack of demand for luxury and specific commodities but it is not enough to ensure stable economic growth. The demand structure can be changed by the asymmetric distribution of income where the rich get even richer and the poor are pauperised. Of course, if the process continues over prolonged

Grafikon 2. Kretanje prihoda pojedinih grupa stanovništva u SAD



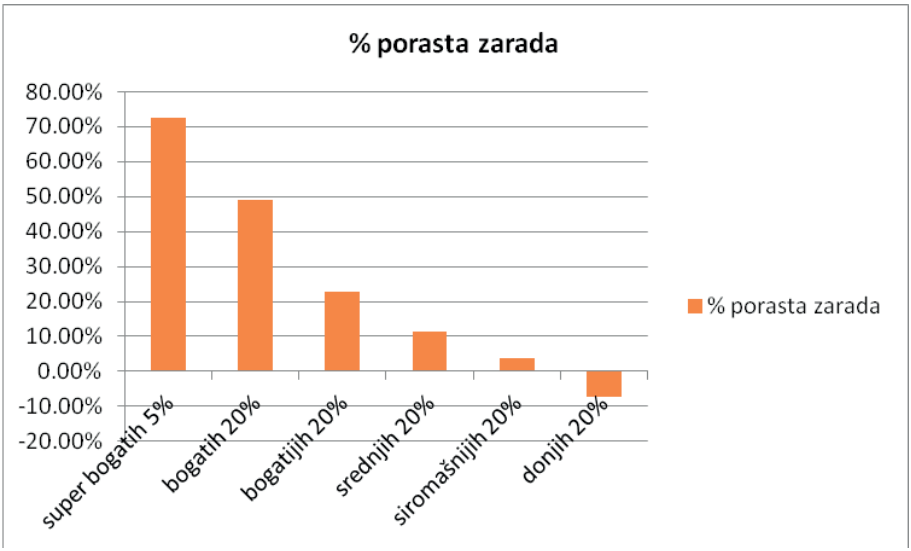
Izvor: Kancelarija za budžet Kongresa SAD i obrada autora

Prihodi 1% najbogatijih imali su najbrži rast u periodu do pojave krize 2007. godine. Da se trend nastavio i još intenzivirao govori podatak da je 93% prihoda ostvarenih u periodu oporavka, kako u SAD nazivaju period poslije 2010. godine, pripalo 1% najbogatijih amerikanaca. U 2010. godini od ukupno 15 600 000 domaćinstava u SAD, 37% sve dobiti je koncentrisano u 15 600 domaćinstava ili 0,1% top bogatih. Apsolutno nepristrasna i izuzetno ugledna organizacija kakva je Kongresna budžetska kancelarija (CBO) dala je izvještaj koji prikazuje porast nejednakosti u američkom društvu u poslednjih trideset godina. Prema tom izvještaju 20% bogatih imalo je rast prihoda od 65 procenata, dok su prihodi 20% onih na dnu ljestvice porasli samo 18 procenata za trideset godina. Međutim, za 1% onih najbogatijih prihodi su porasli 277,5 procenata, a onih 0,1 i 0,01% zaradilo je još više (Krugman, 2012).

Ovakve razlike u rastu prihoda, posebno bogataša, nije nikako sporedna stvar za obim i strukturu tražnje. Tražnje za luksuznim i specifičnim robama nije nedostajalo ali ona nije dovoljna za stabilan ekonomski rast. Do promjene u strukturi tražnje dovodi asimetrična raspodjela dohotka u kojoj bogati postaju još bogatiji a sirimašni sve siromašniji. Naravno, ukoliko se proces odvija duže vrijeme, ovih drugih čija su primanja ispod prosjeka je sve veći broj, što multiplikuje smanjenje ukupne kupovne moći. Neke analize pokazuju još poraznije podatke o razlikama u rastu prihoda.U poslednjih trideset

period of time, the latter, whose income is below the average, will increase in the number, which will multiply the decrease of the overall purchasing power. Some studies show even more disappointing figures concerning the income growth. Over the past thirty years, the income of the top 5 per cent rose by as much as 7.2. per cent, whereas the income of the bottom 20 per cent declined by 7.4 per cent. Generally, the poorer half of the population did not see any significant increase of income in the observed period.

Figure 3. Change in Income Growth, 1979-2009

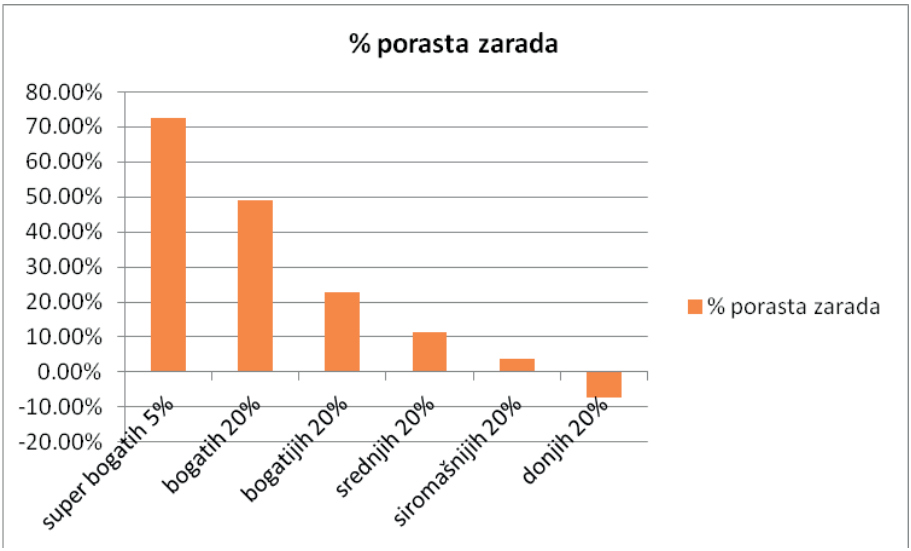


Source: Statistics Agency of USA and author's contribution

In the event of such asymmetric distribution as shown in the Figure 3 above, continuous demand for the commodities of mass use, such as the consumption goods, cars, apartments and the like, is simply impossible. It should be clear that €100 million demand, which entails demand for products such as: priceless diamond necklaces, unique items from the ancient times or middle ages, specially commissioned yacht and a tourist trip to the outer space do not impact the production and employment levels as the same-value demand for one million apartments or two million cars. There is no doubt that where inequalities are greater in terms of wealth distribution and concentration among those belonging to a close circle, demand for the goods and services is lesser than where distribution is more just, which inevitably leads to a slow-down of the economic growth and employment rates. It has been demonstrated that when the inequalities reach critical points, they lead to serious economic crises (Dušanić, 2011).

godina prihodi 5% najbogatijih su porasli čak za 72,7 procenta a onih 20% sa najmanjim primanjima prihodi su pali za 7,4 procenta. Generalno, siromašnija polovina stanovništva nije imala značajniji rast prihoda u posmatranom periodu.

Grafikon 3. Razlike u rastu prihoda u periodu 1979-2009. godina



Izvor: Statistički zavod SAD i obrada autora

Pri ovako asimetričnoj raspodjeli koju pokazuje prethodni grafikon, dovoljna i kontinuirana tražnja za dobrima masovne upotrebe, kao što su robe široke potrošnje, automobili, stanovi i sl., naprosto nije moguća. Trebalo bi biti jasno da tražnja od 100 miliona evra koju čini tražnja za proizvodima kao što su: nevjerovatno skupa ogrlica sa dijamantima, unikatni predmet iz starog ili srednjeg vijeka, posebno naručena jahta i turističko putovanje u svemir nemaju isti uticaj na proizvodnju i zaposlenost kao ista vrijednost tražnje koju čine milion stanova ili dva miliona automobila. Nesporno je da pri većoj nejednakosti u raspodeli i koncentraciji bogatstva u uskom krugu ljudi postoji manja tražnja za robom i uslugama nego što bi to bio slučaj kada bi raspodela bila pravednija, a što neminovno vodi usporavanju stope privrednog rasta i zapošljavanja. Pokazalo se da nejednakosti kada dostignu kritične tačke dovode do ozbiljnih ekonomskih kriza. (Dušanić, 2011)

HOW TO BOOST DEMAND?

It is clear that saving, be it forced or voluntary, is supportive of low economic activity. Saving policies must change. If we do not need saving, and nevertheless need investments, then the solution of this enigma is investment spending that will support employment increase but not burden the budgetary deficit in the future. Therefore, economically viable public investments. This is the answer to the question about what type of spending could provide an initial impetus for finding a way out of the crisis.

The next question that needs answering is: who can boost initial demand through public investments, which will be a future footing for the efficient production in the private sector? They are primarily states without any debt problems, or whose debt is not too high. They are countries that are not in the state of debt crisis, whose public debt level is not too big a burden for their economy. Debt to a certain level will not burden an economy if its GDP is increasing, if the country has a robust export sector and if the creditors are not predominantly foreign. So, which countries? Those groups of countries that vitally influence the global economic developments and can spur getting out of the crisis. One group includes strong world economies such as the USA, Germany, Japan and Canada. Another group includes fast-growing large-scale economies such as China, India, Russia and Brazil, whereas the third group includes small, but highly developed and stable countries or those that are catching up with the most developed ones at a relatively fast pace; they share some common features, such as: a high rating, a robust export sector and relatively mild detrimental effects of the current global developments, and can be found on every continent: Switzerland, Austria, Nordic countries, South Korea, Singapore, Argentina. South African Republic, etc. We should bear in mind that for discussions on debt, it is not just its absolute size that matters, not even its share in the GP, but the possibility of debt servicing, which affects the structure of the economy, the structure of debt, who the creditors are and where funds that give rise to the debt are invested. Small underdeveloped countries, whose development depends on foreign investments and export with high unemployment and deficit levels, are in a particularly unfavourable situation. According to the statistics of the International Trade Centre, in the first half of 2009, revenues from export in 49 poorest countries in the world (some of them being monoculture, where only two or three products account for over 90% of export) declined by 43.8 per cent. Their recovery certainly depends on the developments in developed countries, their key partners, be it developed countries, major investors or important export markets.

KAKO POKRENUTI POVEĆANJE TRAŽNJE?

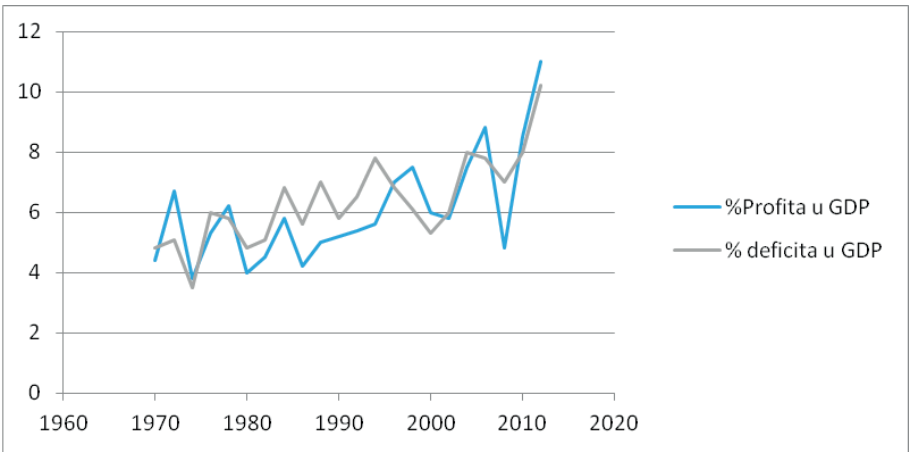
Jasno je da štednja, bila ona nužna ili dobrovoljna, podržava nisku privrednu aktivnost. Politika štednje se mora mijenjati. Ako nam ne treba štednja a trebaju nam investicije onda je rješenje ove enigme u investicionoj potrošnji koja će podržati porast zapošljavanja i neće vršiti pritisak na budžetski deficit u budućnosti. Dakle javne investicije koje su ekonomski održive. Ovo je odgovor na pitanje kakva potrošnja može dati inicijalni inpuls za izlazak iz krize.

Ko može da poveća inicijalnu tražnju putem javnih investicija koje će u budućem periodu biti snažan oslonac za efikasnu proizvodnju privatnog sektora, drugo je pitanje koje traži odgovor. To su prije svega države koje nemaju problema sa dugovima, odnosno čiji dugovi nisu previsoki. To su zemlje koje nisu u stanju dužničke krize, čiji nivo javnog duga nije prevelik teret za njihovu ekonomiju. Određeni nivo duga nije veliki teret za ekonomiju ako je njen GDP u porastu, ako zemlja ima jak izvozni sektor i ako povjerioci nisu dominantno inostrani. Ko su te zemlje? Njih upravo čine one grupacije zemalja koje presudno utiču na svjetska ekonomska kretanja i koja mogu pokrenuti izlazak iz svjetske recesije. Jedna grupa su jake svjetske ekonomije kao što su SAD, Njemačka, Japan, Kanada. Drugu grupu čine brzorastuće ekonomije velikog obima kao što su Kina, Indija, Rusija, Brazil, a treću grupu čine manje zemlje ali visoko razvijene i stabilne ili one koje se brzo priključuju najrazvijenijim a zajednička im je karakteristika visok rejting, jak izvozni sektor i relativno male negativne posledice tekućih svjetskih dešavanja, a ima ih na svim kontinentima: Švajcarska, Austrija, Nordijske zemlje, Južna Koreja, Singapur, Argentina, Južnoafrička Republika… Treba imati na umu da kod rasprave o dugu nije važna samo apsolutna veličina, pa čak ni visina u odnosu na GDP, već mogućnost servisiranja duga na šta utiče struktura privrede, struktura duga, ko su povjerioci i u šta se ulažu sredstva po osnovu kojih dug nastaje. U posebno nezavidnoj situaciji su male nerazvijene zemlje čiji razvoj zavisi od stranih investicija i izvoza, a uz to imaju visoku nezaposlenost i velike deficite. Prema podacima Međunarodnog trgovinskog centra, u prvoj polovini 2009. godine prihod od izvoza u 49 najsiromašnijih zemalja svijeta (neke od njih su monokulturne zemlje u kojima svega dva ili tri proizvoda čini preko 90% izvoza) je smanjen za 43,8%. U njima oporavak svakako zavisi od dešavanja u razvijenim zemljama, njihovim glavnim partnerima, bilo da su te razvijene zemlje veliki investitori ili važna izvozna tržišta.

TWO PITFALLS OF PUBLIC INVESTMENTS

It is clear that while deciding on investments, governments need to take into account the current availability of public goods and future needs for such goods. It has already been noted that public investments must be designed in such a way so as to boost employment and be an impetus and support to future private investments. Many investments in the infrastructure, energy, environment, education and other sectors may be suchlike. However, since new investments generally mean new borrowing in the circumstances of the crisis and budgetary deficits that are immanent to crisis periods, one should be careful for at least two reasons. Investments in public goods, in addition to positively affecting the living quality, often require additional public spending. Public investments in crisis circumstances should not create pressures on future budget deficits, in other words, they must be economically viable. Another pitfall is the rolling of one country's income over to another country and from the public to the private sector. Therefore, they cannot be an accelerator of further asymmetric distribution because it might be conducive to the boomerang effect, which may prolong the recession. The actions of public investments, resource and capacity mobilisation are very important. Since expenditures of some actors in economic developments are the income of others, public spending conducive to the budgetary deficit often end up as corporate profits (even extra profits at times).

Figure 4. Corporate profits and deficits

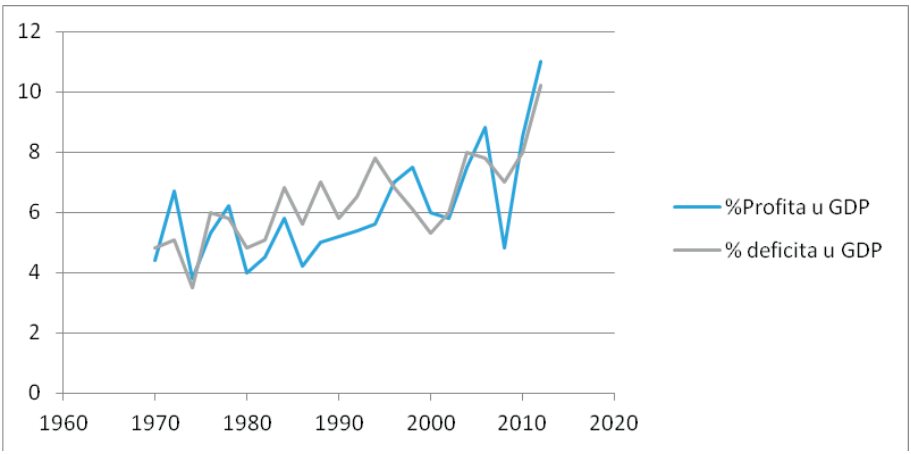


Source: Businessinsider.com. http://www.businessinsider.com/corporate-profits-just-hit-an-all-time--high-wages-just-hit-an-all-time-low-2012-6 (16. 6. 2013. u 11 h)

DVIJE ZAMKE JAVNIH INVESTICIJA

Jasno je da vlade prilikom izbora u šta investirati trebaju voditi računa o postojećoj raspoloživosti javnih dobara i budućim potrebama za tim dobrima. Već je rečeno da javne investicije moraju biti tako osmišljene da potaknu zapošljavanje, te da predstavljaaju zamajac i podršku budućim privatnim investicijama. Mnoge investicije u infrastrukturu, energetiku, ekologiju, obrazovanje i druge sektore mogu biti takve. Ipak, pošto nove javne investicije uglavnom znače i novo zaduživanje u uslovima krize i budžetskih deficita koji su imanentni kriznim periodima, treba biti oprezan iz najmanje dva razloga. Investiranje u javna dobra, pored toga što pozitivno utiče na kvalitet života građana, često iziskuju i dodatne javne rashode u budućnosti. Javne investicije u uslovima krize ne smiju stvarati pritisak na budući budžetski deficit, odnosno one moraju biti ekonomski održive. Druga zamka je u prelivanju dohotka iz jedne zemlje u drugu i iz javnog u privatni sektor. Dakle, one ne smiju biti akcelerator daljne asimetrične raspodjele jer će nastupiti bumerang efekat koji može produžiti recesiju. Postupci realizacije javnih investivcija, angažovanje resursa i kapaciteta su veoma važni. Pošto je potrošnja jednih učesnika u ekonomskim zbivanjima prihod drugih, javni rashodi koji povećavaju budžetski deficit postaju često profiti korporacija (nekad i ekstra profiti).

Grafikon 4. Kretanje korporativnih profita i deficita

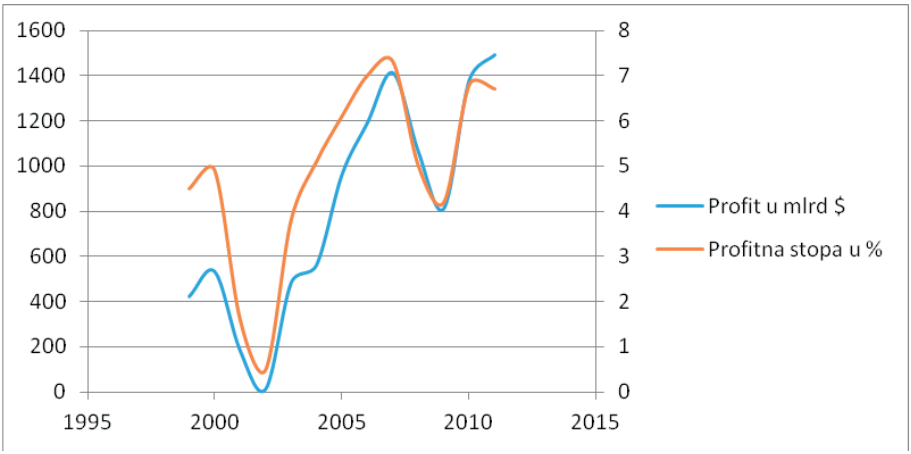


Izvor: Businessinsider.com. http://www.businessinsider.com/corporate-profits-just-hit-an-all-time-high--wages-just-hit-an-all-time-low-2012-6 (16. 6. 2013. u 11 h)

Ovi visoki profiti nisu od velike pomoći državi kad zapadne u teškoće sa otplatom dugova, jer su transferisani u inostranstvo (najčešće u of shor zone)

These high profits are not of major benefit to countries when they find themselves in difficulties with debt servicing as they are transferred abroad (most often off shore) or simply there is no willingness to invest them for the above reasons. As shown in the chart below, the profit levels of transnational companies are at their peak, including capital reserves. However, many transnational companies do not invest but rather lay off workers in order to reduce costs and preserve high profit levels.

