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CORPORATE SOCIAL RESPONSIBILITY¹

Rajko Macura²; Nikola Deretić³

Summary

The goal of the paper is to explore the influence of responsibility of companies to their corporate business, as well as perception of consumers in relation to components of social responsibility of companies. The companies are looking at this from the point of sustainable competitive advantage. Socially responsible corporate behavior contributes to the welfare of the community, through discrete, voluntary acting to the benefit of own interests. On the one hand, socially responsible acting improves social goods, and on the other hand it establishes correct and solid business relation with its stakeholders, including employees, consumers, investors, local community, suppliers and other. In that way companies differentiate and establish competitive advantage. It is important for the companies to create optimal strategy that enables them to build up advantage over the competitors. The research showed that strategic approach to the concept of corporate social responsibility helps the companies to create solid and long term relations with employees, consumers, investors, local community, suppliers and other stakeholders.

Key words: Social corporate responsibility, competitive advantage, theory of interest groups

JEL classification: D6, D7

INTRODUCTION

Business environment is getting more and more complex. The complexity is irreversibly moving towards increase of differentiation/integration, growth, development of organization. Systems of management are getting deeper quality, with a particular reflection to corporate social responsibility (CSR) and corporate sustainability (CS). The new role of organization in the society showed much higher degree of complexity. The globalization concept enabled innovation in transport, telecommunications and computer technologies, and thus many companies opened consumer markets and/or production units all around the world.

1 Paper submitted for the International Scientific Conference 'European Union-Challenges of Enlargement and Western Balkans', 29 May 2014, Banja Luka College

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KORPORATIVNA DRUŠTVENA ODGOVORNOST¹

Rajko Macura²; Nikola Deretić³

Sažetak

Cilj rada je da se istraži iuticaj korporativne odgovornosti kompanija na njihovo poslovanje, kao i pecepcije potrošača vezano za komponente društvene odgovornosti preduzeća. Kompanije korporativnu socijalnu odgovornost, njenu ulogu i mogućnosti uglavnom posmatraju u svjetlu održive konkurentske prednosti. Socijalno odgovorno ponašanje kompanije doprinosi dobrobiti zajednice kroz diskreciono, dobrovoljno djelovanje u korist sopstvenih interesa. Svojim odgovornim djelovanjem štite se i unaprjeđuju društvena dobra, a sa druge strane uspostavlja korektan i čvrst poslovan odnos sa svojim stekholderima, među kojima su zaposleni, potrošači, investitori, lokalna zajednica, dobavljači i drugi. Na taj način, kompanije se diferencijaciju i ostvaruju konkurentsku prednost. Za kompanije je važno da kreiraju optimalnu strategiju koja kompaniji omogućava izgradnju prednosti nad konkurentima. U istraživanju se došlo do saznanja da strateški pristup prema konceptu korporativne socijalne odgovornosti potpomaže kompanijama u izgradnji čvrstih dugoročnih odnosa sa zaposlenima, potrošačima, investitorima, lokalnom zajednicom, dobavljačima i drugim stekholderima.

Ključne reči: socijalna korporativna odgovornost, konkurentska prednost, teorije interesnih grupa

JEL klasifikacija: D6, D7

UVOD

Poslovno okruženje postaje sve složenije. Složenost se nepovratno odvija u pravcu povećanje diferencijacije/ integracije, rasta i razvoja organizaciju i povećanje složenosti. Sistemi upravljanja organizacijom dobijaju dublji kvalitet, sa posebnim osvrtom na korporativnu društvenu odgovornost (DOP) i korporativnu održivost (KO). Nova uloga organizacije u društvu je pokazala mnogo veći stepen složenosti. Koncept globalizacije omogućava inovacije u transportu, telekomunikacijama i računarskim tehnologijama i samim

1 Rad dostavljen za Međunarodnu naučnu konferenciju 'Evropska unija-izazovi proširenja i Zapadni Balkan', 29. maj 2014., Banja Luka College

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The managers can no longer look only for maximum profits in business. They have to establish solid relations with all stakeholders. Corporate social responsibility demands the companies to pay attention to the consequences of their decisions, in all aspects of work, before themselves and before the society. If they wish to be competitive, companies have to be socially sensitive and react to various social problems.

WHAT IS CORPORATE RESPONSIBILITY?

Corporate social responsibility is a relatively new concept, that will only gain in importance. Porter and Kramer,⁴ state that companies cannot function isolated from the surroundings. Socially responsible companies pay attention to the consequences of their decisions.

The concept of corporate social responsibility is one of key ethical and morale problems of corporate decision making and behavior.⁵ In theory, social responsibility of companies is defined in various ways. In that way, Kilcullen and Kooistra⁶ look at social responsibility as “the degree of moral obligations that can be attributed to corporations above the simple obedience to the state laws”.

According to Kotler and Lee⁷, social responsibility of companies represents the company determination for improvement of welfare through discrete (voluntary) business practice and contributions to the account of own resources..

According to Jones and Bartlett, social responsibility of companies, put as a strategic approach, is essentially contained in a long term relationship with all the stakeholders, which is not simple to copy, and therefore it is a possible source of strategic competitive advantage.⁸

In its Green Book (2001), the EU stated: To be socially responsible means not only to fulfill legal obligations, but to go further from mere obeying the law and invest more in human capital, environment and relations with stakeholders.

4 Porter M. E., and Kramer, M. R., (2002) *The competitive advantage of corporate philanthropy*, „Harvard Business Review”, Vol. 77, No. 6, 121–30

5 Branco, M. C. and Rodrigues, L. L., (2006) *Positioning stakeholder theory within the debate on corporate on corporate social responsibility*, „Electronic Journal of Business Ethics and Organization Studies, Vol. 12, No 1, 61–80

6 Kilcullen, M., and Kooistra, J., (1999) *At least do not harm: sources on the changing role of business ethics and corporate social responsibility*, „References Services Review”, 2, MCB University Press

7 Kotler, Ph., i Lee, N., (2009) *Društveno odgovorno poslovanje, suvremena teorija i najbolja praksa*, Zagreb, M.E.P., str. 14

8 Jones, K., and Bartlett, J. L., (2009) *The strategic value of corporate social responsibility: a relationship management framework for public relationship practice*, PRism 6 (1): http://praxis.massey.ac.nz/prism/online_journal.html

tim, mnoge kompanije su otvorili tržišta potrošača i / ili proizvodne jedinice u svim dijelovima svijeta. Menadžeri ne mogu više u biznisu posmatrati maksimizaciju profite. Oni moraju uspostavljati čvrste odnose sa svim stejkholderima. Socijalna društvena odgovornost od kompanija zahtijeva da vode računa o posljedicama odluka koje donose u svim aspektima poslovanja, kako pred sobom, tako i pred društvom. Ako žele biti konkurentne, kompanije moraju biti društveno osjetljive i reagovati na razne društvene probleme.

POJAM KORPORATIVNE ODGOVORNOSTI

Korporativna društvena odgovornost predstavlja relativno nov koncept koji će sve više dobijati na značaju. Porter i Kramer,⁴ navode da kompanije ne mogu funkcionisati izolovano od okruženja. Društveno odgovorno kompanije vode računa o posljedicama svojih odluka.

Koncept korporativne društvene odgovornosti jedno je od ključnih etičkih i moralnih problema kojima je okruženo korporativno odlučivanje i ponašanje.⁵ Društvena odgovornost kompanija u teoriji se definiše na razne načine. Tako, Kilcullen i Kooistra⁶ društvenu odgovornost posmatraju kao "stepen moralnih obaveza koje se mogu pripisati korporacijama iznad jednostavne poslušnosti zakonima države".

Prema Kotlera i Lee⁷ društvena odgovornost kompanija predstavlja opredjeljenje kompanija za unaprjeđenje dobrobiti zajednice kroz diskrecionu (dobrovoljnu) poslovnu praksu i doprinose za račun sopstvenih resursa.

Prema Jones i Bartlett, socijalna odgovornost kompanija, postavljena kao strateški pristup, u suštini je sadržana u dugoročnom odnosu sa svim stejkholderima, što nije jednostavno kopirati i zbog toga ona je moguć izvor strateške konkurentske prednosti.⁸

Evropska unija, u Zelenoj knjizi (2001), navodi: Biti društveno odgovoran ne znači samo ispunjavati zakonske obaveze, već ići dalje od pukog pridržavanja zakona i ulagati još više u ljudski kapital, okruženje i odnose sa stejkholderima.