Figure 5. Profit levels of transnational companies 1999-2011



Source: World Investment Report, (2011), UNCTAD and author's contribution

As shown, corporate profits took off in the years preceding the crisis. Once the crisis broke out, profitability declined but in this unstable period of world economy development corporate profits recovered quite soon, while employment, i. e. new jobs, did not. The question is: why would transnational companies want to reduce the staff levels when they make such high profits and capital reserves? Some authors find the answer to this question in an interesting terms: „illusion of cash rich balance sheets", i. e. a thesis according to which balance sheets must abound in profits. The reasons for such behaviour are manifold, ranging from linking manager's bonus to the recognised profits (the same managers who have major influence on the recognition of income statements) to the possibility of profit repatriation from one country to another and, in conjunction with this, lower profit tax payments. Whatever the reasons for such behaviour of transnational companies, i. e. global economic powers, this further corroborates the old saying that economists know the price of everything but can tell the value of nothing.

ili naprosto ne postoji spremnost da budu investirani iz već pomenutih razloga. Kao što se može vidjeti na sledećem grafikonu nivoi profita transnacionalnih kompanija je na najvišem nivou ikada, kao i kapitalne rezerve. Međutim, mnoge transnacionalne kompanije ne ulažu već otpuštaju radnika u cilju smanjenja troškova i zadržavanju visokih profitnih stopa.

Grafikon 5. Profiti transnacionalnih kompanija 1999-2011. godina

Izvor: World Investment Report, (2011), UNCTAD i obrada autora

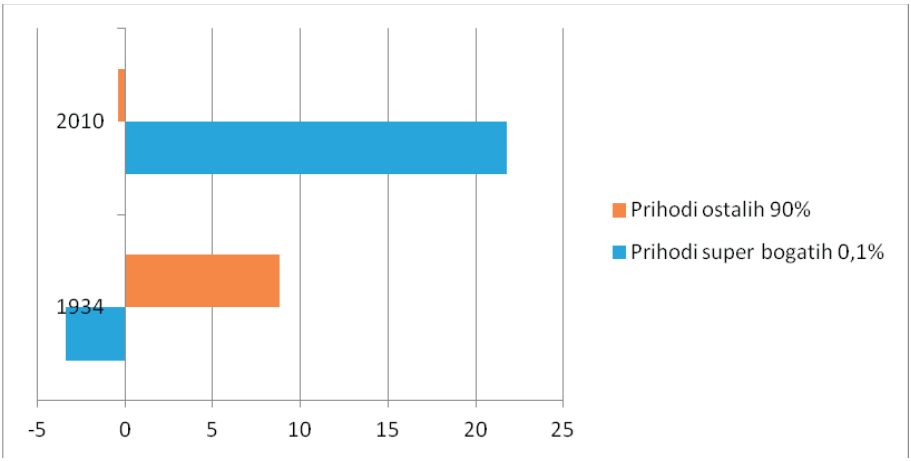
Kao što se može vidjeti, profiti korporacija su intenzivno rasli u godinama prije krize. Nakon pojave krize došlo je do pada profitabilnosti ali su se u ovom nestabilom vremenu razvoja svjetske ekonomije korporativni profiti brzo oporavili, dok zapošljavanje odnosno stvaranje novih radnih mjesta nije. Postavlja se pitanje zašto transnacionalne kompanije smanjuju broj zaposlenih i pored visokih profita i kapitalnih rezervi kojim raspolažu? Neki autori odgovor na ovo pitanje nalaze u interesantnom izrazu „iluzija novčano bogatih (cash-rich) bilansi uspjeha", odnosno teze po kojoj bilansi uspjeha moraju biti prikazani sa što većim profitom. Razloga za takvo ponašanje ima više, od vezivanja bonusa menadžera za prikazani profit (istih onih menadžera koji imaju glavni uticaj na iskazivanje tih bilansa), do mogućnosti repatrijacije profita iz jedne zemlje u drugu i stim u vezi manje plaćanje poreza na ostvarene profite. Šta god da su uzroci navedenog ponašanja transnacionalnih kompanija, odnosno svjetskih ekonomskih moćnika, ovo potrvrđuje staru izreku da ekonomisti znaju cijenu svega ali ne znaju vrijednost ničega.

A PREREQUISITE FOR STABLE GROWTH

The asymmetric distribution that has been on stage over the past decades and accelerated by globalisation, has grown even more asymmetric in the crisis setting. It means that the rich got more from the income distribution since they earned more and got even better-off, whereas the poor got less since on average they earned less. The burden of crisis is not equally shared, which is also another prerequisite of the faster coming out of the crisis. The crisis could be overcome faster and easier if the price of recovery was paid according to the economic power of the participants in respect of income generation and distribution.

A comparative analysis of the burden sharing during the Great Economic Crisis 1929-1933 and the current one unequivocally confirms this. Namely, the burden of the current economic crisis is not directed towards the richest but quite to the opposite.

Figure 6. Burden sharing, the Great Depression and the current economic crisis



Source: thinkprogress.org. http://thinkprogress.org/economy/2012/03/16/446012/chart-1934-2010-recovery-ric (24. 6. 2013. u 14 h)

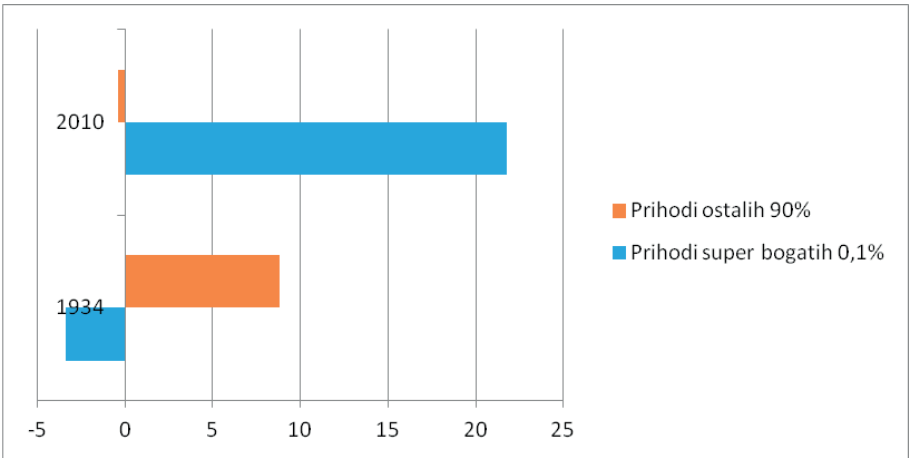
Without diminishing the influence of numerous factors affecting cyclic economic developments, it does seem that history teaches us also that the asymmetric distribution was and still is a path to crisis periods and vice versa. Analyses clearly indicate the fact that years in which a small group of the rich skimmed the major share of the income were also years followed by greater crisis periods.

PREDUSLOV ZA STABILAN RAST

Asimetrična raspodjela koja je bila na sceni poslednjih decenija a ubrzana je postupkom globalizacije, u uslovima krize postala je još asimetričnija. To znači da su bogati u raspodjeli dohotka dobili više jer su im primanja rasla i time postali još bogatiji a siromašni su dobili manje jer su im primanja u prosjeku pala. Teret krize nije raspoređen ravnomjerno, a što je takođe preduslov njenog bržeg prevazilaženja. Iz krize bi se brže i lakše izašlo ako bi cijena oporavka bila plaćena srazmjerno ekonomskoj snazi učesnika u stvaranju i raspodjeli dohotka.

Komparativna analiza raspodjele tereta Velike ekonomske krize 1929-33. godine i ove aktuelne, naprijed navedeno nedvosmisleno potvrđuje. Naime, teret aktuelne ekonomske krize nije usmjeren prema najbogatijim, već upravo suprotno.

Grafikon 6. Raspored tereta Velike depresije i aktuelne ekonomske krize prikazan procentom promjene prihoda



Izvor: thinkprogress.org. http://thinkprogress.org/economy/2012/03/16/446012/chart-1934-2010-recovery-ric (24. 6. 2013. u 14 h)

Ne umanjujući uticaj mnogih faktora koji utiču na ciklična privredna kretanja, ipak se čini da nas istorija uči i tome da je asimetrična raspodjela bila, a i sada je, put u krizna razdoblja i obrnuto. Analize jasno ukazuju na činjenicu da su godine u kojima je mala grupa bogatih ubirala najveći dio prihoda bile godine iza kojih slijede veća krizna razdoblja.

CONCLUSION

The cause of the slow overcoming of the global crisis is the low level of investments and public and private sectors. The absence of public investments is caused either by austerity policies or excessive indebtedness of some countries, while the lack of private investments is caused by the decline in the general level of demand. The decline in demand is a consequence of reduced purchasing power of large groups of people due to lower employment on the one hand, and lower income, on the other. In most groups, save for the richest, lower income in the long run is a result of the asymmetric distribution, where the income of the rich is taking off, whereas the income of all others is either stagnating or declining.

Carefully selected, well designed, properly financed and transparently implemented public investments will initially boost demand for the commodities that are subject to the use of the said investments. Subsequently, demand for other goods will increase because employment and income levels will go up as well. This will be a good opportunity for private investments. But, in order for the volume and structure of the general demand level to be preserved in the long run, it is necessary to abandon the asymmetric distribution. Policy change, of course, demands sufficient preparedness of both governing elites and opposing circles. Can the state do his with fiscal, monetary and other tools? Of course they can. And not only they can, but ought to, and not only for the sake of the poor and unemployed, because it is as honourable to get rich as it is to pay taxes.

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ZAKLJUČAK

Uzrok sporog prevazilaženja svjetske globalne krize je nizak nivo investicija i u javnom i u privatnom sektoru. Nedostatak javnih investicija uslovljen je ili politikom štednje ili prevelikom zaduženošću nekih zemalja, dok je manjak privatnih investicija uzrokovan padom opšteg nivoa tražnje. Pad tražnje je posledica smanjenja kupovne moći velikog broja ljudi zbog smanjenja zaposlenosti s jedne strane i smanjenja prihoda s duge strane. Smanjenje prihoda kod većine, osim onih najbogatijih, u dugom roku je posledica asimetrične raspodjele u kojoj bogatima prihod ubrzano raste a svim drugim ili stagnira ili je u padu.

Pažljivo odabrane, dobro osmišljene, pravilno finansirane i transparentno realizovane javne investicije će inicijalno povećati tražnju za robama koja su predmet upotrebe datih investicija. Kasnije će doći do povećanja tražnje i za drugim dobrima, jer će doći do povećanja zaposlenosti i prihoda. To će biti dobra prilika za privatne investicije. Ali da bi se obim i struktura opšeg nivoa tražnje održala u dugom roku potrebno je da asimetrična raspodjela prihoda bude napuštena. Za promjenu politike naravno treba dovoljno spremnosti kako vladajućih elita tako i opozicionih krugova. Mogu li države fiskalnim, monetarnim i drugim instrumentima to učiniti? Naravno da mogu. I ne samo da mogu, već i trebaju i to ne samo zbog siromašnih i nezaposlenih, jer časno je obogatiti se ali je časno i porez platiti.

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ISSN 0354-9852
DOI 10.7251/AKT1321114B
UDK 003.324.1.007"637/638"
Overview paper

THE RESEARCH ABOUT THE APPEARNACE OF CORRUPITON IN THE MUNICIPALITY OF DOBOJ

Suzana Ubiparipović[1]

Abstract

Corruption is a serious threat to democracy, the rule of law and human rights, which, along with the development of modern society, has the tendency of continuous growth. The most common forms of corruption in practice are the crimes of bribery, which presents the subject of this research. The aim of this research is to determine the presence of bribe, its type, intensity and locations where it appears, in the municipality of Doboj.

The questionnaire was used for the data collection during the research. The research was conducted in the second half of 2011th and the sample consisted of 186 respondents. In this way we collected the data about age groups that are most susceptible to bribery, the data about how much the citizens are willing to report the bribe to the police or to the prosecutor as well as the data about in which cases they would give the bribe, about the most corrupt professions and in which cases the citizens would have offered the bribe. The research results show the presence of corruption, primarily receiving the bribe in all spheres of social life.

Keywords: *corruption, receiving a bribe, offering a bribe.*

INTRODUCTION

Corruption is linked to the existence of state and has been known since Roman and medieval law so we can say that this phenomenon is as old as the society itself. In fact, during the development of the society there were different forms of corruption that were incriminated in a different way. Today, the modern societies link the notion of corruption to the group of criminal offenses against official duty. An important characteristic of these crimes is that the offender can only be a person who has a special feature or a person who has the status of an official or responsible person.

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ISSN 0354-9852
DOI 10.7251/AKT1321114B
UDK 003.324.1.007"637/638"
Pregledni rad

ISTRAŽIVANJE O POJAVI KORUPCIJE NA PODRUČJU OPŠTINE DOBOJ

Suzana Ubiparipović[1]

Sažetak

Korupcija predstavlja ozbiljnu prijetnju za demokratiju, pravnu državu i ljudska prava koja, uporedo sa razvojem savremenog društva, pokazuje tendenciju stalnog rasta. Kao najčešći oblici korupcije u praksi se susreću krivična djela primanja i davanja mita, koja i jesu predmet ovog istraživanja. Cilj ovog istraživanja jeste utvrđivanje prisutnosti primanja i davanja mita, oblika, intenziteta i lokacija na kojima se pojavljuje, na području opštine Doboj.

Za prikupljanje podataka tokom istraživanja korišćen je anketni upitnik. Istraživanje je obavljeno u drugoj polovini 2011. godine na uzorku od 186 ispitanika. Na ovaj način su prikupljeni podaci koje su to starosne kategorije koje su najviše podložne podmićivanju, koliko su građani spremni da prijave mito policiji odnosno tužiocu kao i podaci u kojim bi slučajevima najčešće dali mito, koje su to profesije koje su najkorupiranije, kao i u kojim slučajevima bi građani ponudili mito. Rezultati istraživanja pokazuju prisutnost korupcije, prije svega primanja i davanja mita u svim oblastima društvenog života.

Ključne riječi: *korupcija, primanje mita, davanje mita.*

Abstract

Corruption is a serious threat to democracy, the rule of law and human rights, which, along with the development of modern society, has the tendency of continuous growth. The most common forms of corruption in practice are the crimes of bribery, which presents the subject of this research. The aim of this research is to determine the presence of bribe, its type, intensity and locations where it appears, in the municipality of Doboj.

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The most common crimes in this group of crimes are crimes of receiving and giving the bribe. Due to the need to present this problem in practice, as well as citizens' opinion about this, the paper presents the results of the corruption research in the municipality of Doboj, i.e. the situations in which citizens are willing to offer the bribe, report it, what are the personal experiences with bribery, and in which situations they would accept the bribe.

METHODOLOGICAL NOTES

The aim of the research is to come to the knowledge if receiving and giving the bribe exists in certain areas of social life. The general hypothesis in this paper is: receiving and giving the bribe exists in all areas of social life. For the data collection during the research was used questionnaire. The survey included 186 respondents in the municipality of Doboj. The survey was conducted during the second half of the 2011th. A sample of employees was random. Primary unit selection consisted of companies. We chose the respondents by going to the companies and we selected them randomly on the spot. Among the respondents were adults. The sample of unemployed persons was the random stratified one, and as a criterion of stratification we chose the educational level of the respondents. The sample of students was one of the cluster samples. Among the surveyed students the majority was of the Faculty of Law, Slobomir P University, Department in Doboj. After data collection, the statistical analysis of the data and analysis of the results on various grounds (gender, education, age) were carried out. Considering the problems of the study, the processing is based on descriptive statistics. Data were obtained using a computer statistical package SPSS.

and in which cases the citizens would have offered the bribe. The research results show the presence of corruption, primarily receiving the bribe in all spheres of social life.

Keywords: *corruption, receiving a bribe, offering a bribe.*

UVOD

Pojava korupcije vezuje se za pojavu nastanka same države i poznata je još u rimskom i srednjovjekovom pravu tako da možemo reći da je ova pojava stara koliko i samo društvo. Naime, tokom razvoja društva postojali su različiti oblici korupcije koji su drugačije inkriminisani. Danas savremena društva pojam korupcije vezuju za grupu krivičnih djela protiv službene dužnosti. Bitna karakteristika ovih djela jeste da izvršilac može biti samo lice koje ima posebno svojstvo odnosno lice koje ima status službenog odnosno odgovornog lica.

Kao najčešća krivična djela iz ove grupe krivičnih djela jesu krivična djela primanja i davanja mita.

Zbog potrebe viđenja ovog problema u praksi, kao i mišljenja građana o tome, u radu su izloženi rezultati istraživanja o pojavi korupcije na području opštine Doboj, tj. u kojim situacijama su građani spremni ponuditi mito, prijaviti mito, kakva su lična iskustva sa primanjem i davanjem mita, kao i u kojim situacijama bi prihvatili mito.

METODOLOŠKE NAPOMENE

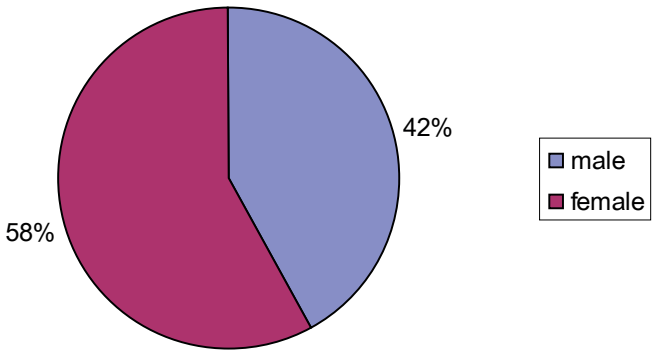
Cilj istraživanja jeste doći do saznanja da li postoji primanje i davanje mita u pojedinim oblastima društvenog života. Generalna hipoteza postavljena u radu je: primanje i davanje mita postoji u svim oblastima društvenog života. Za prikupljanje podataka tokom istraživanja korišćen je anketni upitnik. Istraživanjem je obuhvaćeno 186 ispitanika na području opštine Doboj.

Anketiranje je obavljeno u drugoj polovini 2011. godine. Uzorak zaposlenih je slučajan. Primarna jedinica izbora su bile firme. Do ispitanika smo dolazili odlaskom u firme i njihovim slučajnim odabirom na licu mjesta. Među ispitanicima su bila lica od 18 i više godina. Uzorak nezaposlenih je stratifikovini slučajni a kao kriterijum stratifikacije smo uzeli stepen stručne spreme ispitanika. Uzorak studenata spada u klaster uzorke. Među anketiranim studentima najviše je bilo studenata Pravnog fakulteta, Slobomir P Univerziteta, odjeljenja u Doboju. Nakon prikupljenih podataka izvršena je statistička obrada podataka i analiza rezultata po različitim osnovama (polu, obrazovanju, starosnoj dobi).