4 Porter M. E., and Kramer, M. R., (2002) *The competitive advantage of corporate philanthropy*, „Harvard Business Review”, Vol. 77, No. 6, 121–30

5 Branco, M. C. and Rodrigues, L. L., (2006) *Positioning stakeholder theory within the debate on corporate on corporate social responsibility*, „Electronic Journal of Business Ethics and Organization Studies, Vol. 12, No 1, 61–80

6 Kilcullen, M., and Kooistra, J., (1999) *At least do not harm: sources on the changing role of business ethics and corporate social responsibility*, „References Services Review”, 2, MCB University Press

7 Kotler, Ph., i Lee, N., (2009) *Društveno odgovorno poslovanje, suvremena teorija i najbolja praksa*, Zagreb, M.E.P., str. 14

8 Jones, K., and Bartlett, J. L., (2009) *The strategic value of corporate social responsibility: a relationship management framework for public realtionship practice*, PRism 6 (1): http://praxis.massey.ac.nz/prism/online_journal.html

According to Hauard Bouen,⁹ social responsibility comprise of a businessman obligation to follow those regulations, makes such decisions and takes such steps that are desirable in relation to the goals and values represented in our society.. Social responsibility contains one important truth that will have to be the guidance in business in the future.

Dejvis¹⁰ believes that social responsibility relates to the obligation of a person to consider the consequences of his/her decisions to the whole social system. Business people use social responsibility when they consider the needs and interests of those who can suffer consequences of their business moves. By doing so, they bear in mind the interests that are far wider than narrow, technical interests of their own firm.

The European Commission defines corporate social responsibility as “responsibility of companies for their impact to the society”. The precondition for securing this responsibility is respect of legal regulations and collective agreements between the social partners.

Table 1: Conceptions of social responsibility

Study	Conceptions of Social Responsibility
Bowen, H. R. (1953)	Businessmen have an obligation to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society.
Davis, K. (1960)	The social responsibility refers to businessmen’s decisions and actions taken for reasons at least partially beyond the firm’s direct economic or technical interest.
Davis, K. & Blomstrom, R. L. (1960)	The social responsibility refers to a person’s obligation to consider the effects of his decisions and actions on the whole social system.
Frederick, W. C. (1960)	The social responsibility means that businessmen should oversee the operation of an economic system that fulfils the expectations of the public.
McGuire, J. W. (1963)	The firm has not only economic and legal obligations, but also certain responsibilities to society which extend beyond these obligations.
Johnson, H. L. (1971)	A social responsible firm is one whose managerial staff balances a multiplicity of interests. Instead of striving only for larger profits for its stockholders, a responsible enterprise also takes into account employees, suppliers, dealers, local communities, and the nation.
Manne, H. G. & Wallich, H. C. (1972)	The main aspect of corporate social responsibility is that the behaviour of the firms must be voluntary.

⁹ Bowen, Howard R. (1953) *Social Responsibilities of the Businessman*. New York: Harper and Borthers, 1953

¹⁰ Davis, K. (1960). Can Business Afford to Ignore Social Responsibilities? *California Management Review*, 3, 70-76.

Prema Hauard Bouen,⁹ društvenu odgovornost čini obaveza biznismena da slijedi one propise, donosi one odluke i preduzima one korake koji su poželjni u odnosu na ciljeve i vrijednosti zastupljene u našem društvu. Društvena odgovornost sadrži jednu važnu istinu koja ubuduće mora da bude vodilja u poslovanju.

Dejvis¹⁰ smatra da se „društvena odgovornost odnosi na obavezu osobe da razmotri posljedice svojih odluka i postupaka na čitav društveni sistem. Poslovni ljudi primjenjuju društvenu odgovornost onda kada uzmu u obzir potrebe i interese onih koji mogu da pretrpe posljedice njihovih poslovnih poteza. Tako čineći, oni imaju u vidu interese koji su znatno širi od uskih tehničkih interesa sopstvene firme.

Evropska Komisija društvenu korporativnu odgovornost definiše kao „odgovornost preduzeća za njihov uticaj na društvo”. Pretpostavka za obezbjeđenje ove odgovornosti je poštovanje zakonskih propisa i kolektivnih ugovora između socijalnih partnera.

Tabela 1: Konceptije društvene odgovornosti

Studija	Konceptije o društvenoj odgovornosti
Bowen, H. R. (1953)	Privrednici imaju obavezu da nastave one politike , da donosi one odluke, ili da prate one linije akcije koje su poželjne u pogledu ciljeva i vrijednosti našeg društva .
Davis, K. (1960)	Društvena odgovornost se odnosi na aktivnosti i odluke koje su barem djelimično van direktnog ekonomskog ili tehničkog interesa firme privrednika
Davis, K. & Blomstrom, R. L. (1960)	Društvena odgovornost se odnosi na obavezu osobe da razmotri posljedice svojih odluka i akcija na cijelom društvenom sistemu .
Frederick, W. C. (1960)	Društvena odgovornost znači da privrednici treba da nadgledaju rad ekonomskog sistema koji ispunjava očekivanja javnosti
McGuire, J. W. (1963)	Firma ima ne samo ekonomske i zakonske obaveze , već i određene obaveze prema društvu koje prevazilaze iz ovih obaveza .
Johnson, H. L. (1971)	Društvena odgovorna ima ona firma čiji menadžerski kadar balansira mnoštvo interesa. Umjesto težnje samo za većim profitom za svoje akcionare, odgovorno preduzeće takode uzima u obzir zaposlene, dobavljače, dilere, lokalne zajednice i nacije .
Manne, H. G. & Wallich, H. C. (1972)	Glavni aspekt korporativne društvene odgovornosti je da ponašanje firmi mora biti dobrovoljno.
Eilbert, H. & Parket, I. R. (1973)	Koncept korporativne društvene odgovornosti podrazumijeva dvije stvari. S jedne strane, to znači da ne radi stvari koje kvare okolinu. S druge strane, ona može biti izražena kao dobrovoljni pretpostavkom obaveze da pomogne u rješavanju problema u komšiluku.

9 Bowen, Howard R. (1953) Social Responsibilities of the Businessman.. New York: Harper and Borthers, 1953

10 Davis, K. (1960). Can Business Afford to Ignore Social Responsibilities? California Management Review, 3, 70-76.

Eilbert, H. & Par- ket, I. R. (1973)	The corporate social responsibility concept involves two phases. On one hand, it means not doing things that spoil the neighbourhood. On the other, it may be expressed as the voluntary assumption of the obligation to help solve neighbourhood problems.
Backman, J. (1975)	The social responsibility refers to the objectives or motives that should be given weight by business in addition to those dealing with economic performance (e.g. profits).
Sethi, S. P. (1975)	The social responsibility implies bringing corporate behaviour up to a level where it is congruent with the prevailing social norms, values, and expectations.
Steiner, G. A. (1975)	The corporate social responsibility is a continuum of responsibilities ranging from “traditional economic production” to “government dictated” to a “voluntary area” and lastly to “expectations beyond reality”.
Hay, R. D., Gray, E. R. & Gates, J. E. (1976)	The social responsibility requires the firm to make decisions and actually commit resources of various kinds in some of the following areas: pollution problems, discrimination problems, consumerism and other social problem areas.
Carroll, A. B. (1979)	The social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time.
Jones, T. M. (1980)	The corporate social responsibility is the notion that corporations have an obligation to constituent groups (stakeholders) in society other than stockholders and beyond that prescribed by law and union contract.
Wartick, S. L. & Cochran, P. L. (1985)	Business exists at the pleasure of society; its behaviour and methods of operation must fall within the guidelines set by society. Like government, business has a social contract – an implied set of rights and obligations.

Source: Modified according to (Carroll, 1979), (Carroll, 1999), (Tetřevová & Sabolová, 2010) and (Wartick & Cochran, 1985).

The following table presents, in a similar way as in the previous table, some interpretations of CSR by representatives of business and society. In that sense, the meaning and scope of CSR is often more practical or managerial.

Table 2: Definitions of social responsibility

Organisation	Definition
World Business Council for Sustainable Development (WB-CSD) (2003)	Corporate Social Responsibility is business' commitment to contribute to sustainable economic development working with employees, their families, the local community, and society at large to improve their quality of life.
CSR Europe (2003)	Corporate Social Responsibility is the way in which a company manages and improves its social and environmental impact to generate value for both its shareholders and its stakeholders by innovating its strategy, organisation and operations.