THE RESEARCH RESULTS

The gender structure of respondents

Chart 1 The gender structure of respondents (%)

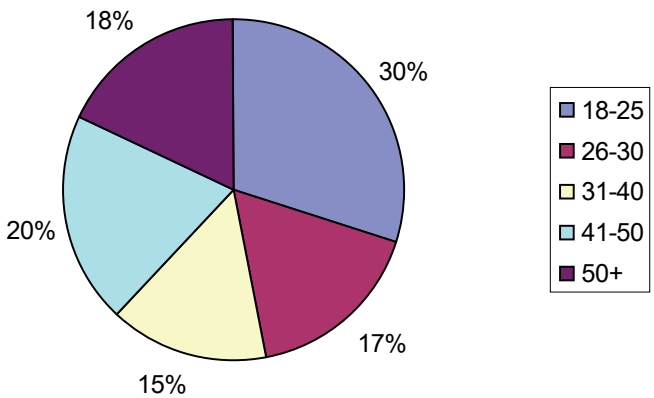


It can be seen in the chart shown that a large number of women participated in the survey, namely 109 out of 186 respondents, while 77 men. Therefore, the percentage of women was 58.6 and 41.4 of men. However, it is essential to note that in sub-samples the gender structure is uneven because, for example, there were more female students.

The age structure of respondents

The sample included adults. In the survey, respondents were divided into several age groups (Chart 2).

Chart 2 The age structure of respondents

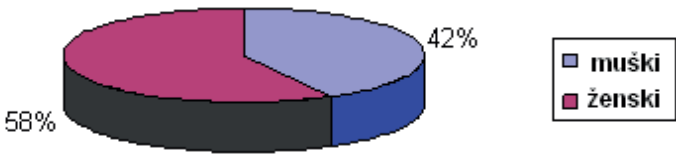


S obzirom na postavljene probleme istraživanja, obrada se bazira na deskriptivnoj statistici. Podaci su dobijeni korišćenjem računalnog statističkog paketa SPSS.

REZULTATI ISTRAŽIVANJA

Struktura ispitanika po polu

Grafikon 1. Struktura ispitanika po polu (%)

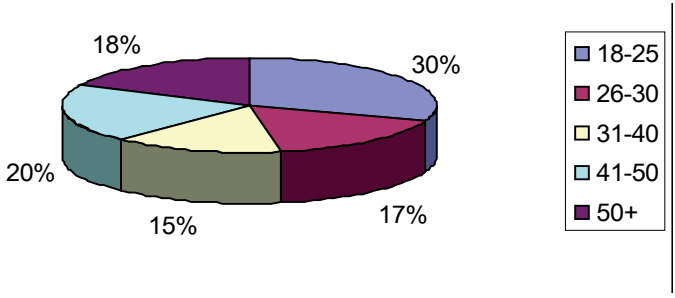


Kao što se može vidjeti u prikazanom grafikonu da je veći broj žena učestvovao u anketiranju, tačnije 109 od 186 anketiranih, dok je od toga broja bilo 77 muškaraca. Prema tome procenat je 58,6 žena a 41,4 je muškaraca. Međutim, bitno je napomeneti da je u poduzorcima polna struktura neujednačena jer se na pr. kod studenata sreće veći broj lica ženskog pola.

Starosna struktura ispitanika

Uzorkom su obuhvaćena lica od 18 i više godina starosti. U anketi su ispitanici podijeljeni u nekoliko starosnih kategorija (grafikon 2).

Grafikon 2. Starosna struktura ispitanika



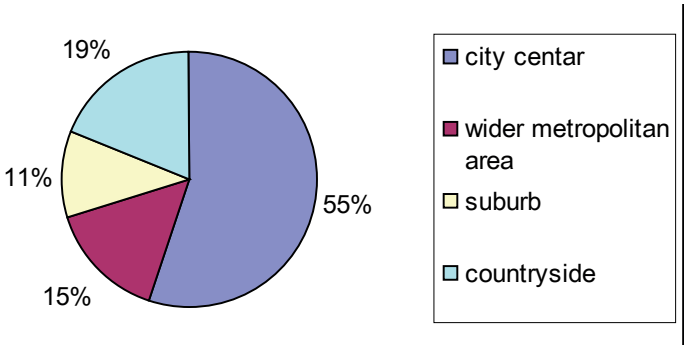
Pojedinačno posmatrano najviše je bilo lica koja pripadaju starosnoj dobi od 18-25 godina (30,6 %), što odgovara starosnoj dobi studenata, potom lica starosne dobi od 41-50 (20,4 %), što uglavnom odgovora licima koja su za-

Individually speaking, the majority presented persons who belong to the age of 18-25 years (30.6%), which corresponds to the age of students, then the persons of the age of 41-50 (20.4%), which mainly corresponds to employed persons, while all the other ages were represented with less than 20%. The average age of respondents was 36 years.

The structure of respondents by residence

The study included: city - city center- the wider metropolitan area, suburb and village. Among the surveyed the majority represents the respondents who reside in the city center (Figure 3)

Chart 3 The place of residence



According to the place of residence, the majority of respondents live in the city - the city center (55%), the countryside (19%), and on the third place is the wider metropolitan area (15%), while the minority lives in the suburb (11 %).

Sample structure by the education level

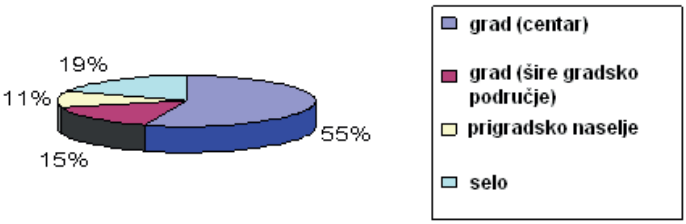
The study included respondents with different education levels. Classification of education was done on five levels: no primary school or uncompleted primary education, primary school, secondary school, college (sixth degree) and Faculty (seventh degree).

poslena, dok su sva ostala godišta zastupljena sa manje od 20%. Prosječna starost ispitanika je 36 godina.

Struktura ispitanika prema mjestu stanovanja

Istraživanjem je bilo obuhvaćeno: grad – centar, grad – šire gradsko područje, prigradsko naselje i selo. Među anketiranim preovlađuju ispitanici koji imaju mjesto stanovanja grad- centar (grafikon 3.)

Grafikon 3. Mjesto stanovanja

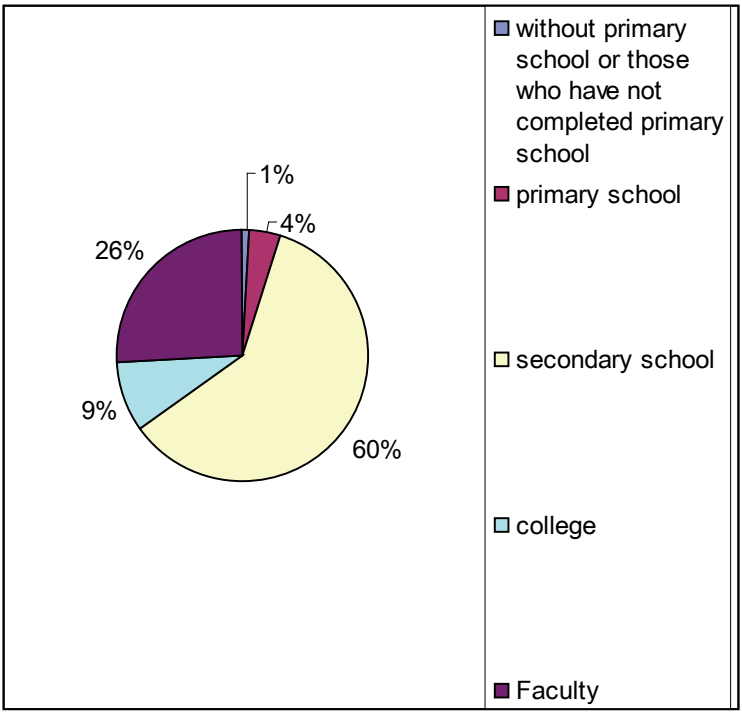


Posmatrajući prema mjestu stanovanja najveći broj ispitanika živi u gradu i to centar grada (55%), zatim u selu (19%), na trećem mjestu je grad- šire gradsko područje (15%), dok najmanje ispitanika živi u prigradskom naselju (11%).

Struktura ispitanika prema stepenu obrazovanja

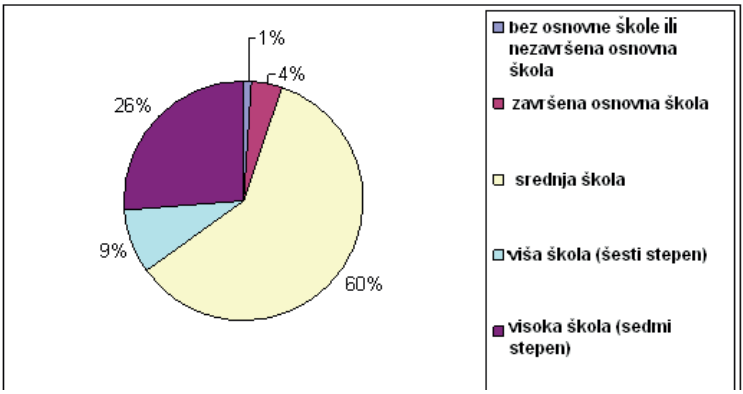
U istraživanju su obuhvaćeni ispitanici različitog stepena obrazovanja. Klasifikacija stručne spreme izvršena je na pet nivoa: bez osnovne škole ili nezavršena osnovna škola, završena osnovna škola, srednja škola, viša škola (šesti stepen) i visoka škola (sedmi stepen).

Chart 4 Sample structure by the education level



Among the respondents in terms of education the majority represented persons with secondary school 59.7%, followed by Faculty with 26.3%, 8.6 % with college, whereas with primary school was 4.3% of the respondents and in the end there were respondents without primary school or those who have not completed primary school, 1%.

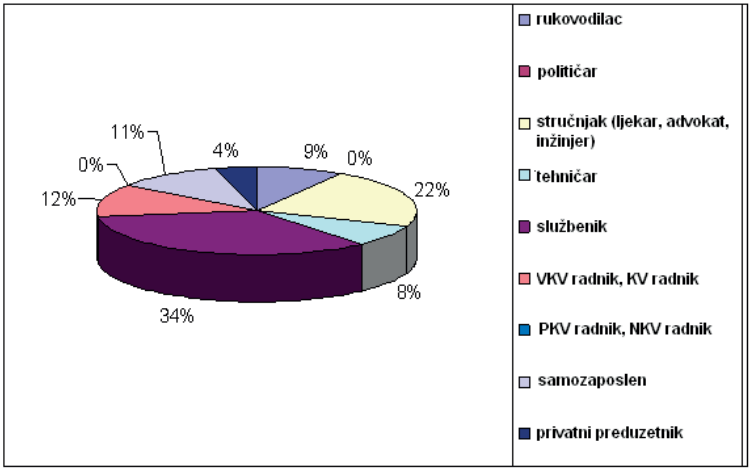
Grafikon 4. Struktura ispitanika prema stepenu obrazovanja



Među ispitanicima u pogledu obrazovanja najviše je bilo lica sa završenom srednjom školom 59,7%, zatim sa visokom školom 26,3%, višom školom 8,6, dok je sa završenom osnovnom školom bilo 4,3% ispitanika i na kraju najmanje je bilo ispitanika koji su bez osnovne škole ili imaju nezavršenu osnovnu školu 1%.

Struktura ispitanika po radnom mjestu

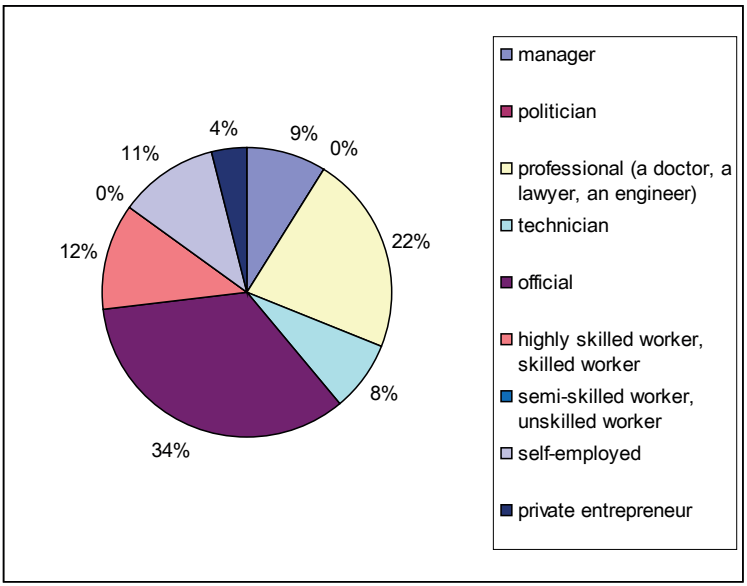
Grafikon 5. Struktura ispitanika po radnom mjestu



Među ispitanicima koje smo svrstali u kategoriju zaposlene osobe, preovlađuju službenici 34%, zatim stručnjaci 22%, visokokvalifikovani ili kvalifikovani radnici 12%, samozaposleni 11%, rukovodioci 9%, tehničari 8% i na

Sample structure by workplace

Chart 5 Sample structure by workplace



Among the respondents in the category of employed persons prevailed officers with 34%, then 22% of specialists, highly qualified or skilled workers 12%, self-employed 11%, 9% of managers, technicians 8% and in the end private entrepreneurs, only 4%, while among respondents were no politicians, nor the persons who are semi-skilled or unskilled workers. It is necessary to note that, according to some studies, receiving and giving bribes, or the perception of bribery to public (government) officials is the most prevalent in developing countries, then in the countries in 'transition', i.e. in the former communist countries and it is the least prevalent in developed countries.[2]

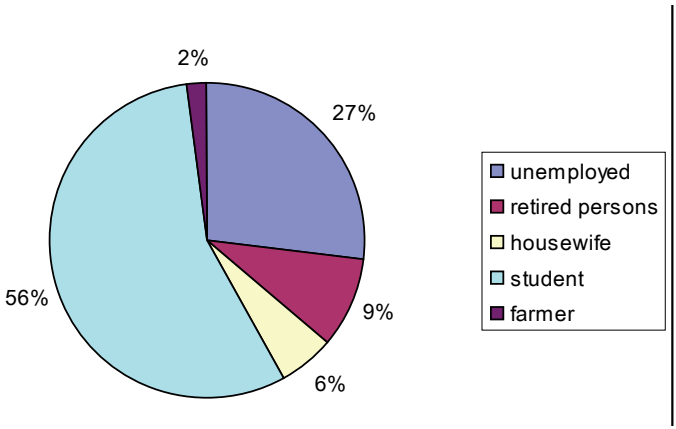
2 S. Vukovic, *Corruption and the Rule of Law*, Institute of Social Sciences - Draganic, Belgrade 2003, page 116

kraju privatni preduzetnici kojih ima svega 4%, dok među licama koji su bili anketirani nije bilo političara, niti lica koja su polukvalifikovani ili nekvalifikovani radnici. Neophodno je istaći, da je prema nekim istraživanjima, primanje i davanje mita, odnosno percepcija podmićivanja javnih (državnih) službenika najviše rasprostranjena u zemljama u razvoju, zatim u zemljama u „tranziciji", odnosno u bivšim komunističkim državama a najmanje u razvijenim zemljama.[2]

2 S. Vuković, *Korupcija i vladavina prava*, Institut društvenih nauka – Draganić, Beograd. 2003. godine, str. 116

Sample structure by the employment status

Chart 6 Sample structure by the employment status



Considering the employment status, among the surveyed prevailed students with 56%, followed by unemployed persons 27%, 9% of retirees and housewives 6%. Only 2% of farmers were among the total number of respondents.

Situations in which they would offer the bribe

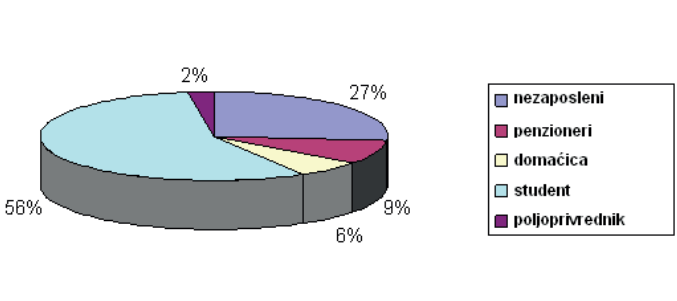
Table 1 Situations in which they would offer the bribe

Situations in which they would offer the bribe	Yes	No
To get the job	69	116
To get medical care before the term	79	104
In order not to pay the mandatory fine	19	166
To pass the exam	10	175
To obtain various permits	24	161
Something else	17	168

The results showed that the citizens in Doboj believe that receiving and giving the bribe is a widespread phenomenon. According to this, the results showed the following: the largest number of respondents would give the bribe to get medical care before the term 42, 5%, then to get the job 37%, and in order not to pay the mandatory fine 10.2% and for licenses in the municipality 12.9%, and for the option something else 9.1%, and these percentages are substantially lower and approximately the same. The minimal number of the respondents would choose to give the bribe in order to pass

Struktura ispitanika po radnom statusu

Grafikon 6. Struktura ispitanika po radnom statusu



S obzirom na radni status, među anketiranim preovlaćuju studenti 56 %, zatim lica koja se nezaposlena 27%, penzioneri 9% i domaćice 6%. Poljoprivrednika je bilo svega 2% od ukupno anketiranih.

Situacije u kojima bi ponudili mito

Tabela 1. Situacije u kojima bi ponudili mito

Situacije u kojima bi ponudili mito	Da	Ne
Da bi dobili posao	69	116
Da bi prije dobili ljekarsku uslugu	79	104
Da ne bi platili mandatnu kaznu	19	166
Da bi položili ispit	10	175
Da bi dobili razne dozvole	24	161
Nešto drugo	17	168

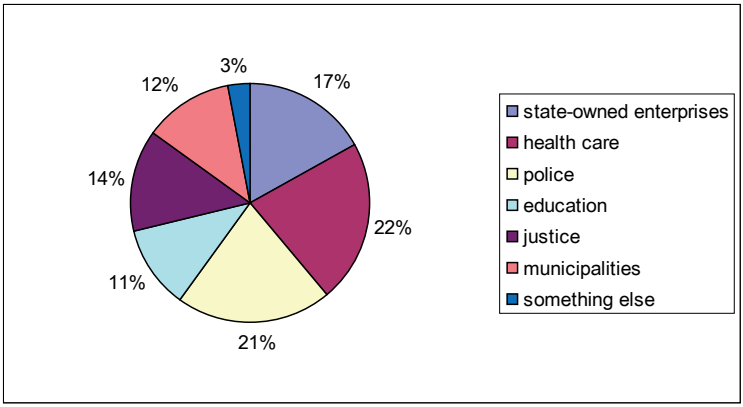
Rezultati pokazuju da građani u Doboju smatraju da je primanje i davanje mita široko rasprostranjena pojava. Prema ovome, rezultati istraživanja su pokazali sledeće: najveći broj ispitanika bi dao mito da prije dobije ljekarsku uslugu 42, 5%, zatim da dobije posao 37%, dok za mogućnost da ne plate mandatnu kaznu 10,2% kao i za dozvole u opštini 12,9%, za opciju nešto drugo 9,1%, procenti su znatno niži i približno isti. Najmanje ispitanika bi se opredijelilo da da mito u cilju polaganja ispita svega 5,4 %. Uporedna istraživanja pokazuju da je svaki drugi građanin je spreman na korupciju prilikom zapošljavanja.[3]

3 Svaki drugi građanin spreman na korupciju prilikom zapošljavanja, (20.02.2012) preuzeto sa: http://www.posao.ba/

an exam, only 5.4%. Comparative studies show that every second citizen is willing to pay briberies when employing.[3]

The representation of receiving and giving the bribe

Chart 7 Where is receiving and giving the bribe most represented?