Backman, J. (1975)	Društvena odgovornost se odnosi na ciljeve i motive koji trebaju dati težinu biznisu, pored onih koji se bave ekonomskim performansama (npr. profitom).
Sethi, S. P. (1975)	Društvena odgovornost podrazumijeva dovođenje korporativnog ponašanje do nivoa gde je ono podudarna sa važećim društvenim normama, vrijednostima i očekivanjima.
Steiner, G. A. (1975)	Korporativna Društvena odgovornost je kontinuum odgovornosti u rasponu od » tradicionalne ekonomske proizvodnje » prema »diktatu Vlade » ka "dobrovoljnoj zoni" i na kraju prema "očekivanjima izvan stvarnosti "
Hay, R. D., Gray, E. R. & Gates, J. E. (1976)	Društvena odgovornost zahtijeva od firme da donose odluke i zapravo angažuju resurse raznih vrsta u nekim od sljedećih oblasti: problemi zagađenja okoline, problemi diskriminacije, konzumerizam i druga socijalno problematična područja.
Carroll, A. B. (1979)	Društvena odgovornost poslovanja obuhvata ekonomska, pravna, etička i diskreciona očekivanja koje društvo ima od organizacija u datom trenutku.
Jones, T. M. (1980)	Korporativna društvena odgovornost je ideja da korporacije imaju obavezu prema konstitutivnim grupama (stejholderima) u društvu, osim akcionara i šire od zakonskih propisa i ugovora sa sindikatima.
Wartick, S. L. & Cochrane, P. L. (1985)	Poslovi postoje zbog nezadovoljstva društva; njegovo ponašanje i metode rada moraju ići u skladu sa smjernicama datim od strane društva. Kao i vlasti - biznis ima društveni ugovor - podrazumijeva skup prava i obaveza

Izvor: Modified according to (Carroll, 1979), (Carroll, 1999), (Tetřevová & Sabolová, 2010) and (Wartick & Cochrane, 1985).

Na sličan način, kao i u prethodnoj tabeli, u tabeli ispod predstavljene su neke interpretacije DOP-a od strane predstavnika biznisa i društva. U tom smislu, značenje djelokrug DOP-a je često više praktičan ili menadžerski.

Tabela 2: Definicije društvene odgovornosti

Organizacija	Definicija
Svjetski poslovni savjet za održivi razvoj (World Business Council for Sustainable Development – WBCSD - 2003)	Društvena odgovornost je poslovna posvećenost da se doprinese održivom ekonomskom razvoju u radu sa zaposlenima, njihovim porodicama, lokalnom zajednicom i društvom u cjelini kako bi se poboljšao njihov kvalitet života.
CSR Europe (2003)	Društvena odgovornost je način na koji kompanija upravlja i poboljšava svoj društveni uticaj i uticaj na životnu sredinu za generisanje vrijednosti i za svoje akcionare i zainteresovane strane po inoviranjima svoje strategije, organizacije i poslovanja.

Organisation for Economic Co-operation and Development (OECD) (2003)	Corporate Responsibility involves the 'fit' businesses develop with the societies in which they operate. [...] The function of business in society is to yield adequate returns to owners of capital by identifying and developing promising investment opportunities and, in the process, to provide jobs and to produce goods and services that consumers want to buy. However, corporate responsibility goes beyond this core function. Businesses are expected to obey the various laws which are applicable to them and often have to respond to societal expectations that are not written down as formal law.
Amnesty International – Business Group (UK) (2002)	Companies [have] to recognise that their ability to continue to provide goods and services and to create financial wealth will depend on their acceptability to an international society which increasingly regards protection of human rights as a condition of the corporate licence to operate.
The Corporate Responsibility Coalition (CORE) (2003)	As an 'organ of society', companies have a responsibility to safeguard human rights within their direct sphere of operations as well as within their wider spheres of influence.
Novethic (2003)	Linked to the application by corporations of the sustainable development principle, the concept of CSR integrates three dimensions: an economic dimension (efficiency, profitability), a social dimension (social responsibility) and an environmental dimension (environmental responsibility). To respect these principles, corporations must pay more attention to all the stakeholders [...] which inform on the expectations of civil society and the business environment.
Unilever (2003)	We define social responsibility as the impact or interaction we have with society in three distinct areas: (i) voluntary contributions, (ii) impact of (business's direct) operations, and (iii) impact through the value chain.
Novo Nordisk (2003)	Social responsibility for Novo Nordisk is about caring for people. This applies to our employees and the people whose healthcare needs we serve. It also considers the impact of our business on the global society and the local community. As such, social responsibility is more than a virtue – it is a business imperative.

Source: Kakabadse, N.K. Rozuel, C. and Lee-Davies, L. (2005) 'Corporate social responsibility and stakeholder approach: a conceptual review', *Int. J. Business Governance and Ethics*, Vol. 1, No. 4, pp.277–302.

Often there is a question of motivation of corporations for the concept of social responsibility. Marrewijk¹¹ proposed a concept of five "levels of ambitions", that is based on a relation of management of corporation towards social, economic and ecologic responsibility. The five types of corporate social responsibility philosophy include:¹²

11 Marrewijk, N. Van (2003) *Concepts an definitions of CSR and corporate sustainability: between agency and communion*, „Journal of Business Ethics”, No. 44, pp. 95–105

12 Marcel van Marrewijk, *Int. J. Business Performance Management*, Vol. 5, Nos. 2/3, 2003

Organizacija za ekonomsku saradnju i razvoj (Organisation for Economic Co-operation and Development – OECD - 2003)	Korporativna odgovornost podrazumijeva usklađivanje biznisa sa društvima u kojima posluju. [...] Funkcija poslovanja u društvu je da se dobije adekvatan povraćaj vlasnicima kapitala kroz identifikovanje i razvijanje obećavajuće mogućnosti za investiranje i u tom procesu, da obezbijedi radna mjesta i da proizvede robu i usluge koje potrošači žele da kupe. Međutim, korporativna odgovornost prevazilazi ovu osnovnu funkciju. Od preduzeća se očekuje da poštuju različite zakone koji se primjenjuju na njih i često moraju da odgovore na društvena očekivanja koja se propisuju kao formalni zakon.
Amnesti internacional – poslovna grupa (Amnesty International – Business Group (UK) - 2002)	Kompanije treba da shvate da će njihova sposobnost da nastavi da nude robu i usluge i da ostvare finansijske bogatstvo zavisi od njihove prihvatljivosti u međunarodnom društvu koje sve postavlja zahtjev u pogledu zaštite ljudskih prava kao uslov za korporativne dozvole za rad.
Koalicija za korporativnu odgovornost (The Corporate Responsibility Coalition (CORE) - 2003)	Kao organ društva, kompanije imaju odgovornost da štite ljudska prava u okviru njihovih uže sfere poslovanja, kao i u okviru svojih širih sfere uticaja .
Novethic (2003)	U vezi sa primjenom od strane korporacija po principu održivog razvoja, koncept DOP integriše tri dimenzije: ekonomska dimenzija (efikasnost , rentabilnost) , socijalna dimenzija (društvena odgovornost) i ekološka dimenzija (odgovornost prema životnoj sredini). Da bi ispoštovalle ove principe, korporacije moraju da obrate više pažnje svim akterima [...] koje informišu o očekivanjima civilnog društva i poslovnog okruženja.
Unilever (2003)	Mi definišemo društvenu odgovornost kao uticaj ili interakcije koje imamo sa društvom u tri različite oblasti : (i) dobrovoljnih priloga, (ii) uticaj (direktnie poslovne operacije), i (iii) uticaj kroz lanac vrijednosti.
Novo Nordisk (2003)	Društvena odgovornost za Novo Nordisk je briga za ljude. Ovo se odnosi na naše zaposlene i ljudi čije zdravstvene potrebe obezbjeđujemo. Ovo takođe podrazumijeva uticaj našeg poslovanja na globalno društvo i lokalnu zajednicu. Kao takva, društvena odgovornost je više nego vrlina - to je poslovni imperativ .

Izvor: Kakabadse, N.K. Rozuel, C. and Lee-Davies, L. (2005) 'Corporate social responsibility and stakeholder approach: a conceptual review', *Int. J. Business Governance and Ethics*, Vol. 1, No. 4, pp.277–302.

Često se postavlja pitanje motivacije korporacija za koncept društvene odgovornosti. Marrewijk¹¹ je predložio koncept od pet „nivoa ambicija”, koji se bazira na odnosu menadžmenta korporacije prema društvenoj, ekonom-

11 Marrewijk, N. Van (2003) *Concepts an definitions of CSR and corporate sustainability: between agency and communion*, „Journal of Business Ethics”, No. 44, pp. 95–105

1. Pre-CSR – compliance driven, no ambition for CSR at this level. Some steps characterized as CSR may be initiated through external pressures, such as legislation or consumer's boycott. Securing the social welfare is understood, with acting in accordance with regulations. Corporate responsibility motive is perceived as an obligation.
2. CSR based on respect – relates to care reflected in balancing economic, social and environmental interests, which are above legal compliance and profitability, and relates to social responsibility for the planet.
3. CSR stimulated by profit – presents integration of social, ethic and ecological aspects of business operations, that should contribute to financial performance of the company (profitability). It comprise of giving welfare to the society within the boundaries of legal regulations.
4. Synergetic CSR, comprise of searching for well balanced, functional solutions for creating values in economic, social and ecology areas of corporate performances, in synergy approaches with all relevant interested parties. The motive of this action means that sustainability is significant in itself.
5. Holistic – corporate social responsibility is fully integrated in every aspect of the company and is oriented to contributing to quality and length of life. The motive is seen in the perception that all beings and phenomena are mutually interconnected.