According to the index research "where is receiving and giving the bribe most represented," we got the following results: most respondents opted for Health 22%, while almost identical result is with the bribe in the police with 21%. According to the participants' opinion in the third place are state-owned enterprises, with 17%, followed by the judiciary, with 14%, municipality with 12%, education with 11%, in the end something else with 3%. For receiving and giving the bribe in health is interesting another fact that only one person responded positively that there is receiving and giving the bribe in health care, as opposed to those who believed the contrary.

This situation is not only in the municipality of Doboj, which can be confirmed by some comparative studies of countries in the region. Regarding the situation in the entire territory of Bosnia and Herzegovina, the research conducted by the NGO Center for Civic Initiatives (CCI), confirm that corruption is the most prevalent in healthcare.[4] According to another comparative study conducted by a non-governmental organization Transparency International, every citizen in BIH pays 126 euros in average for the bribe when visiting a doctor.[5] The same situation is in Serbia, where the research conducted on corruption in certain sectors show that corruption in healthcare holds the first place.

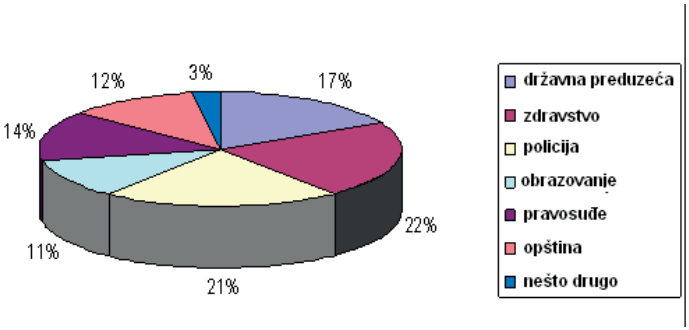
3 Every second citizen willing to pay briberies when employing, (20th February 2012): http://www.posao.ba/

4 Hospitals and faculties are the most corrupt (09th February 2012): http://www.nezavisne.com/novosti/drustvo/Bolnice-i-fakulteti-najkorumpiraniji-73614.html

5 BIH the most corrupt country in Europe (09th February 2012): http://www.mojevijesti.ba/novost/51712/

Zastupljenost primanja i davanja mita

Grafikon 7. Gdje je primanje i davanje mita najviše zastupljeno?



Prema indeksu istraživanja „gdje je primanje i davanje mita najviše zastupljeno“ dobili smo sljedeće rezultate: najviše ispitanika se opredjelilo za zdravstvo 22% , dok je gotovo identičan rezultat sa primanjem i davanjem mita u policiji sa 21%. Prema mišljenju ispitanika na trećem mjestu su državna preduzeća sa 17%, zatim pravosuđe sa 14%, opština sa 12 %, obrazovanje sa 11% , na kraju nešto drugo sa 3%. Za primanje i davanje mita u zdravstvu je zanimljiv i još jedan podatak da samo jedan ispitanik je dao pozitivan odgovor da postoji primanje i davanje mita u zdravstvu, za razliku od onih koji smatraju da ne postoji.

Da ovakva situacija nije samo na području opštine Doboj, potvrđuju i neka uporedna istraživanja zemalja u regionu. U pogledu stanja na teritoriji cjelokupne Bosne i Hercegovine, istraživanje koju je izvršila Nevladina organizacija Centri civilnih incijativa (CCI), potvrđuju da je korupcija, najizraženija u zdravstvu.[4] Prema još jednom uporednom istraživanju koje je izvršila nevladina organizacije Transparency Internacional, svaki građanin u BiH prosjeku prilikom posjete ljekaru plaća 126 eura mita.[5] Ista je situacija i u Srbiji, gdje istraživanja koja se sprovedena o korupciji u pojedinim sektorima, pokazuju da je korupcija u zdravstvu na prvom mjestu.

Ti podaci pokazuju da je 13% građana davalo mito ljekarima, tako što im je tražen novac za ljekarske usluge ili su to činili sami. Istu situaciju u Srbiji pokazuju i istraživanja u 2011. godinu koju je izvršio Republički Zavod za statistiku koji je potvrdio da su građani u 54,8 odsto slučajeva davali mito ljekarima, potom policiji 38,5 odsto i službenicima katastra 15,5 odsto.[6]

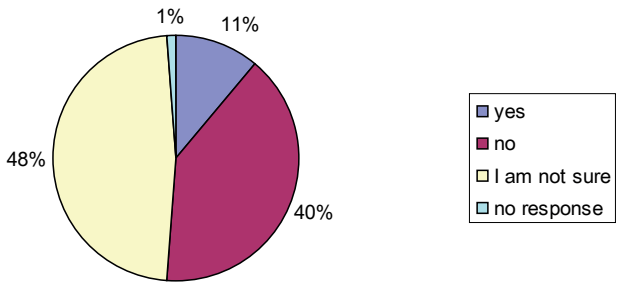
4 Bolnice i fakulteti najkorupiraniji (09.02.2012) preuzeto sa: http://www.nezavisne.com/novosti/drustvo/Bolnice-i-fakulteti-najkorumpiraniji-73614.html
5 BiH najkorupiranija u Evropi (09.02.2012.).Preuzeto sa: http://www.mojevijesti.ba/novost/51712/
6 Ljekarima najviše mita, (13.02.2012) Preuzeto sa: http://www.novosti.rs/vesti/naslovna/aktuelno.290.html:332872-

These data show that 13% of citizens offered the bribe to the doctors, in a way that they were asked for money for medical services, or they did it themselves. The same situation in Serbia is represented by the research carried out in 2011th by the Republic Statistical Office which confirmed that the citizens in 54.8% cases were giving the bribe to the doctors, then to the police 38.5% and 15.5% to the registry officials.[6]

According to the survey results for 2011th conducted by the Statistics and Research Department (SASS), the United Nations Office on Drugs and Crime (UNODC) and the Institute of Economics in Zagreb among state officials who are bribed in Croatia in the first place are doctors. More than a half of the respondents who participated in bribery (56%) paid kickbacks to doctors, more than a third to nurses (36%), and 30% to police officers, and that would mainly been paid to avoid paying fines or reduce its amount .

Reporting of bribery

Chart 8 Reporting of bribery



In general terms, people rarely report the bribe when they are requested. Of the total number of respondents (186), almost a half of the respondents 48% were not sure whether to report the bribe, 40% of respondents would not report the bribe, while only 11% of respondents would report the bribe. We think the problem is that the citizens themselves participate in this illegal exchange, and neither side is interested to come to the detection and prosecution.

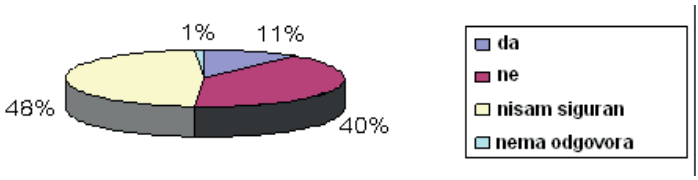
These data indicate that people are not sure where to report the bribe, which is justified given the fact that the above results showed that the police is one of the most corrupt professions. The reasons why citizens are not willing to report the bribe we can see primarily in the lack of trust in the institutions that are responsible for fighting corruption and the citizens lack

6 The most bribe given to the doctors (13th February 2012): http://www.novosti.rs/vesti/naslovna/aktuelno.290.html:332872-

Prema rezultatima istraživanja za 2011 godinu, koje su izvršili odjel za statistiku i istraživanje (SASS) Ureda Ujedinjenih naroda za droge i kriminal (UNODC) i Ekonomski institut u Zagrebu među državnim djelatnicima koji se podmićuju u Hrvatskoj na prvom su mjestu ljekari. Više od polovine ispitanika koji su sudjelovali u podmićivanju (56%) dalo je mito ljekarima, više od trećine medicinskim sestrama (36%), a 30% policijskim službenicima, a kojima bi mito uglavnom dano kako bi se izbjeglo plaćanje kazne ili smanjio njen iznos.

Prijavljivanje mita

Grafikon 8. Prijavljivanje mita

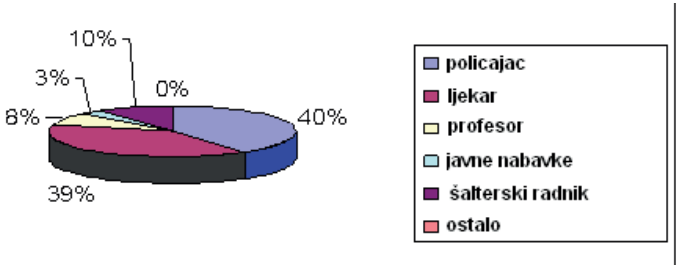


Generalno, ljudi bi rijetko prijavili mito kada im se zatraži. Od ukupnog broja ispitanika (186), gotovo polovina ispitanika 48% nije sigurna da li bi prijavila mito, zatim 40% ispitanika ne bi prijavilo mito, dok bi samo 11% ispitanika prijavilo mito. Mišljenja smo da problem predstavlja što i sami građani učestvuju u ovoj nedozvoljenoj razmjeni, pa nijedna strana nije zainteresovana da dođe do otkrivanja i procesuiranja. Ovi podaci ukazuju i da građani nisu sigurni kome bi prijavili mito, što je i opravdano, imajuću u vidu činjenicu da su gore navedeni rezultati pokazali da je policija jedna od najkorupiranijih profesija.

Kao razloge zbog čega građani nisu spremni prijaviti mito možemo tražiti pre svega u nedostatku povjerenja u institucije koje su zadužene za borbu protiv korupcije i nemaju dovoljnu zaštitu od posljedica koje ih mogu snaći ukoliko ispune svoju građansku dužnost i prijave mito.

Iskustvo sa primanjem i davanjem mita

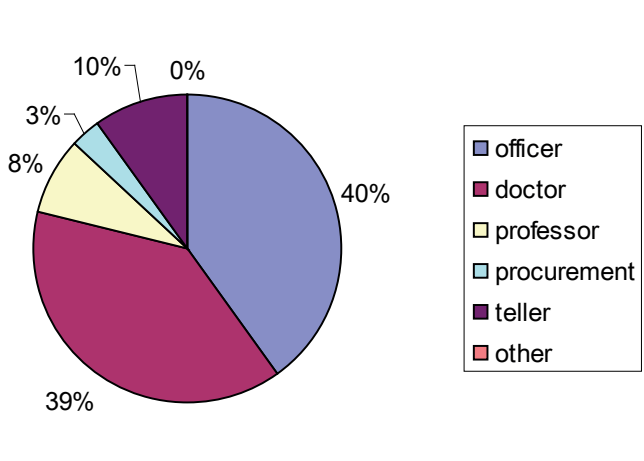
Grafikon 9. Lično iskustvo sa primanjem i davanjem mita



protection of consequences that may befall them if they fulfill their civic duty and report the bribe.

Experience with the bribe

Chart 9 Personal experience with the bribe



The chart 9 shows the number of respondents in percentages that had personal experience with bribery in various areas of social life. In most cases, the bribe is given in order to obtain certain services. Among those who have had personal experience with bribery, prevails personal experience with the police, 40% of respondents gave the bribe or a police officer as an official received the bribe. This is another way to confirm that police officers are the most corrupt. Personal experience with giving the bribes to a doctor had 39% of respondents, which represents a slight difference compared to the corruption of police.

There is significantly lower percentage of respondents who have had personal experience with professors, with giving and receiving the bribe in the sphere of public procurements, teller workers and others. Personal experience with giving or receiving the bribe to professors had 8% of respondents, while the same experience with giving the bribe to teller workers had 10% of respondents, the experience with bribery in public procurements had 3% of respondents. We believe that personal experience with giving and receiving the bribe should be taken with a grain of salt, bearing in mind possible favorable responses, as well as the personal interpretation and understanding of the term "bribe".

The willingness of receiving the bribe

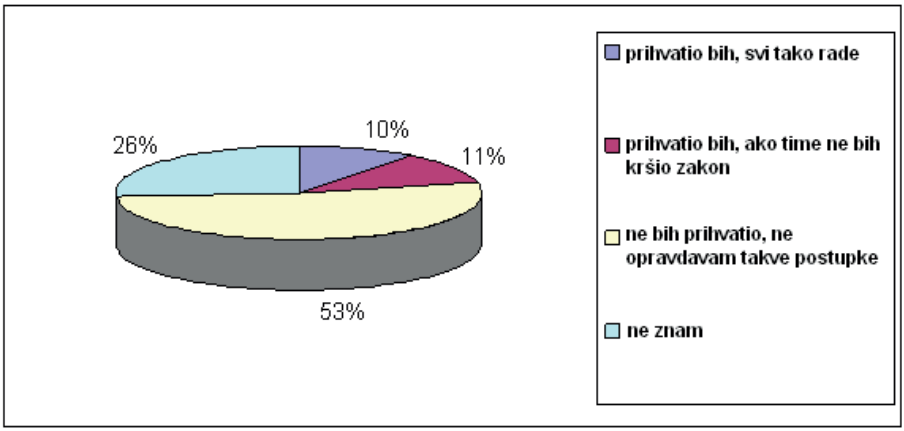
Chart 10 Would you accept the bribe considering your workplace?

Grafikon 9. prikazuje broj ispitanika izražen u procentima koji su imali lično iskustvo sa primanjem i davanjem mita u različitim oblastima društvenog života. U većini slučajeva, mito se daje radi dobijanja određenih usluga. Među onima koji su imali lično iskustvo sa primanjem i davanjem mita, preovlađuje lično iskustvo sa policajcima, 40% ispitanika je dalo mito ili je policajac kao službeno lice primilo mito. Ovo na još jedan način potvrđuje da su policajci kao profesija najkorupiraniji. Lično iskustvo sa primanjem i davanjem mita od strane ljekara imalo je 39% ispitanika, što predstavlja neznatnu razliku u odnosu na korupiranost policije.

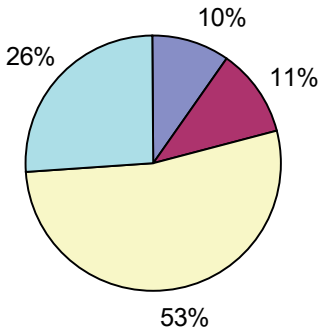
Ispitanici koji su imali lično iskustvo sa profesorima, sa primanjem i davanjem mita u javnim nabavkama, šalterskim radnicima i ostalim su u znatno nižim procentima. Lično iskustvo sa primanjem i davanjem mita profesorima imalo je 8% ispitanika, dok je isto iskustvo sa primanjem i davanjem mita šalterskih radnika imalo 10% ispitanika, sa primanjem i davanjem mita u javnim nabavkama susrelo se 3% ispitanika. Smatramo da, lično iskustvo sa primanjem i davanjem mita treba uzeti sa rezervom, imajući u vidu moguće davanje poželjnih odgovora, kao i ličnu interpretaciju i shvatanje pojma „mito“.

Spremnost prihvatanja mita

Grafikon 10. Da li biste prihvatili mito s obzirom na radnu poziciju na kojoj se nalazite?



Grafikon 10. prikazuje spremnost prihvatanja mita s obzirom na radnu poziciju na kojoj se ispitanici nalaze. S obzirom na prisutnost korupcije u svim oblastima društvenog života, pre svega u policiji i zdravstvu, kao i u svim porama ljudskog života, što su i pokazali rezultati sprovedene ankete i time potvrđena hipoteza postojanosti primanja i davanja mita, ovdje smo dobili rezultate koji nisu bili očekivani.



I would accept, so everybody does

I would accept, if this would not violate the law

I would not accept the bribe, I do not justify such actions

I do not know

Chart 10 shows the willingness of receiving bribes considering the workplace of respondents. Due to the presence of corruption in all spheres of social life, especially in the police and health services, as well as in all the spheres of human life, which was shown by the results of the poll and thus confirmed the hypothesis that the bribery exists, we got unexpected results.

Namely, more than 50% of the respondents chose the option "I would not accept the bribe, I do not justify such actions," which actually denies bribery and corruption in general, then the answer "I do not know" which had 26% of respondents, while the options "I would accept, so everybody does" 10%, and "I would accept, if this would not violate the law" 11%, are almost identical.[7]

CONCLUSION

The results of study confirm earlier presented thesis that the receiving and giving bribes exists in all areas of social life. Almost all previous studies, including this one, support the fact that the receiving and giving bribes is a widespread phenomenon and that Bosnia and Herzegovina, unfortunately, really deserves the place in which it is, according to the index of corruption in a survey conducted by the NGO Transparency International regarding corruption in 2011th. Based on the results of the survey conducted in the area of Doboj, on a sample of 186 respondents, we came to the following conclusions. The survey results, related to the demographic characteristics of the respondents, indicated that among respondents prevailed females, in terms of their education level prevailed persons who completed secondary

7 Ubiparipovic, S. *Receiving and giving the bribe*, master thesis, Slobomir P University, 2012. page 82-113.

Naime, više od 50% ispitanika se opredijelilo za opciju „ne bih prihvatilo mito, ne opravdavaju takve postupke“, što ustvari negira primanje i davanje mita kao i korupciju uopšte, zatim odgovor „ne znam“ 26% ispitanika, dok su ponuđene opcije „prihvatio bi, svi tako rade 10%, i „prihvatio bih, ako time ne bih kršio zakon 11% gotovo izjednačene.[7]

ZAKLJUČAK

Prezentovani rezultati istraživanja potvrđuju ranije iznijetu tezu da primanje i davanje mita postoji u svim oblastima društvenog života. Gotovo sva dosadašnja istraživanja, pa i ovo naše ide u prilog činjenici da je primanje i davanje mita veoma raširena pojava i da Bosna i Hercegovina, nažalost, zaista zaslužuje mjesto na kojem nalazi, prema indeksu raširenosti korupcije u istraživanju koje je izvršila nevladina organizacija Transparency Internacional u pogledu korupiranosti za 2011. godinu. Na osnovu rezultata ankete sprovedene na području Doboja, na uzorku od 186 ispitanika, došli smo do sljedećih zaključaka. Rezultati ankete, vezani za demografske karakteristike ispitanika, pokazuju da među ispitanicima preovlađuju osobe ženskog pola, u pogledu stepena stručne spreme osobe sa završenom srednjom stručnom spremom i u pogledu starosti lica u intervalu od 18-25 godina. Među ispitanicima preovlađuju lica koja imaju mjesto stanovanja grad-centar, dok među zaposlenim osobama preovlađuju službenici i stručnjaci. U pogledu radnog statusa lica, najveći dio ispitanika činili su studenti. Istraživanjem percepcija građana o primanju i davanju mita, u pogledu profesije, policajci i zdravstveni radnici prednjače.

U pogledu spremnosti građana da prijave primanje i davanje mita, rezultati na još jedan način pokazuju, da građani iz različitih razloga nisu spremni da prijave navedena djela.

Upravo ovo predstavlja problem prilikom otkrivanja i suzbijanja ovih krivičnih djela, zbog čega se i ova djela i nazivaju tajnim krivičnim djelima. U pogledu spremnosti prihvatanja mita više od polovine ispitanika se opredijelilo za mogućnost „ne bih prihvatilo mito jer ne opravdava takve postupke“, što dovodi do iskrivljene slike stvarnosti, s obzirom na korupiranost ne samo na područuju opštine Doboj, nego na cjelokupnoj teritoriji Bosne i Hercegovine.

Ovakva situacija svakako je pokazatelj da mladi ljudi u Doboju su dobro upoznati sa korupcijom u svim oblastima društvenog života i da su i sami često bili akteri krivičnih djela primanja i davanja mita, pa u korupciji vide pojavu koja je zahvatila sve pore društva. Na kraju treba reći, da mjere borbe protiv ovih krivičnih djela, koja imaju tzv.učinak ogledala, koje se često

7 Ubiparipović, S. *Primanje i davanje mita*, magistarski rad, Slobomir P Univerzitet, 2012. str. 82-113.

education and in terms of age prevailed persons in the range of 18-25 years. Among the respondents prevailed persons who have residence in the city center, while among employed persons prevailed officials and experts. In terms of the employment status, most of the examinees were students. Regarding the willingness of citizens to report receiving and giving the bribes, the results in yet another way showed that citizens, because of different reasons, are not willing to report the alleged acts.

Exactly this presents a problem in the detection and prevention of these crimes, which is why these crimes are named secret crimes. In the study of perception of bribery, in the terms of profession, police officers and health workers are among the first.

In terms of readiness of receiving the bribes, more than half of the respondents chose the option "I would not accept the bribes because I do not justify such actions," which leads to a distorted picture of reality, given that corruption is not only in the area of Doboj, but over the whole territory of Bosnia and Herzegovina.

This situation is certainly an indicator that young people in Doboj are very well familiar with corruption in all spheres of social life, and that they themselves were often a part of criminal crimes of giving and receiving the bribe, and they see the corruption as the phenomenon which has affected all aspects of society. Finally, it should be noted that measures to combat these crimes, which have so-called the effect of a mirror, which are often performed together, must have preventative and repressive character.

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7. http://www.mojevijesti.ba/novost/51712/ 09.02.2012. at 11h.
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vrše zajedno, moraju da budu kako preventivnog tako i represivnog karaktera.

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ISSN 0354-9852
DOI 10.7251/AKT1321142S
UDK 005.591.6:331.101.262
Overview paper

IMPACT OF ORGANIZATIONAL JUSTICE ON EMPLOYEE MOTIVATION IN SERBIA

Srećko Stamenković[1]

Abstract

The aim of this study was to examine the impact of organizational justice on employee motivation in organizations in Serbia. Good relationship between the employees' motivation and organizational justice is an excellent basis for solving many problems in interpersonal relationships in organizations. The technical competence of employees is essential, but it is not a sufficient condition for success. One very important indicators of employee motivation in organizations is justice. Whether it's decision-making, determining tasks, distribution of reward or simply any form of social exchange, the issue of fairness is always a subject of discussion. Employee perceptions of fairness in organizations, better known as organization justice, effects the behavior of employees and hence their work motivation. Therefore, the research on organization justice is of great importance. This study takes into account all three dimensions of organization justice: distributive, procedural, and interactive justice. The study is based on research which covered 4208 employees in the Republic of Serbia. The findings and conclusions contained in this paper are based on research focusing on the HRM function in organizations in the Republic of Serbia.

Keywords: *organization justice, distributive justice, procedural justice, interactive justice, Human Resource Management, Republic of Serbia.*

INTRODUCTION

In the western world for over 30 years attention has been raised to the issue of organizational justice and its impact on employees in an organization. If we want to better understand human behavior, it is necessary to get to know the concept of organizational justice in the organization setting [22]. Organization justice, a term coined by Greenberg [19] refers to employee perceptions of fairness in the workplace. It has shown to be associated with several outcomes such as work motivation, job satisfaction, [16][12] turnover intention [10], work performance [16] [35], commitment[18] and finally organizational citizenship behavior [33]. While considerable research has been done in the past in Western countri-

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ISSN 0354-9852
DOI 10.7251/AKT1321142S

UDK 005.591.6:331.101.262
Прегледни рад

УТИЦАЈ ОРГАНИЗАЦИОНЕ ПРАВДЕ НА МОТИВАЦИЈУ ЗАПОСЛЕНИХ

Срећко Стаменковић[1]

Резиме: *Мотивација запослених гледана са стране колико је праведан однос између организације и запослених, може бити један од кључних фактора конкурентске предности између ривалских организација. Перцепција запослених о правичности у организацијама, позната као организациона правда, утиче на мотивацију запослених а самим тим на њихове перформансе и организациони успех. У овом истраживању узете су у обзир све три димензије организационе правде, дистрибутивна, процедурална и интерактивна правда и њихов утицај на мотивацију запослених.*

Кључне речи: *организациона правда, дистрибутивна правда, процедурална правда, интерактивна правда, мотивација.*

Abstract: *The motivation of employees viewed from the side just as the relationship between organizations and employees can be one of the key factors of competitive advantage between rival organizations. The perception of the fairness of employees in organizations, known as organizational justice affects the motivation of employees and consequently their performance and organizational success. This study takes into account all three dimensions of organizational justice, distributive, procedural and interactive justice and their impact on the motivation of employees.*

Keywords: *organization justice, distributive justice, procedural justice, interactive justice, motivation.*

УВОД

Организациона правда је термин који описује колико су према схватању запослених у организацијама правичне одлуке руководиоца организације, процедуре њиховог доношења и колики степен правичности интеракција међу запосленима. Ово виђење запослених може позитивно или негативно утицати на ставове радника њихове перформансе, однос према раду и понашању и успех организације.

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es, little research has been conducted to assess employees' perception of fairness in South-East Europe, Republic of Serbia being no exception. In Serbia, during the transition period, due to privatization, various forms of acquisitions, mergers and bankruptcies and receiverships, and also the impact of technological change, there have been major changes in the relationship between the employees of the organization and its management. In consequence, these events have increased economic pressures on many firms that were dependent on the market situation - whether in a given business chain, or as direct competitors in the market - to adapt to the market for their survival and future prosperity. The term organization justice is used in this study to denote the degree to which employees perceive the overall organizational rules, procedures and policies that are related to their work to befair. It encompasses three components, in principle: distributive justice, procedural justice and interactional justice. Employee motivation is a term used to refer to the degree to which employees feel positively or negatively about their jobs. It is based on assessing the job and job-related experience with some degree of favor and disfavor [36]. Employee motivation is the degree to which employees are carrying out their jobs in a given work setting [22]. This study helps to better identify and understand the perception of justice by employees in countries that are undergoing a period of transition such as Serbia.

THE CONTEXT

Organization justice and the proper management of human resources, unfortunately for our employees is still far below the level at which it could be described as satisfactory. The implementation of satisfactory organization justice in our country faces a lot of problems, both of objective and subjective nature. Some of the objective issues are a large number of our companies is undergoing transition changes, a certain number of them is preparing for it, in some companies the changes are not on the way, and hence such a situation, including the foreign--owned companies or companies founded with a foreign capital, enables a great variety of attitudes, application and values on the organization justice in Serbia. Economic reforms that started in Serbia back in 2000 resulted in the change in the structure of the economy, which from the socialist planning switched to liberal market economy, followed by processes such as establishing the economic institutional frames, privatization and trade liberalization. The privatization process in Serbia is almost completed, except for a few non-profitable public--owned companies. Serbian economy is seriously affected by the current global crisis, the growth has been slowed since the end of 2008 and the economy has been in the recession from 2009. In the period up to 2009, according to the data from Republic Statistical Office, the employment rate showed a positive trend and in April 2009 it dropped for 2.5 percentage points or 4.73% compared to

Концепт организационе правде проширује традиционални модел радног понашања у организацији, са намером да концептуализује захтеве посла, контролу рада и социјалну подршку, као главне факторе у утврђивању индивидуалне добробити запослених у организацији и њихове продуктивности. Термини „правичност“ или „праведност“ или „поштење“ су углавном зависни од субјективног схватања и гледања на ствари и догађаје и обухватају више основних елемената социјалне структуре у којој се њима оперише.

О мотивацији и њеном значају је много писано. Мотивација је кључна компонента која помаже запосленима да постану мотор организације и да направе значајне разлике међу конкурентима. Запослени морају бити мотивисани и мора постојати континуирана тежња од стране појединаца за постизање бољих резултата, која је кључни аспект у постизању боље ефикасности и бољих резултата организације.

Заиста, мотивација и поштен тј. праведан третман запослених су основни елементи успешности управљања људским ресурсима организације. Као такви, могу утицати на ефикасност организације, на праксу у вођењу људских ресурса и на ставове запослених према организацији.

ОРГАНИЗАЦИОНА ПРАВДА

Када запослени у организацији реагују на начин који је условно повезан са начином на који су третирани на послу, њихова мотивисаност да одговоре на адекватан начин се не може разумети без узимања у обзир следећих појмова правичности: дистрибутивне правде, процедуралне правде и интерактивне правде [2]. Концепцију правичности на основу тога да ли су запослени правично третирани на послу упоређивањем њихових сопствених примања – излазних елемената, са њиховим доприносом у раду т.ј. резултатима рада (као што су зараде, положај у организацији или статус) и улазних елемената (као што је уложена енергија, труд или време) са њиховим колегама у организацији представио је Адамс[3]. Ово је дефинисано као дистрибутивна правда и представља прецепцију запослених о правичности одлука руководиоца (менаџера) у односу на дистрибуцију вредновања резултата као што су плате, промоције итд.[4]

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3 Adams, J. Inequity in social exchange. *Advances in Experimental Social Psychology, 2,* 1965, p. 267–299. (Adams, J. Inequity in social exchange. *Напредак у експерименталној социјалној психологији, 2,* 1965, стр. 267–299.)

4 R. Folger, & M. Konovsky, *Effects of procedural and distributive justice on reactions to pay raise decisions.*

October 2008. The decrease in employment rate was expected, considering the global economic crisis and negative results in all the economic sectors. The employment rate went down also in October 2009 (0.8 percentage points compared to April 2009); but that decrease was significantly lower than expected. The latest information on the survey on labor proves further deterioration of the labor market indicators, despite the fact that the decrease in economic activities stopped. The employment rate in April 2010 (47.2%) went down for 2.8 percentage points compared to October 2009 -50.0%). The total number of employed people dropped for 172,005: in other words, from 2,450.643 in October 2009 to 2,278.504 in April 2010. (National Employment Service Annual report 2007). The reasons for such a situation can be found in the fact that the changes on the labor market are always late compared to changes in economic activities. Yet, it is typical in all countries that after the crisis and lower economic activities follows the stagnation period in employment. Despite the real needs for new job openings, employers await a certain time to fulfilling those needs. One of the reasons for such a behavior are also the cost of employing new workers (and firing), which is a burden for entrepreneurs. Economic growth analysis point to the fact that is necessary to wait for minimum one quartal1 to see the real situation. If it is for any consolation, the situation is the same in the neighboring countries and also in EU countries.

The crisis devastated Serbia in many fields- 220,000 jobs were lost and the average salaries dropped for one fifth. In September 2008 there were 1.9 million people employed in Serbia. In March 2001, 1.77 million citizens were at their work places. It is a decrease of as much as 11.2%. 'About 200.000 people now work in companies threatened by bankruptcy or receivership, and therefore, the number of employees can go even lower. No one paid attention to stimulating production, and thus other Republics reported increase in industrial employees and with us, that number is now cut in half'. The second 'defeat' of Serbia are the salaries. For those to be low and less worthy every day can be felt by most citizens. As for number, the picture is as follows: at the beginning of the world crisis the average citizen in Serbia had an income of EUR 430. In March this year that 'melted' to only EUR 346, which is a drop at 19.5%. It seems that the crisis revealed that Serbia is half way between socialism and capitalism and is not able to cope with external disturbances. The data that 220.00 people in Serbia have jobs is in the report from the official evidence. The estimates of the International Monetary Fund are even worse. It is their belief that during the crisis about 440.000 people lost their jobs. The number is significantly higher than the official one as among those about 245.000 were officially employed and the rest, exactly 195.000 worked in the so-called –grey zone'. They also confirm the highest losses in industry. There about 526,000 were employed and two years later officially employed left are only 447,000. That is a drop of as many as 79,000 which is 14.9%. Regarding percentages, worstly devastated was the agricultural sector. In agri-

Процедурална правда у односу на дистрибутивну правду фокусира се на правичност начина на који се води процес доношења одлука. Другим речима, фокус разматрања се помера са онога „**шта**“ је одлучено на „**како**“ је одлука донета[5].

Интерактивна правда је дефинисана од стране социолога Џона Р. Шермона (John R. Schermerhorn) као „степен у којем су људи погођени одлуком и достојанствено третирани са поштовањем“. Теорија се фокусира на интерперсонални третман који људи добијају када су процедуре спроведене.

Интерактивна правда се састоји од две врсте интерперсоналних односа. Први одражава степен учтивости којом су људи третирани, достојанством и поштовањем од стране претпостављених или трећих лица у процедуралном извршавању и одређивању резултата. Друга је фокусирана на информативну правду, усмерена на објашњење од стране људи који преносе информације о разлозима коришћења одређене процедуре и начина дистрибуирања резултата[6].

Перцепција правде је такође повезана са важношћу излазних варијабли. На пример, перцепција процедуралне правде се негативно манифестује у релацији са намерама да одустанете и у значајној је корелацији са осећајем важности припадања организацији, и резултата евалуације од стране високо рангираних супервизора[7]. Другим речима, ако запослени виде да је процес доношења одлука праведан (поштен), и шансе да размишљају о прекиду или одустајању од посла су мање. Са друге стране, претпоставка дистрибутивне правде повезана је са задовољством подизања исплата запосленима и има тенденцију да буде јак сигнал задовољства запослених својим послом.

Гринберг[8] сматра да су теорије о раној социјалној правди у организацијама изведене да испробају принципе правде у друштвеним интеракцијама а не у организацијама. Стога ове теорије имају делимичан успех када их

Academy of Management Journal, 32, 1989, p. 115–130. (R. Folger, & M. Konovsky, *Ефекти процедуралне и дистрибутивне правде на реакције о одлукама о подизању плата.* Academy of Management Journal, 32, 1989, стр. 115–130.)

5 R. Cropanzano, & R. Folger, *Referent cognitions and task decision autonomy: Beyond equity theory*. Journal of Applied Psychology, 74, 1989, p. 293–299. (R. Cropanzano, & R. Folger, *Референтна сазнања и аутономија одлука задатака. Иза теорије једнакости.* Journal of Applied Psychology, 74, 1989, стр. 293–299.)

6 Greenberg and J. Colquitt (Eds). *Handbook of organizational justice*. London: Routledge. p. 3-56. (Greenberg and J. Colquitt (Eds). *Приручник о организационој правди*. London: Routledge. стр. 3-56.)

7 D. B. McFarlin, & P. D. Sweeney, *Distributive and procedural justice as predictors of satisfaction with personal and organizational outcomes.* Academy of Management Journal, *35*, 1992, p. 626-637. (D. B. McFarlin, & P. D. Sweeney, *Дистрибутивна и процедурална правда као предиктори задовољства са личним и организационим резултатима.* Academy of Management Journal, *35*, 1992, стр. 626-637.)

8 Greenberg, *Organizational justice: Yesterday, today, and tomorrow*. Journal of Management, 16, 1990, p. 399–432. (Greenberg, *Организациона правда: јуче, данас, сутра*. Journal of Management, 16, 1990, стр. 399–432.)

culture, forestry and fishing industry there were 232,000 employees and only 163,000 remained and that is at 24.9% less. The total number of employed in Serbia at the end of September 2011 is estimated at 1,744.662 out of which 405,476 entrepreneurs and their employees and the rest of 1,349.186 are employed in economic societies, and other administration activities. Compared to September 2010, the total number of unemployed rose at 3% (National Employment Service Annual report 2007).

Average net salary paid in September amounts to RSD 38,763 and compared to it in August, its nominal increase is at 1% and in reality 0.8%. The average salary compared to the one in September 2010 is nominally higher at 12.1% but really at 2.6%. On the situation of employees in Serbia speaks also the information from the Labor Inspectorate which conducted 37.747 inspections and included 558,536 employees and the inspectors found 5228 employees with no employment contract.

In the first eight months of 2001 conducted were 21,901 inspections which included 318,523 employees and 4183 person were found with having no employment contract, employers do not pay the fringes and taxes, due to low salaries even employees themselves do not want the contract and the right on insurance, but wanted to work and be paid in cash by employers.

All those are the real indicators on what the position of the employees is and what treatment they have or can expect for their employers. Thus, when speaking on organization justice it can be stated that it is on a very low level, and even non-existent in some companies (mostly in small companies, but not unusual even in medium-sized companies). Anyway, there is a saying in Serbia which best reflects the attitude of employees toward work and their relation to employers: 'No one can pay me as low as little I can do'.

ORGANIZATIONAL JUSTICE

Organizational justice focuses on employees' perception of fairness and is considered to be one of the core values that organizations focus on [36]. It describes the individual's or group's perception of the fairness of treatment received from an organization and their behavioral reactions to such perceptions [20]. Organization justice is typically conceptualized with three components: distributive, procedural, and interactional justice [13] [36] [16]. Distributive justice is concerned with perceptions of fairness about organizational allocations and outcomes [1] [38] [15]. Organizations convey a sense of concern for employee well-being and their contribution to organizational success when rewards and resources are fairly distributed [34]. Perceptions of distributive justice are based largely on comparisons with others [19]. At their work settings, employees are likely to use multiple referents of comparison [5] including comparison to other

употребљавамо у објашњавању различитих форми организационог понашања. Не тако давно, развијани су концептуални модели који садрже променљиве и решења која су релевантна за организационо функционисање. Са овим моделима, рађена су истраживања да би се објаснила и описала улога правичности на радном месту.

С обзиром да је разлика између дистрибутивне и процедуралне правде емпиријски установљена, исказала се потреба разматрања односа ове две врсте правде са организационим варијаблама. Изведен је велик број истраживања да би се установило која је улога дистрибутивне правде и процедуралне правде на организационе резултате. Све у свему, резултати ових истраживања говоре да дистрибутивна правда и процедурална правда могу бити показатељи различитих ставова. У принципу, дистрибутивна правда може бити важан индикатор резултата личне сатисфакције као што су плате, док процедурална правда може имати веома јак ефекат на ставове које имају запослени о организацијама и руководству, и то се одражава преко осећаја припадности организацији и поверења у руководство тј. виши менаџмент[9]. Иако се реакције појединаца могу разликовати у зависности од тога у којој мери се фокусирају на резултате или процедуре, дистрибутивна правда и процедурална правда могу имати веома велик утицај на перцепцију појединаца у односу на организациону правичност[10].

ЗАПОСЛЕНИХ

Мотивација има велики утицај на залагање и учинак запослених, па самим тим и на остваривање циљева одређених од стране организације. Без добре мотивисаности запослених нема ни ефективности ни ефикасности у раду запослених ни успешности организације. Мотиви покрећу људску активност, усмеравају је у одређеном правцу и одржавају све дотле док се циљ не испуни. Мотивација се најчешће дефинише као процес побуђивања својих активности и активности других у циљу достизања личних циљева односно циљева и система. Сматра се да је мотивација резултат следећих хијерархијских потреба: потреба за самоактуелизацијом, потребе за самопоштовањем, друштвене потребе,

9 R. Folger, & M. A. Konovsky, *Effects of procedural and distributive justice on reactions to pay raise decisions.* Academy of Management Journal, 32, 1989, стр. 115–130. (R. Folger,& M. A. Konovsky, *Ефекти процедуралне и дистрибутивне правде на реакције о одлукама о подизању плата.* Academy of Management Journal, 32, 1989, стр. 115–130.)