As it can be seen, each new level encloses and surpasses the previous levels. Each organization has an option to select the level of ambition in such a way that it is based on her consciousness about own terms of performing business activity and its existing system of values. Each level of ambitions will result in appropriate business practice and institutional development, showing different level and performances of corporate sustainability. Differentiated set of definitions and approaches to CSR may help the company in finding the appropriate way, considering its context and dominant values in the company.

The practice showed that companies that included business ethics into their system of work achieve better results.¹³ Kotler advocates that the reason for good doing is in doing good, and not to leave the good impression. It is an advantage of companies that have developed strategy with present principle of social responsibility, as they have the possibility to build stronger relations with all stakeholders.

In order to secure social responsibility, companies should cooperate with interested parties, to secure the process that integrate human rights, social,

13 Aleksić, A., (2007) *Poslovna etika – elemenat uspješnog poslovanja*, „Zbornik Ekonomskog fakulteta u Zagrebu”, god. V, str. 419–428

skoj i ekološkoj odgovornosti. Pet tipova filozofije korporativne društvene odgovornosti uključuju:¹²

1. Pred-DOP - Podstaknut saglasnošću (*compliance driven*) – na ovom nivou, nema ambicija za DOP. Neki koraci označeni kao DOP mogu biti pokrenuti preko spoljnih pritisaka, kao što su zakonodavstvo ili bojkot kupaca. Podrazumijeva obezbjeđivanje društvenog blagostanja, uz postupanje u skladu sa propisima. Motiv korporativne odgovornosti je percipiran kao obaveza.
2. DOP zasnovana na poštovanju – odnosi se na brigu koja se ogleda u uravnoteženju ekonomskih i socijalnih interesa i interesa životnog okruženja, koji su iznad pravne saglasnosti i profitabilnosti i odnosi se na socijalnu odgovornost za planetu.
3. DOP podstaknuta profitom – predstavlja integraciju socijalnih, etičkih i ekoloških aspekata poslovnih operacija, koji treba da doprinesu finansijskoj performansi firme (profitabilnost). Sastoji od pružanja blagostanje u društvu u granicama regulacije od zakonite vlasti.
4. Sinergijski – DOP se sastoji od traganja za dobro izbalansiranim, funkcionalnim rješenjima za stvaranje vrijednosti u ekonomskim, socijalnim i ekološkim područjima korporativnih performansi u sinergijskim pristupima sa svim relevantnim zainteresovanim stranama. Motiv ove akcije znači da je održivost sama po sebi značajna.
5. Holistički – korporativna socijalna odgovornost je potpuno integrisana u svaki aspekt kompanije i orijentiše se na doprinos kvalitetu i produžetku života. Motiv se ogleda u tome, da su sva bića i pojave međusobno zavisne.

Kao što se može vidjeti, svaki nivo obuhvata i prevazilazi prethodne nivoe. Svaka organizacija ima opciju da izabere nivo ambicije tako da bude zasnovan na njenoj svijesti o njenim uslovima poslovanja i njenom postojećem sistemu vrijednosti. Svaki nivo ambicija će rezultirati odgovarajućom poslovnom praksom i institucionalnim razvojem, pokazujući različit nivo i performanse korporativne održivosti. Diferencirani skup definicija i pristupi DOP-u mogu da pomognu organizaciju u pronalaženju odgovarajućeg puta, s obzirom na njen kontekst i dominantne vrijednosti u organizaciji.

Praksa pokazuje da kompanije koje su u svoj sistem poslovanja uključile poslovnu etiku, pokazuju bolje rezultate.¹³ Kotler afirmiše stav da je razlog dobrog činjenja u činjenju dobra a ne kako bi se ostavio dobar utisak. Prednost je kompanija koje imaju izgrađenu strategiju u kojoj je prisutan princip

12 Marcel van Marrewijk, Int. J. Business Performance Management, Vol. 5, Nos. 2/3, 2003

13 Aleksić, A., (2007) *Poslovna etika – elemenat uspješnog poslovanja*, „Zbornik Ekonomskog fakulteta u Zagrebu”, god. V, str. 419–428

environmental, ethical and consumer issues, into their business strategy with the following goals:

- Creating common values for owners/stockholders and other interested parties and the society as a whole;
- Identification, prevention and alleviation of its possible unwanted influences (side affects).