10 M. Schminke, M. L. Ambrose, & T. W. Noel, *The effect of ethical frameworks on perceptions of organizational justice.* Academy of Management Journal, 40, 1997, p. 1190–1207. M. Schminke, M. L. Ambrose, & T. W. Noel, *Утицај етичких стандарда на перцепцију организационе правде.* Academy of Management Journal, 40, 1997, стр. 1190–1207.)

fellows within the same organization (assessment of internal equity) [15], to employees occupying similar jobs in other organizations (assessment of external equity), and to employees performing similar jobs within the same organization (assessment of relative equity). The result of comparison (negative or positive) is strongly associated with the employee's perception of, and reaction to, the system. If the comparison result is positive, they are likely to feel positive toward the system. However, if the result is negative, they may wish to challenge the system that has given rise to this state of affairs 2007[34]. Moreover, a number of potentially adverse behavioral reactions may follow from this perception such as reduced job performance, embarking on the use of withdrawal behavior such as absenteeism, turnover, and reduced cooperation 1998[17] [15] .

While distributive justice is concerned with perceptions of fairness about organization allocations and outcomes, procedural justice refers to the perceived fairness of the processes used to determine organizational outcomes [10] [18] . It derives from the perceived equity of organizational policies and procedures determining resource allocation and other managerial decisions [34]. Employees judge the equity of procedures by the amount of bias, the width and accuracy of information gathering, number of relevant parties given voice in the decisions, ethical standards applied, and the consistency and universality of decision implementation [40]. Consistency in procedures has shown to be an important determining factor of fairness across differing allocation situations [19]. Decisions based on procedures that are perceived as fair are more likely to be accepted by those they affect, than decisions arising from procedures that are not perceived fair [11] [15].

Interactional justice focuses on employees' perceptions about the fairness of the interpersonal treatment received during implementation [4] . It refers to the quality of interpersonal processes and treatment of individuals (i.e. being treated with dignity and respect), as well as the extent to which to which reasons behind the outcomes are explained [4] . Perceptions of interactional justice result from supervisor trust-building behaviors such as "availability, competence, consistency, discretion, fairness, integrity, loyalty, openness, promise fulfillment, receptivity, and overall trust" [14] [15] . These three constructs of organizational justice will be used to study their influence on employee motivation in organizations in Republic of Serbia.

EMPLOYEE MOTIVATION

Understanding what motivated employees and how they were motivated was the focus of many researchers following the publication of the Hawthorne Study results [41]. Five major approaches that have led to our understanding of motivation are Maslow's need-hierarchy theory, Herzberg's two- factor theory, Vroom's

безбедносне потребе и физиолошке потребе. Мотивација је скуп састављен од фактора који чине два подскупа:

1. фактори који узрокују незадовољство,

2. фактори који доводе до задовољства.

Шта је то што покреће људску активност? Осим откривања садржаја потреба које покрећу активност људи, менаџере и истраживаче увек је врло занимало и питање процеса мотивације и како се покреће људска активност. Излагања су организована као презентације кључних доприноса теорији мотивације односно двема групама теорија мотивације: теорији садржаја и теорији процеса мотивације. Посебно битна питања су:

- Које потребе покрећу људе у организацијама на активност?
- Какав је међусобни однос различитих потреба које мотивишу људе у организацијама?
- Како перципирана једнакост и правичност у наградама утиче на мотивацију?
- Како очекивања утичу на мотивацију запослених?
- Како постављање циљева утиче на мотивацију запослених?

Успешност примене менаџмент концепта огледа се у складном функционисању организације. Међутим, велики број проблема у организацији настаје као последица културног хаоса. Културни хаос се огледа у општој опуштености, недоследно пословном понашању, неуважавању основних принципа пословне етике. Оно се неповољно одражава на ефективност и ефикасност организације, доводи до ангажовања додатних потенцијала, дужег радног циклуса, прековременог рада, што у крајној линији доводи у питање крајњи успех организације. Успостављење пословне културе у организацији почива на теорији културног склада, чија је суштина у томе да одговарајућа култура буде присутна на одговарајућем месту, са одговарајућим циљем.[11]

РЕЗУЛТАТИ ИСТРАЖИВАЊА И ЊИХОВА АНАЛИЗА

Обрада података је планирана и реализована у складу са циљевима истраживања и комплетним истраживачким нацртом. Статистичка анализа је рађена у МАНОВА програму за обраду података, од униваријантних поступака примењивао се Ројов тест (Roy test). За опис узорка је коришћена дескриптивна анализа. Провера конскструктивне

11 Весић, Д., *Улога менаџмента у мотивацији запослених*, Међународна научна конференција МЕНАЏМЕНТ 2010 ,, стр. 264.

expectancy theory, Adams' equity theory, and Skinner's reinforcement theory [25]. According to Maslow, employees have five levels of needs [32]: physiological, safety, social, ego, and self- actualizing. Maslow argued that lower level needs had to be satisfied before the next higher level need would motivate employees. Herzberg's work categorized motivation into two factors: motivators and hygiene [23]. Motivator or intrinsic factors, such as achievement and recognition, produce job satisfaction. Hygiene or extrinsic factors, such as pay and job security, produce job dissatisfaction.Vroom's theory is based on the belief that employee effort will lead to performance and performance will lead to rewards [43]. Rewards may be either positive or negative. The more positive the reward the more likely the employee will be highly motivated. Conversely, the more negative the reward the less likely the employee will be motivated. Adams' theory states that employees strive for equity between themselves and other workers. Equity is achieved when the ratio of employee outcomes over inputs is equal to other employee outcomes over inputs [1]. Skinner's theory simply states those employees' behaviors that lead to positive outcomes will be repeated and behaviors that lead to negative outcomes will not be repeated [39]. Managers should positively reinforce employee behavior that lead to positive outcomes. Managers should negatively reinforce employee behavior that leads to negative outcomes [25]. Many contemporary authors have also defined the concept of motivation. Motivation has been defined as: the psychological process that gives behavior purpose and direction [26]; a predisposition to behave in a purposive manner to achieve specific, unmet needs [7]; an internal drive to satisfy an unsatisfied need [24]; and the will to achieve [3]. For this paper, motivation is operationally defined as the inner force that drives individuals to accomplish personal and organizational goals [25]. One potential mediator of the justice is motivation. Latham and Pinder [28] defined motivation as a set of energetic forces that initiates task-related behavior and determines its form, direction, intensity, and duration. One might expect that the motivational consequences of justice would be well-understood given that justice concepts are often discussed in narrative reviews of motivation literature [28]. However, that association with motivation literature is largely due to distributive justice, the perceived fairness of decision outcomes Adam, [1], as equity theory is viewed as one of the more venerable motivation theories. With few exceptions Colquitt & Chertkoff, [8] scholars have failed to examine motivational consequences of other justice dimensions. Indeed, in a recent review, Colquitt and Greenberg [10] asked "Why is it that job satisfaction and organizational commitment are popular dependent variables in justice research, but motivation is virtually ignored?". Similarly, Cropanzano and Rupp [12] asked "Wherefore organizational justice amidst theories of work motivation?"[12] [44].

ваљаности упитника организационе правде је коришћена факторска анализа, са косоуглом промакс ротацијом. За редукцију варијабли је коришћен метод главних компоненти, тако што су одговори испитаника редуковани на прву главну компоненту за одговарајуће субскале. Дакле, поред дескриптивне статистике, користили смо факторску анализу, каноничку корелациону анализу, т-тест, анализу варијансе и вишеструку регресиону анализу.

Анализиран је узорак од 4208 испитаника извучених из популације која је дефинисана као „радите (или сте радили)". У складу са раније утврђеним циљевима истраживања, методолошким приступом и постављеним хипотезама, у овом истраживању анализирала се разлика у оквиру 3 поглавља, између подимензија организационе у односу на субузорке индикаторе квалитета УЉР - задовољству запослених и мотивисаности запослених у организацији.[12]

Пол	М	2140
	Ж	2068
Старост	-18	429
	19-25	1399
	26-30	1020
	31-35	586
	36-40	349
	40-	357+68
Позиција на послу	Ц	2338
	СН	1169
	ТМ	411
	РС	290
Број запослених у организацији	-20	1356
	21-50	658
	51-100	599
	101-500	819
	501-1000	263
	1000+	513
Тип власништва организације	П	3480
	Д	728

Табела 1: Учесници у истраживању разврстани по категоријама

12 Резултати презентовани у овоме раду се заснивају на истраживању које је рађено у периоду од 12.09.2011 год. до 27.09.2011 год. у виду анкете-упитника, преко сајта Инфостуд. Резултати су такође презентовани преко овог сајта и могу се наћи на адреси: http://poslovi.infostud.com/rezultati-istrazivanja-o-organizacionoj-pravdi/

METHOD SAMPLE

Using a self-administered questionnaire, 4208 employees were randomly selected and surveyed. The participants were selected from organizations which represented a wide range of industries. The study included respondents with valid answers, which are divided into 2 subgroups according to gender (female and male), 7 subsamples based on age, 4 subsamples according to the working position, 6 subsamples according to the number of employees in the organization and 2 subgroups according to the type of company ownership. The respondents were representing top, middle and bottom levels of management in different types of organization.

Gender	Male	2140	Job level	J	2338
	Female	2068		ML	1169
Age	-18	429		TM	411
	19-25	1399		IC	290
	26-30	1020	Number of employees in org.	-20	1356
	31-35	586		21-50	658
	36-40	349		51-100	599
	40-	357+68		101-500	819
Job level	J	2338		501-1000	263
	ML	1169		1000+	513
	TM	411	Type of ownership	P	3480
	IC	290		S	728

Table 1. *The Description of the Study Sample*

MEASURES ORGANIZATION JUSTICE.

For the measurement of distributive, procedural and interactional justice, a 20-item scale developed by Niehoff and Moorman was used [33]. The measure was assessed on a 5- point scale ranging from 0 "strongly disagree" to 4 "strongly agree". The Cronbach alpha for the 20 items was 0.918. The 5 items were related to distributive justice (alpha value 0.786), 6 items to procedural justice (alpha value 0.826), and 9 items for interactional justice (alpha value 0.894). An item scale for distributive justice is "My work schedule is fair". An item scale for procedural justice is "My supervisor is neutral in decision making". An example item model for interactional justice measure is "My supervisor provides explanations for the decisions related to my job".

Анализа разлика између варијабли „Ја сам мотивисан да радим за моју организацију“ у односу на дистрибутивну правду

	χ	P	Ф	п	к.дск
П 1	.043	.032	.896	.466	.003
П 2	.142	.136	16.140	.000	.021
П 3	.079	.059	3.013	.018	.005
П 4	.072	.057	2.763	.027	.006
П 5	.066	.057	2.827	.024	.002
П 6	.090	.068	3.917	.004	.002

Легенда: к.дск је коефицијент дискриминације

Табела 2. Значајност разлике између варијабли „Ја сам мотивисан да радим за моју организацију“ у односу на дистрибутивну правду.

Потребно је напоменути, да је латентно обележје, обележје по којем није утврђена разлика између мерених варијабли „Ја сам мотивисан да радим за моју организацију“ у односу на дистрибутивну правду а дискриминативна анализа га је укључила у структуру је: Поштено сам плаћен/награђен, с обзиром на одговорност коју имам на радном месту. (.466).

Анализа разлика између варијабли „Ја сам мотивисан да радим за моју организацију“ у односу на процедуралну правду

	χ	P	Ф	п	к.дск
П 7	.106	.099	8.513	.000	.003
П 8	.095	.084	6.057	.000	.002
П 9	.114	.101	8.845	.000	.006
П 10	.113	.096	7.979	.000	.002
П 11	.064	.060	3.046	.017	.002
П 12	.117	.096	7.934	.000	.003

Легенда: к.дск је коефицијент дискриминације

Табела 3. Значајност разлике између варијабли „Ја сам мотивисан да радим за моју организацију“ у односу на процедуралну правду.

Како је п <.1 прихвата се да постоји значајна разлика између неких модалитета мерених варијабли.

Анализа разлика између варијабли „Ја сам мотивисан да радим за моју организацију“ у односу на интерактивну правду

Како је п <.1 то значи да постоји значајна разлика између неких модалитета мерених варијабли.

EMPLOYEE MOTIVATION.

The Motivation Questionnaire (MQ) used in the assessment of employee motivation was first developed in the United Kingdom by SHL during the 1980s, and was fully revised in 2002 [37]. The questionnaire assessed the differences between organizational justice and its sub-dimensions of distributive, procedural, and interactive justice in relation to indicators of motivation. Model is based on review of psychological and management literature. Items were written as short, job-related statements, and a normative format was selected over an ipsative format, in order to provide more in-depth respondent information.

RESULTS

Processing data was planned and implemented in accord with the research goals and the full research concept. Statistical analysis was conducted in MANOVA software for processing data. As for univariant procedures, applied was the Roy test. For describing the sample, the descriptive analysis was used. For checking the validity of the questionnaire on organization justice applied was the factor analysis, with the oblique angle promax rotation. To reduce the variables used was the main components method, and thus the replies from the people surveyed were reduced to the first main component of the suitable subscale. Hence, in addition to descriptive statistics, used was the factor analysis, canonic corelational analysis, t-test, variance analysis and multiple regression analysis.

Analysis of differences between measured variables: distributive justice and employee motivation

	χ	r	f	p	k.dsk
Q 1	.043	.032	.896	.466	.003
Q 2	.142	.136	16.140	.000*	.021
Q 3	.079	.059	3.013	.018*	.005
Q 4	.072	.057	2.763	.027*	.006
Q 5	.066	.057	2.827	.024*	.002
Q 6	.090	.068	3.917	.004*	.002

Legend: k.dsk is the coefficient of discrimination

Table 2. *Influence of distributive justice on employee motivation*

Using the enter method, table 2 gives information for the use of questions to determine the relationship of measured variables of distributive justice and employee motivation. All questions except question 1 use for distributive justice showed significant predictor of employee motivation and that is because p <.1

	χ	P	Ф	п	к.дск
П13	.077	.058	2.902	.022	.001
П14	.099	.096	7.953	.000	.003
П15	.095	.089	6.832	.000	.001
П16	.095	.085	6.201	.000	.003
П17	.073	.065	3.659	.006	.002
П18	.078	.067	3.805	.005	.001

Легенда: к.дск је коефицијент дискриминације

Табела 4. Значајност разлике између мотивисаност за рад испитаника у односу на процена о интерактивној правди.

ЗАКЉУЧАК

Организациона правда у свакој организацији има велику утицај на запослене и на међуљудске односе, тј. интеракцију међу запосленима у организацији. На пример, менаџери људских ресурса уобичајено имају увид у примања запослених (плате, бенефиције, накнаде, као и разна одбијања од плате, било да су то кредити или одбијања узрокована дисциплинским одлукама). Такође, менаџери људских ресурса имају важну улогу у одређивању зарада запослених (промоције, оцењивање рада, дисциплинске одлуке), радног времена, периодично прегледају донете одлуке менаџера у организацији које се тичу зарада запослених, обезбеђују релевантна објашњења и упутства као и обуке (тренинге), учествују у дискусијама о вођењу организационе политике у овим областима рада и др.

Али, схватање правде и правичности у организацији не тиче се само донетих одлука (дистрибутивна правда), него је условљено и процедурама коришћеним у доношењу тих одлука (процедурална правда). Менаџери људских ресурса имају важну улогу у одређивању процедура које ће се користити при доношењу одлука које се тичу запослених у организацији из поменутих области рада (на пример, процедура одређивања плате запосленима, процедура одређивања дисциплинских мера, процедура жалби, процедура награђивања, планирање каријере итд.).

Саопштавање резултата тј. донетих одлука запосленима у организацији (на пример, саопштавање периодичног оцењивања успешности – рада) такође је део посла где менаџери људских ресурса имају важну улогу (интерактивна правда).

Ако се све ово узме у обзир, онда се увиђа колики значај има организациона правда за мотивисаност запослених у свакој организацији. Сваки човек има своје вредносне ставове, сваки запослени има своје

accepts that there is a significant difference between modalities of the measured variables.

Analysis of differences between measured variables: procedural justice and employee motivation

	χ	r	f	p	k.dsk
Q 7	.106	.099	8.513	.000*	.003
Q 8	.095	.084	6.057	.000*	.002
Q 9	.114	.101	8.845	.000*	.006
Q 10	.113	.096	7.979	.000*	.002
Q 11	.064	.060	3.046	.017*	.002
Q 12	.117	.096	7.934	.000*	.003

Legend: k.dsk *is the coefficient of discrimination*

Table 3. *Influence of procedural justice on employee motivation*

Using the enter method, table 3 gives information for the use of questions to determine the relationship of measured variables of procedural justice and employee motivation. All questions use for procedural justice showed significant predictor of employee motivation because p <.1 accepts that there is a significant difference between modalities of the measured variables.

Analysis of differences between measured variables: procedural justice and employee motivation

	χ	r	f	p	k.dsk
Q 13	.077	.058	2.902	.022*	.001
Q 14	.099	.096	7.953	.000*	.003
Q 15	.095	.089	6.832	.000*	.001
Q 16	.095	.085	6.201	.000*	.003
Q 17	.073	.065	3.659	.006*	.002
Q 18	.078	.067	3.805	.005*	.001

Legend: k.dsk *is the coefficient of discrimination*

Table 4. *Influence of interactional justice on employee motivation*

Using the enter method, table 4 gives information for the use of questions to determine the relationship of measured variables of interactional justice and employee motivation. All questions use for procedural justice showed significant predictor of employee motivation because p <.1 states that there is a significant difference between modalities of the measured variables.

DISCUSSION

This research was conducted in the Republic of Serbia and covered the entire territory. Also, this research examined the influence of organizational justice on employee motivation in the Republic of Serbia. The results showed that organi-

интересе које покушава да оствари и читав тај процес и одлуке које се доносе у процесу или раду он их вреднује на основу својих ставова, правила, очекивања или веровања или укратко на основу своје правде. Перцепција правде сваког човека јесте оно чему је систем управљања људских ресурса највише и свакодневно изложен, као део система организације који је стално у средини у односу између организације и људи[13]. Из истраживања се види да је мотивисаност запослених у организацији у тесној повезаности са организационом правдом тако да кад се говори о мотивацији онда се неминовно поставља питање и квалитета организационе правде и да су ова два појма у директној повезаности и под јаким међусобним утицајем. Другим речима, оцена мотивације запослених је под директним утицајем запослених у организацији и њихове перцепције схватања доживљене организационе правде.

Кроз истраживање је јасно показано да веома наглашен утицај, али и значај организационе правде на мотивацију запослених. Такође, резултати показују да под-димензије организационе правде дистрибутивна, процедурална и интерактивна правда имају велики утицај на запослене у организацији и њихов однос према раду и руководиоцима, њихово схватање односа запослени-организација, и њихов осећај припадности организацији.

Организациона правда је један од главних стратешких алата организације, која мора комбиновати знање, менаџмент, одлуке, процедуре и комуникацију, и претворити их у такву акцију која има вредност. Главна страна организационе правде треба да буде изградња здравог односа међу запосленима. Суштина ефикасне организационе правде јесте да људи буду третирани и садржајно и по опсегу, у правом тренутку и на прави начин. Зато организациона правда сама по себи није циљ, она је само средство у систему управљања људским ресурсима и превазилази личне и интерне циљеве и интересе и постаје део стратешког управљања и политике организације.

Са аспекта мотивације запослених од пресудног значаја је усмерити пажњу у елементе развоја организационе правде који би за основ имао развој корпоративне одговорности. Мотивација запослених у организацији која има високе стандарде организационе правде, добија на значају и има нову димензију јер брине о кључном ресурсу, о људима, а једино они са правилним третманом и управљањем могу представљати корпоративну предност организације.

13 Кулић, Ж., *Управљање људским ресурсима са организационим понашањем,* Београд, Мегатренд. 2003.

zational justice has a significant impact on employee motivation, and the influence of organizational justice is more pronounced in the less developed areas of the Republic of Serbia than in more developed. The study also shows, that in all the subjects who showed greater satisfaction with justice in the organization, and expressed greater motivation and job satisfaction. The result of this study showed that the procedural justice was the best predictor of employee motivation, followed by interactional and finally the distributive justice. This finding has indicated that honesty, courtesy, timely feed back, respect for rights and the chances to express view points [4] are the most critical components for securing a satisfied work force in Serbia. Clearly defined quality procedures of decision-making that Serbian employees receive from their supervisors when policies and written treatment are implemented at the work place seemed to be the most important predictor of the irlevel of motivation. However, one possible explanation to procedural justice as the best predictor of employee motivation for Serbian workers may be grounded in the socio-cultural set up of the Serbian context and employees' background.

Justice as a basis for understanding the employees and their motivation is very dependent oncultural standards, norms and values of organizations and its people Greenberg [21]. The norms and values of people differ due to different tradition and cultural backgrounds. Leung and Morris [29] have argued that people's perception of justice may depend on their culture or ethnicity.

Limitations and Future Research Directions

The major limitations of the study were as follows:

The measurement instruments were complicated in that they contained numerous scales that had to be cross-correlated for purposes of the study. This resulted in an almost unwieldy volume of information. It is recommended that further research in this area includes:

More extensive investigation into the relationship between motivation and organization justice.

More detailed research into the relationship between the demographic variables of employees and organizational justice. The application of structural equation modeling to provide a more detailed and directional view of the deeper relationships between employee motivation and organization justice.

Extending similar research to other specific industries and type of ownership of company (private sector or public sector).

Implications

The interaction between organizational justice and motivation in the organization takes place in the network of relationships between power, desires, demands, needs, organizational structure, organizational and individual goals. A fair

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and equitable treatment of employees in an organization is considered solely from a legal point of view. That may be one of the reasons why this treatment is not successful in Serbia. Organizations often do not focus on how employees are treated in the workplace. There are no regulations or laws set for regulating humanity of employment.

Despite employers having the option of using government funded benefits to improve the treatment of employees, often top management, supervisors, directors or managers ruin the success of initiatives by treating employees poorly. One way of ensuring that employees are treated fairly is to reach and maintain a high level of organizational justice which would entail showing respect and understanding towards employees, to ensure employee participation in solving problems that directly involve them, as well as to ensure employees have enough information and to encourage active participation in creating organizational justice, especially the part that deals with humane and fair relationships between employees.

CONCLUSION

Some main conclusions in this first study about organizational justice in the Republic of Serbia can be made. First of all, employees' justice perceptions are a very important predictor of their motivation. This is consistent with the view that each dimension of justice (distributive, procedural, and interactional) is associated with a variety of positive work attitudes and behavior. Moreover, these dimensions of justice often work interactively [27] [2] [6] . Second of all, different perceptions of justice by employees, causing a variety of reactions. The direct consequence is reflected in the level of motivation of employees and their view of the decisions of the organization, the way decisions were made and the quality of communication among employees. Third of all, the perception of organizational justice is an important impeller of the organization's staff. If employees are treated fairly they will strive to be more productive at work and their sense of belonging to the organization will be stronger.

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ISSN 0354-9852
DOI 10.7251/AKT1321142S
UDK 005.591.6:331.101.262
Expert paper

RESPONSIBLE BUSINESS ENTERPRISE AS A COMPARATIVE ADVANTAGE ON INTERNATIONAL MARKETS AT THE EXAMPLE OF IKEA COMPANY

Saša Čekrlija[1]

Abstract

Finding new markets and preserving market position is an activity that becomes a priority in the work of the leaders of modern organizations. Entry into the regulated markets requires compliance of achieved standards and norms in their work, while economic activity in the less developed and undeveloped countries position themselves as the primacy of extra profit that is realized on the basis of poor working conditions of employees and exploitation of available resources. The process of globalization brings awareness of the existence of standards and the importance of socially responsible business of underdeveloped markets and irresponsible management in such areas reduces to short-term activity that aims to bring extra profits to the owner while the bad effects remain to local economy. Responsible companies all specifically raise awareness about the importance of compliance with the standards and norms, and find ways to make their suppliers and business partners commit themselves to respect standards. Swedish company IKEA is currently a world leader in the dissemination of good practice in respect of standards and norms in the work of all those involved in economic activity, from suppliers to employees as well as the users of the product. Such a strategy has greatly contributed to the expansion of the sales and production network. Joining the Russian Federation market IKEA will greatly enhance the responsibility of the Russian economy.

***Keywords**: responsible business practice, standards and norms, international market*

THE IMPORTANCE OF SOCIAL RESPONSIBILITY

In recent decades dominates the general attitude according to which modern companies cannot be exclusively oriented towards the achievement of its business objectives, but also have an obligation to act in accordance with the interests of its stakeholders (employees, customers, suppliers).

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ISSN 0354-9852
DOI 10.7251/AKT1321142S

UDK 005.591.6:331.101.262
Stručni rad

ODGOVORNO POSLOVANJE PREDUZEĆA KAO KOMPARATIVNA PREDNOST NA MEĐUNARODNOM TRŽIŠTU NA PRIMJERU KOMPANIJE IKEA

Saša Čekrlija[1]

Sažetak

Pronalaženje novih tržišta i očuvanje tržišne pozicije je aktivnost koja postaje primat u radu lidera savremenih organizacija. Ulazak na uređena tržišta zahtijeva poštivanje dostihnutih standarda i normativa u radu, dok privredne aktivnosti u manje razvijenim i nerazvijenim zemljama pozicioniraju ekstra profit kao primat koji se ostvaruje na temelju loših uslova rada zaposlenih i eksploatacije raspoloživih resursa. Proces globalizacije i u nerazvijena tržišta donosi svijest postojanju standarda i značaju društveno odgovornog poslovanja te se neodgovorno poslovanje u takvim sredinama svodi na kratkoročnu aktivnost koja ima za cilj da vlasniku donese ekstra profit dok loše posljedice ostaju domaćoj ekonomiji. Odgovorne kompanije sve konkretnije podižu svijest o značaju poštivanja standarda i normi te nalaze načine da svoje dobavljače i poslovne partnere obavežu na poštivanje standarda. Švedska kompanija IKEA je trenutno svjetski lider u širenju dobre prakse u poštivanju standarda i normi u radu svih koji su uključeni u privrednu aktivnost, od dobavljača do zaposlenih kao i samih korisnika proizvoda. Takva strategija je u mnogome doprinijela ekspanziji širenja prodajno-proizvodne mreže. Ulazak IKEA-e na tržište Ruske federacije će u mnogome unaprijediti odgovorno poslovanje ruske ekonomije.

Ključne riječi: *odgovorno poslovanje, standardi i normativi, međunarodno tržište*

ZNAČAJ DRUŠTVENE ODGOVORNOSTI

Posljednjih decenija dominira opšte stanovište prema kojem savremena preduzeća ne mogu isključivo biti okrenuta ka ostvarivanju svojih poslovnih ciljeva, već imaju obavezu djelovati u skladu sa interesima svojih stakeholdera (zaposlenih, klijenata, dobavljača). Preduzeća su otvoreni sistemi koji su u interakciji sa okruženjem, od njih se očekuje visok stepen odgovornosti prema

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Companies are open systems that interact with the environment; they are expected to have a high degree of responsibility towards the community within which they operate. Ethical dilemmas and concerns that managers encounter with in their careers are at the core of every managerial job. Large deviations from ethical norms are increasingly more pronounced, while the moral dilemmas are larger and more frequent. Man as a social and moral being creates basic morals or system of values that also occurs in society and is still evolving in that society. In constant contact and connection with other people, he can express himself as a man, to be pleased with himself, to gain awareness of himself and to express his ideals-values and moral standards. Moral ability of man is visible only when a man comes into contact with another man, and when there is a chance that their actions on something will affect the outcome of something. Today, the biggest and best-known corporations emphasize the importance of reporting on non--economic social values, calling them by different names: the models of ethical behavior or, a corporate responsibility. Looking back, interest in business ethics and socially responsible business is rising dramatically in recent years, both in large corporations and society in general. Besides the interests of different categories of stakeholders are being accomplished, socially responsible behavior of companies brings and contributes to sustainable economic development and welfare of the wider community in general. In theoretical circles and business practices universally accepted meaning of socially responsible behavior does not exist.

In business practice of a large number of companies from the U.S., UK and Australia, the socially responsible company is considered one whose action is "colored" with philanthropy and participation in the life of the community, which is in a function of the broader welfare while realizing their own profitability at the same time. On the other hand, the business practice of companies from continental Europe shows that socially responsible behavior of companies spans on three fields: labor relations, responsibility to the environment and human rights. In the developed countries of Southeast Asia, is also, as in most European countries, noticeable broader concept of social responsibility, with particular emphasis on fair treatment of employees (such as, for example, the case with Japanese companies). In undeveloped or less developed countries, socially responsible business is mainly linked to the actions of multinational companies, which are expected to tackle issues related to the overall well-being. Increasing the internationalization of business and the development of the global market scale of socially responsible business now varies in different parts of the world. At the beginning of the 21st century, due primarily to the raise of environmental awareness on a global scale, comes to the emergence of new theories

društvenoj zajednici u okviru koje djeluju. Etičke dileme i nedoumice sa kojima se menadžeri u svojoj karijeri susreću čine srž svakog menadžerskog posla. Krupna odstupanja od etičkih normi sve su izraženija, dok su moralne dileme sve krupnije i sve češće. Čovjek kao društveno moralno biće stvara osnovni moral, odnosno sisitem vrijednosti koji također nastaje u društvu i u društvu se dalje razvija. U neprekidnom dodiru i povezanošću sa drugim ljudima, on može da izrazi sebe kao čovjeka, da bude zadovoljan sobom, da stekne svijest o samom sebi i da izrazi svoje ideale- vrednosti i moralne norme. Moralna sposobnost čovjeka je vidljiva tek kad čovjek stupi u dodir sa drugim čovjekom i kada postoji šansa da svojim djelovanjem na nešto utiče na sam ishod nečega. Danas najveće i najpoznatije korporacije ističu važnost izvještavanja o neekonomskim društvenim vrijednostima, nazivajući ih različitim imenima: modelima etičkog ponašanja ili pak, korporacijskom odgovornošću. Gledajući unatrag, interes za poslovnu etiku i društveno odgovorno poslovanje dramatično raste u posljednjih godina, kako u velikim korporacijama tako i u društvu uopšte. Osim što se ostvaruju interesi različitih kategorija stakeholdera, društveno odgovorno ponašanje preduzeća doprinosi i održivom ekonomskom razvoju i dobrobiti šire društvene zajednice uopšte. U teorijskim krugovima i u poslovnoj praksi ne postoje univerzalno prihvaćeno značenje društveno odgovornog ponašanja.

U poslovnoj praksi velikog broja preduzeća iz SAD, Velike Britanije i Australije, pod društveno odgovornim preduzećem se smatra ono čije je djelovanje „obojeno" čovjekoljubljem i sudjelovanjem u životu društvene zajednice, što je u funkciji šire dobrobiti uz istovremeno ostvarivanje vlastite profitabilnosti. S druge strane, poslovna praksa preduzeća iz kontinentalnog dijela Evrope pokazuje da se društveno odgovorno ponašanje preduzeća proteže na tri polja: radne odnose, odgovornost prema okolini i ljudska prava. U razvijenim zemljama Jugoistočne Azije, takođe je, kao i u većini evropskih zemalja, primjetno šire poimanje društvene odgovornosti s posebnim naglaskom na korektan tretman zaposlenih (kao što je, npr. slučaj sa japanskim preduzećima). U nerazvijenim ili manje razvijenim zemljama, društveno odgovorno poslovanja uglavnom se vezuje za djelovanje multinacionalnih kompanija, od kojih se očekuje da rješavaju pitanja iz područja ukupnog blagostanja. Porastom internacionalizacije poslovanja, odnosno razvojem globalnog tržišta mjerila društveno odgovornog poslovanja sada se razlikuju u pojedinim dijelovima svijeta. Početkom 21. vijeka, zahvaljujući prije svega podizanju ekološke svijesti na globalnom planu dolazi do pojave novih teorija o društvenoj odgovornosti preduzeća. Savremeni trendovi u domenu društvene odgovornosti obilježeni su prevazilaženjem tradicionalnog pristupa korporativnoj filantropiji, koja se svodila na finansijsku participaciju u rješavanju društvenih problema te poimanjem društveno odgovornog

about the social responsibility of companies. Current trends in the field of social responsibility are characterized by overcoming the traditional approach to corporate philanthropy, which was reduced to the financial participation in solving social problems and understanding socially responsible behavior as one of the sources for the construction and preservation of competitive advantage of a business, which is consistent with the concept that was proposed earlier by M. Porter and M. Kramer. Certain markets have already legally regulated such consumer demands in the sense that they have banned or impeded the entry of products that do not meet certain standards and normative standards. Engagement in the field of responsible business continually arise new ideas and perspectives on the open market, and companies are becoming more innovative and more flexible, and the ability to adapt to technological and social change is one of the main prerequisites for constructing and maintaining competitive advantage.

SOCIAL RESPONSIBILITY IN INTERNATIONAL FRAMEWORK

History of Corporate Social Responsibility in the European Union is much shorter than the one in North America, where theory and practice of social responsibility has fifty years old tradition, but the European Union has managed to catch it up in a short period. Since the publication of the Green Paper (2001), in the area of the European Union a number of institutions that deal with different aspects of the theory and practice of CSR have been established: *CSR Europe; European Alliance for CSR, European Multi-stakeholder Forum on CSR-EMSF.*

Profit is the base of operations of each company and every other parameter of movement and expansion of the company, advancement in the field of new technologies, etc. depends on its growth. Responsible companies publish their profits and these information are available to all[2]. Finally, consumers are interested in how the profit that was collected by their payment of services and products will be directed in the future and whether at least part of the money given will be returned to society. In order to become aware of the seriousness of the given problems companies and business people have to be educated to learn how to recognize problems before they

2 Swedish furniture company IKEA has increased its profit by 11 percent of 2009 year and plans to expand the business in the market of Serbia and Croatia, it was announced in Stockholm. The total profit amounted to 2.5 billion Euros, while sales reached a value of 21.5 billion Euros, cited by the Swedish company. This was the first time that "Ikea" publicly communicated the results of operations. Since IKEA is privately owned, is not required to communicate the results of operations. CEO Mickael Olson said that IKEA plans to open its retail stores in Serbia and Croatia "in the next few years," adding that the first new facility will be opened in South Korea. IKEA has 280 retail outlets in 26 countries and employs 127,000 people.

ponašanja kao jednog od izvora za izgradnju i očuvanje konkurentske prednosti preduzeća, što je u skladu sa konceptom kojeg su predložili ranije M. Porter i M. Kramer. Pojedina tržišta su takve zahtjeve potrošača već zakonski regulisala, u smislu da su zabranila ili otežala ulaz proizvodima koja ne zadovoljavaju određene standarde i normative standarde. Angažovanjem u domenu odgovornog poslovanja neprestano se javljaju nove ideje i otvaraju perspektive na tržištu pa preduzeća postaju inovativnija i prilagodljivija, a sposobnost prilagođavanja tehnološkim i društvenim promjenama predstavlja jedan od glavnih preduslova za izgradnju i očuvanje konkurentske prednosti.

DRUŠTVENA ODGOVORNOST U MEĐUNARODNIM OKVIRIMA

Istorija korporativne društvene odgovornosti u Evropskoj uniji znatno je kraća, nego ona u Sjevernoj Americi, u kojoj teorija i praksa društvene odgovornosti ima pedesetogodišnju tradiciju ali je Evropska unija je u vrlo krakom razdoblju uspjela nadoknaditi. Tako je samo od objavljivanja Zelene knjige (2001.), na području Evropske unije osnovano nekoliko institucija koje se bave različitim aspektima teorije i prakse korporativne društvene odgovornosti: *CSR Europe; European Alliance for CSR, European Multi-stakeholder Forum on CSR-EMSF.*

Profit je osnova poslovanja svakog preduzeća i od njegovog rasta zavisi i svaki drugi parametar kretanja odnosno širenje kompanije, napredovanje na polju novih tehnologija i dr. Odgovorne kompanije svoj profit javno objavljuju i te informacije su svima dostupne[2]. Konačno potrošače zanima kako će profit koji je prikupljen nihovim plaćanjem usluga i proizvoda biti usmjeren dalje i hoće li se barem dio od datog novca vretiti društvu. Da bi kompanije i poslovni ljudi postali svjesni ozbiljnosti datih problema oni moraju da se obrazuju, da nauče prepoznavati probleme prije nego što se oni zaista pojave i prije nego što postanu ozbiljna prijetnja za dobro šire društvene zajednice u kojoj kompanije posluju. Put ka tome vodi preko uspostavljanja „*moralnog poslovnog čovjeka*“ koji će imati poštenje, integritet i moralnost, u suprotnom nemoralno tržište ne može nikada uspjeti. Jedino na taj način, stvarajući svijest o postojanju određenih moralnih problema organizacije, zaposleni, potrošači i

2 Švedska kompanija za proizvodnju namještaja IKEA povećala je profit za 11 posto u 2009. godini i namjerava proširiti poslovanje na tržište Srbije i Hrvatske, priopćeno je u Stokholmu. Ukupan profit iznosio je 2,5 milijarde eura, a prodaja je dostigla vrijednost od 21,5 milijardi evra, navela je švedska kompanija. To je prvi put da »Ikea« javno priopći rezultate poslovanja. Kako je IKEA u privatnom vlasništvu, nije obavezna da priopćava rezultate poslovanja. Izvršni direktor kompanije Mickael Olson izjavio je da IKEA planira otvoriti svoje prodajne objekte u Srbiji i Hrvatskoj »u narednih nekoliko godina« i dodao da će prvi novi objekt biti otvoren u Južnoj Koreji. IKEA ima 280 prodajnih objekata u 26 država i zapošljava 127.000 ljudi.

really appear and before they become a serious threat to the well of the wider community in which the companies operate. The solution is through the establishment of "moral business man" who will have the honesty, integrity and morality; otherwise immoral market can never succeed. Only in this way, creating awareness about the existence of certain moral issues of organizations, employees, consumers and the public may be strongly encouraged to preserve and strengthen the morality of their business. Powerful companies and states in the world today increasingly take social responsibility for sustainable development. In order to be successful and competitive companies in their business decisions must install the financial responsibility and environmental responsibility as well as the responsibility for the community. It is important to structure responsible communication for industrial purposes products, especially for consumer products and durable goods for households, due to the specificity of their markets.[3] Today's global marketplace is characterized by an increase of customer expectations. Consumers have become skeptical and have minimal confidence that traders will actually deliver what they promise. It is important that the customer should be observed with his eyes, not with the eyes of a service or product provider and to identify solutions through direct contact with customers. This provides the connection between consumers and producers and realizes the concept of loyalty. Other modalities are also possible. To realize post-sales communication a special team that will regularly perform customers' visit or organize customers' meeting events and companies that offer their services should be organized in any case. For consumer goods and durable consumer products for household, thing is more complicated, because this is a market of individuals and households in which, again, dominate individuals. For consumer products and durable goods for which IKEA produces it is much harder to do after-sales customer communication because there are many customers. Possible variant is the formation of the consumers clubs as practiced by some companies, especially in publishing, hypermarkets, sales of sports equipment. It is important to be one step ahead of the customer and to give information just before the climax of interest in a particular service or product. For example, organizing actions like "Open Day" of a consumer products company or permanent home goods company, apart from selling, largely improves communication with customers and meets the moment of clients' honest impressions - a "moment

3 Shoppers at IKEA remain faithful to that house. In many countries, meanwhile, with an assortment of furniture (e.g. wardrobe Billy) has grown several generations. It is success that is based on one key marketing strategy. IKEA manages to create a brand that has not existed in the furniture market. There are brands of high-quality pieces of furniture, but the brand of furniture for the entire house, which is also very cheap - it is the key to this great success in the opinion of many analysts.

javnost mogu se snažno podsticati na očuvanje i jačanje moralnosti svog poslovanja. Snažne kompanije i države danas u svijetu sve više preuzimaju društvenu odgovornost za održivi razvoj. Da bi bile uspješne i konkurentne, kompanije u svoju poslovnu politiku moraju ugraditi uz finansijsku odgovornost i odgovornost prema okolišu kao i odgovornost prema društvenoj zajednici. Odgovornu komunikaciju je važno struktuirati za proizvode industrijske namjene, a posebno i za proizvode široke potrošnje i trajnih dobara za kućanstva, zbog specifičnosti njihovih tržišta.[3] *Današnje globalno tržište odlikuje porast očekivanja kupaca. Potrošači su postali skeptični i imaju minimalno povjerenje da će trgovci ono što obećavaju zaista i isporučiti. Bitno je da kupac bude posmatran njegovim očima, a ne očima davaoca usluge ili proizvoda te da se putem direktnog kontakta sa kupcima prepoznaju rješenja.* Na taj način postiže se povezanost kupaca i proizvođača te ostvaruje koncept lojalnosti. Mogući su naravno i drugi modaliteti. Za realizaciju postprodajne komunikacije treba u svakom slučaju organizirati posebne ekipe koje će redovito obavljati obilazak kupaca ili organizirati manifestacije susreta kupaca i kompanija koje nude svoje usluge. Kod proizvoda široke potrošnje i proizvoda trajne potrošnje za kućanstva stvar je složenija, jer ovdje se radi o tržištu fizičkih osoba i kućanstva u kojima opet dominiraju fizičke osobe.

Za proizvode široke potrošnje i trajnih dobara za koje proizvodi IKEA mnogo je teže obaviti postprodajnu komunikaciju jer kupaca ima mnogo. Moguća varijanta je formiranje kluba potrošača, što praktikuju neke kompanije posebno u izdavaštvu, hipermarketima, prodaju sportske opreme. Važno je biti korak ispred klijenta i informacije davati neposredno pred vrhunac interesovanja za određenu uslugu ili proizvod. Na primjer, organizovanjem akcija kao što su "*Open Day"* kompanije proizvoda široke potrošnje ili trajnih kućnih dobara uveliko se osim prodaje unaprijeđuje komuniciranje sa korisnicima i susreće se sa momentom iskrenih impresija klijenata – "*trenutkom istine"*. Time se dostižu brojne konkurentske prednosti a najznačajnije u procesu osvajanja novih tržišta su:

a) povećanje povjerenja potrošača u proizvode i njihova obilježja
b) kompaniji su dostupna mišljenja klijenata
c) pristup novim tržištima
d) pozitivan publicitet i smanjenje javne kritike
e) edukacija potrošača o ključnim strateškim potezima koji predstoje

3 Kupci u IKEA-i ostaju vjerni toj kući. U mnogim zemljama je u međuvremenu uz jedan asortiman namještaja (npr. regal Billy) odraslo već nekoliko generacija. To je uspjeh koji se zasniva na jednoj ključnoj marketinškoj strategiji. IKEA uspijeva da stvori marku koje do tada nije bilo na tržištu namještaja. Postoje marke za kvalitetne komade namještaja, ali marke namještaja za kompletnu kuću, koji je uz to vrlo jeftin - to je ključ tog velikog uspjeha prema mišljenju brojnih analitičara.

of truth". This will achieve numerous competitive advantages, and the most important in the process of conquering new markets are:

a) an increase of consumer confidence in the products and their features
b) the opinions of customers are available to companies
c) access to new markets
d) positive publicity and the reduction of public criticism
e) education of consumers about the key strategic moves that lie ahead

EXPERIENCES OF LEADERS IN SETTING STANDARDS AND NORMS-IKEA

In a market economy there is little disputing that the goal of management is to make a profit. There are numerous companies in the world that have successfully implemented agendas in the field of sustainable and responsible business. In parallel with the improvement of awareness of companies about corporate responsibility comes to competitiveness among them and such companies are ranked yearly according to the list of corporate responsibility. The key challenges are:

a) security of products
b) information for consumers
c) avoidance of the use of controversial ingredients
d) alternatives to animal testing,
e) environmentally compatible cultivation of renewable raw materials.

The IKEA company realizes that the work they do has a direct impact on society and the environment and especially on working conditions - locally and globally. In addition, the company believes it is possible to do a good job in their mutual interest. This is a basic prerequisite for future growth, growth that will be achieved together with suppliers who share the same vision and ambition as IKEA[4].

The guiding principles in dealing with these issues are:

a) What is in the best interest of the child?
b) What is in the best interest of workers?
c) What is in the best interest of the environment?

According to these principles the flow of work sustainability and business expansion will continue according to the following vision: "IKEA business shall have a total positive impact on people and the environment." Basics of IKEA standards are contained in the IWAY standard ***(IKEA Minimum***

4 IKEA, Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services. p. 1. i 2.

ISKUSTVA LIDERA U POSTAVLJANJU STANDARDA I NORMATIVA-IKEA

U tržišnoj ekonomiji nema mnogo sporova o tome da je cilj menadžmenta ostvariti profit. U svijetu postoje brojne kompanije sa uspješno provedenim agendama na polju održivog i odgovornog poslovanja. Paralelno s unaprijeđenjem svijesti kompanija o odgovornom poslovanju dolazi i do koompetitivnosti među njima i godišnje se takve kompanije rangiraju prema listi korporativne odgovornosti. Ključni izazovi su:

a) sigurnost proizvoda,
b) informacije potrošačima,
c) izbjegavanje korištenja kontraverznih sastojaka,
d) alternativa testiranju na životinjama,
e) ekološki kompatibilno uzgajanje obnovljivih sirovina.

U IKEA kompaniji uviđaju da posao koji obavljaju ima direktan uticaj na društvo i okolinu i naročito na radne uslove– i lokalno i globalno. Takođe, kompanija vjeruje da je moguće napraviti dobar posao u obostranom interesu. To je osnovni preduslov za budući rast, rast koji će se ostvariti zajedno s dobavljačima koji dijele istu viziju i ambiciju kao i IKEA.[4]

Vodeći principi u radu s tim pitanjima su:

a) Šta je u najboljem interesu djeteta?
b) Šta je u najboljem interesu radnika?
c) Šta je u najboljem interesu okoliša?

Po tim načelima nastaviće se tok održivosti rada i širenja poslovanja prema sljedećoj viziji: *"IKEA posao imaće ukupnu pozitivan uticaj na ljude i okolinu". Osnove IKEA standarda sadržani su u IWAY standardu (**IKEA Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services. International References).*** Standard obuhvata minimalne zahtjeve koji se odnose na zaštitu okoline i uslova rada (uključujući i dječjeg rada). IWAY se temelji na osam ključnih konvencija.[5]

4 IKEA, Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services. str. 1. i 2.

5 Konvencije na kojima se akt temelji su: **R 1** The Universal Declaration of Human Rights (UN 1948), **R 2** Convention on the Rights of the Child (UN 1989),**R 3** Minimum Age Convention and Worst Forms of Child Labour Conventions (ILO Conventions 138 and 182),**R 4** Fundamental Principles and Rights at Work (ILO 1998),**R 5** Forced Labour Convention and Abolition of Forced Labour Conventions (ILO Conventions 29 and 105),**R 6** Equal Remuneration Convention and Discrimination (Employment and Occupation) Convention (ILO Conventions 100 and 111),**R 7** Freedom of Association and Protection of the Right to Organise, Right to Organise and Collective Bargain Convention (ILO Conventions 87 and 98),**R 8** Occupational Safety and Health Convention (ILO Convention 155),**R 9** The Ten Principles of the UN Global Compact Framework (UN 2000). **R10** The Rio Declaration on Environment and Development (UN 1992),**R11** The

Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services. International References). Standard covers the minimum requirements relating to the protection of the environment and working conditions (including child labor). IWAY is based on eight core conventions.[5]

IKEA recognizes the fundamental principles of human rights, as defined in "General Declaration of Human Rights of the United Nations" (1948). What is particularly insisted on is the prohibition of child labor in manufacturing plants and other sectors and attention to that standard is drawn clearly to all potential partners. Also, overtime is clearly and accurately recorded and is evaluated according to established criteria.

IKEA NORMS AND REQUIREMENTS

IKEA suppliers always have to be in accordance with the requirements of the IWAY standards. If the IWAY requirements are contrary to national laws or regulations of suppliers home country the law will always be filled and prevail as the primary. In such cases, the supplier must immediately notify the IKEA on a possible collision of regulations. Confidentiality of IWAY and all its activities depend on cooperation and mutual trust and respect between suppliers and IKEA. All comments, discussions and written information received from suppliers should be classified according to IKEA, its employees and any third party.

BUSINESS ETHICS

Values, trust, integrity and honesty are the foundation of the IWAY standard and are the model of sustainable realization of the mission of the company. It is important that all IKEA colleagues and external business partners understand the IKEA stance on corruption and its prevention. IKEA standards have been established, inter alia, to prevent corruption. Rules on Combating Corruption in the IKEA way of doing business are a document that is signed by all business partners. The term "IKEA Supplier" in this document refers to any company, corporation or individual to supply

5 Convention to which the act is based are: **R 1** The Universal Declaration of Human Rights (UN 1948), **R 2** Convention on the Rights of the Child (UN 1989),**R 3** Minimum Age Convention and Worst Forms of Child Labour Conventions (ILO Conventions 138 and 182),**R 4** Fundamental Principles and Rights at Work (ILO 1998),**R 5** Forced Labour Convention and Abolition of Forced Labour Conventions (ILO Conventions 29 and 105),**R 6** Equal Remuneration Convention and Discrimination (Employment and Occupation) Convention (ILO Conventions 100 and 111),**R 7** Freedom of Association and Protection of the Right to Organise, Right to Organise and Collective Bargain Convention (ILO Conventions 87 and 98),**R 8** Occupational Safety and Health Convention (ILO Convention 155),**R 9** The Ten Principles of the UN Global Compact Framework (UN 2000). **R10** The Rio Declaration on Environment and Development (UN 1992),**R11** The Johannesburg UN World Summit on Sustainable Development (UN 2002).

IKEA priznaje osnovna načela ljudskih prava, kao definisane "Opšte deklaracije o ljudskim pravima Ujedinjenih nacija" (1948). Ono na čemu se posebno insistira je zabrana rada djece u proizvodnim pogonima i drugim sektorima te se svim potencijalnim partnerima jasno skreće pažnja na taj standard. Takođe, prekovremeni rad se jasno i precizno evidentira i prema utvrđenim kriterijima i vrednuje.

NORMATIVI I IKEA ZAHTJEVI

IKEA-ini dobavljači uvijek moraju biti u skladu sa zahtjevima IWAY standarda. Ako su IWAY zahtjevi u suprotnosti s nacionalnim zakonima ili drugim propisom matične države dobavljača, zakon će uvijek biti ispunjen i prevladaće kao primarni. U takvim slučajevima, dobavljač mora odmah obavijestiti IKEA-u o eventualnoj koliziji propisa. Povjerljivost IWAY-a i svih njegovih aktivnosti zavise o saradnji i uzajamnom povjerenju i poštovanju između dobavljača i IKEA-e. Sve primjedbe, rasprave i pisane informacije primljene od dobavljača trebaju biti povjerljive prema IKEA-i, njenim zaposlenima i eventualno trećoj strani.

POSLOVNA ETIKA

Vrijednosti, povjerenje, integritet i poštenje su temelj IWAY standarda i model održive realizacija misije kompanije. Važno je da svi IKEA saradnici i vanjski poslovni partneri razumiju IKEA stav o korupciji i njezinu sprečavanju. Standardi IKEA-e osnovani su između ostalog i radi spriječavanja korupcije. Pravilnik o suzbijanju korupcije u IKEA načinu poslovanja je dokument koji se potpisuje od strane svih poslovnih partnera. Pojam "IKEA Dobavljač" u ovom dokumentu se odnosi na bilo koje kompanije, korporacije ili pojedinca za dobavljanje i/ili isporuku proizvoda, komponenti, materijala ili usluge IKEA grupe od strane drugih kompanija. Ova definicija je primjenjiva na sve IWAY povezane dokumenate. Pojam "radnik" u ovom dokumentu uključuje vlastite najamne radnike, kao i na licu mjesta zatečene privremene radnike.

U nastavku su izvorno navedeni pojedini standardi:[6]

a) ***Vanjsko onečišćenje - onečišćenje vazduha***

IKEA dobavljač mora osigurati harmoniju sa primjenjivim zakonima i propisima koji se odnose na emisije u vazduh, a ako je potrebno, pribaviti potrebne dozvole i izvještaje o ispitivanju. Ukoliko potencijalni dobavljači

Johannesburg UN World Summit on Sustainable Development (UN 2002).

6 IKEA, *Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services*. str. 6.

and / or delivery of products, components, materials or services to IKEA group by other companies. This definition is applicable to all IWAY related documents. The term "employee" in this document includes its own hired workers, as well as on-site existing temporary workers.

Below are originally listed individual standards:[6]

a) **External pollution - air pollution**

IKEA supplier has to ensure harmony with applicable laws and regulations relating to emissions into the air, and if necessary, to obtain the necessary permits and test reports. If potential suppliers already possess certain licenses in accordance with the laws and regulations relating to emissions into the air, they are not necessarily sufficient to become IKEA supplier. If other indications suggest the need, it is possible to make a revision of the business / emissions of strong odor or dark smoke, etc.

b) **External pollution – noise**

IKEA supplier has to ensure harmony with applicable laws and regulations relating to noise pollution and, if necessary, to obtain the necessary permits and test reports. Also, this license as the previous one may be subject of additional checks.

c) **External pollution - water and soil pollution**

IKEA supplier has to ensure harmony with applicable laws and regulations relating to the discharge of certain materials in the soil and water, if necessary, to obtain the necessary permits and test reports. Wastewater Treatment Plant must be properly operated and maintained, and be suitable for the type of wastewater generated from operations. A staff who works at these facilities must have appropriate jurisdiction. IKEA supplier in accordance with the laws and regulations relating to the discharge of water is not necessarily enough. IKEA supplier has to ensure compliance with applicable laws and regulations regarding soil pollution. IKEA supplier has to examine and evaluate the possible risk of contamination of soil due to previous or certain activities that are in progress at the place of production or disposal of materials. Soil pollution does not always require extensive cleaning. It will be decided in a dialogue with the relevant authorities and the IKEA standard.

Therefore, it is important to note that IKEA has clearly defined standards when it comes to reducing the impact of energy production and the environment.

6 IKEA, Minimum Requirements for Environment and Social & Working Conditions when Purchasing Products, Materials and Services. page 6.

već posjeduju određene dozvole u skladu sa zakonima i propisima koji se odnose na emisije u vazduh, one ne moraju nužno biti dovoljne kako bi se postalo IKEA dobavljač. Ako druge indicije sugerišu potrebu, moguće je napraviti reviziju poslovanja/ emisija jakih mirisa ili tamnog dima i sl.

b) ***Vanjsko onečišćenje - buka***

IKEA dobavljač mora osigurati harmoniju sa primjenjivim zakonima i propisima koji se odnose na zagađenja bukom te, ako je potrebno, pribaviti potrebne dozvole i izvještaje o ispitivanju. Takođe, i ova dozvola kao i prethodna može podlijegati dodatnim provjerama.

c) ***Vanjsko onečišćenje - onečišćenje voda i tla***

IKEA dobavljač mora osigurati harmoniju s primjenjivim zakonima i propisima koji se odnose na ispuštanja određenih materijala u tlo i vode, po potrebi, pribaviti potrebne dozvole i izvještaje o ispitivanju. Postrojenja za pročišćavanje otpadnih voda moraju biti pravilno vođena i održavana i biti prikladna za vrstu otpadnih voda nastalih iz poslovanja. Osoblje koje radi na tim postrojenjima mora imati odgovarajuću nadležnost. IKEA dobavljač u skladu sa zakonima i propisima koji se odnose na ispuštanje vode ne mora nužno biti dovoljno. IKEA dobavljač mora osigurati usklađenost s primjenjivim zakonima i propisima u svezi zagađenja tla. IKEA dobavljač je dužan istražiti i procijeniti moguće opasnosti od onečišćenja tla, zbog prethodnih ili određenih aktivnosti koje su u toku na mjestu proizvodnje ili odlaganja materijala. Zagađenje tla ne zahtijevaju uvijek veliko čišćenje. To će biti odlučeno u dijalogu s mjerodavnim tijelima i IKEA standardom.

Dakle, važno je navesti da IKEA ima jasno definisane standarde kada je u pitanju smanjenje energije i utjecaja proizvodnje na okolinu.

ZAKLJUČAK

Megalomanske korporacije se osnivaju i jačaju za kratak vremenski period, ali ono što je zaista fascinantno je činjenjica da se ne održavaju dugo nas vrhuncu vlastite moći- ili budu ugašene ili je riječ o akviziciji više sličnih korporacija. Takođe je česta pojava da usljed niske mogućnosti prilagođavanju promjenama padaju u sjenu novih i jačih i traže model pukog preživljavanja. Potrošači, ali i uređena država prepoznaju vremenom i najmanji stepen zloupotrebe osnovnih prava: prava slobodnog izbora, prava da budu informisani o proizvodima i njihovim obilježjima kako bi se mogli odgovorno ponašati, prava da ih se čuje i konačno prava na bezbjednost. Realna je potreba društva da vlada iskrenost i dobra namjera u koju ne smije biti sumnje, društvo želi biti sigurno da su proizvodi i usluge koje kupuju bezopa-

CONCLUSION

Megalomaniac corporations are established and strengthened for a short period of time, but what is really fascinating is the fact that they do not maintain long at the height of their power – they are extinguished or it is about the acquisition of a number of similar corporations. It is also common that they are, due to low opportunities of adapting to changes, falling under the shadow of new and stronger and look for a model of mere survival. Consumers, but also regulated states recognize by time the lowest level of abuse of fundamental rights: the right of free choice, the right to be informed about the products and their characteristics in order to be able to act responsibly, the right to be heard and finally the right to safety. There is a real need of society to government sincerity and good intentions in that should not be a doubt, the society wants to be sure that the products and services they buy are safe for their health and life, that no one was cheated or that no one did not suffer during the production of a specific service or product and that the resources necessary for survival are irrevocably wasted. IKEA is as influential and powerful company made a bold step towards raising the awareness of all those involved in the production process, from innovation to the moment of truth. Because of this they became the preferred company to stimulate investment, especially by countries in transition. Such subsidies provide a strong entry in the markets they are not present at and long-term positioning as a leader of such a market.

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sni po njihovo zdravlje i život, da niko nije prevaren ili da nije patio prilikom proizvodnje određene usluge ili proizvoda te da resursi neophodni za egzistenciju nisu nepovratno potrošeni. IKEA je kao uticajna i snažna kompanija napravila hrabar korak prema podizanju svijesti svih uključenih u proces proizvodnje, od inovacije do trenutka istine. Time su istovremeno postali poželjna kompanija za stimulaciju ulaganja, naročito od strane država u tranziciji. Takve subvencije omogućavaju snažan ulazak na tržišta na kojima nisu prisutni i dugoročno pozicioniranje kao lidera takvog tržišta.

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