BiH started its political and social-economic transition relatively recently (late), causing that many companies still do not have well developed awareness about the benefits of socially responsible practice. Such companies perceive social responsibility as a non-profitable and impractical experience. On the other hand, most consumers do not value enough the socially responsible acting of companies. It is evident that some of great corporations, present in BiH, have in mind advantages of social responsibility and understand it as a great marketing move. With such an approach these companies distant themselves from their competitors as companies that do not care only about realizing profit, but behave socially responsibly.

CORPORATE SOCIAL RESPONSIBILITY, CONCEPT AND THEORIES OF INTERESTED PARTIES

There are two rival theories, i.e. approaches, that offer opposite answers about social responsibility. The first, classical approach, *stockholder theory*, believes that profit is the only goal and there is no space for any other goals or obligations save that social responsibility of companies in in function of maximizing the profit. The other approach, *stakeholder theory*, rests on a position that the role of corporations is of essential significance for all aspects of present and future life, and their social obligations cannot be limited only at maximizing the profits, for companies have the direct responsibility towards the society, followed by various obligations that have nothing to do with realizing profit.

Realization of business profit is limited with legal and moral limitations, main being that *no direct damage is caused to anyone*. Corporations must not cause damage directly. This limitation surpasses the right and the obligation to achieve profit. The moral obligation of not causing damage surpasses all other pbligations, and it is stronger then manager's obligation to realize profit, if it causes damage to others. This theory is called "theory of moral minimum" and is completely contained in the classical corporate responsibility theory.

The basic problem of CSR incudes the answer to the question – who should the company be responsible to? In the 1960s, Dejvis and Blomstrom

socijalne odgovornosti, jer imaju mogućnost da izgrade čvršće odnose sa svim stekholderima.

Kako bi obezbijedila društvenu odgovornost, kompanije treba da u saradnji sa svojim zainteresovanim stranama osiguraju proces koji integriše ljudska prava, socijalna, ekološka, etička i potrošačka pitanja u njihovo poslovanje i strategiju koja ima sljedeće ciljeve:

- kreiranje zajedničkih vrijednosti za vlasnike/dioničare i ostale interesne strane i društvo u cjelini;
- identifikovanje, prevencija i ublažavanje njihovih mogućih nepovoljnih uticaja (nuspojava).

Bosna i Hercegovina je relativno skoro započela političku i društveno-ekonomsku tranziciju, zbog čega mnoge firme još uvijek nemaju dovoljno razvijenu svijest o koristi društveno odgovorne prakse. Takve firme društvenu odgovornost doživljavaju kao neprofitno i nepraktično iskustvo. Sa druge strane, većina kupaca nedovoljno vrednuje društveno odgovorno ponašanje preduzeća. Primjetno je da neke od velikih korporacija, koje su prisutne u BiH, imaju u vidu svrhu i prednosti društvene odgovornosti i shvataju je kao odličan marketinški potez. Ovakvim pristupom, one se distanciraju od konkurencije kao kompanije kojoj nije samo stalo do ostvarivanja profita, već se ponaša društveno odgovorno.

KORPORATIVNA DRUŠTVENA ODGOVORNOST, KONCEPT I TEORIJE ZAINTERESOVANIH STRANA

Postoje dvije rivalske teorije, odnosno pristupa koje po pitanju društvene odgovornosti daju suprotne odgovore. Prvi, klasični pristup *stockholder theory* (teorija interesnih grupa), smatra da je profit jedini cilj i da nema mjesta ni za kakve druge ciljeve ili obaveze osim da socijalna odgovornost kompanija bude u funkciji maksimalizaciju profita. Drugi pristup *stakeholder theory* polazi sa stanovišta da je uloga korporacija od suštinskog značaja za sve aspekte sadašnjeg i budućeg života i da se njihove društvene obaveze ne mogu ograničiti samo na maksimalizaciju profita i da kompanije imaju direktnu odgovornost prema društvu iz koje proizlaze razne obaveze koje nemaju nikakve veze sa sticanjem profita.

Stvaranje biznisa biznis je ograničeno zakonskim i moralnim ograničenjima, od kojih je glavno da se nikome *direktno ne nanosi šteta*. Korporacije ne smiju direktno da nanose štetu. Ova zabrana prevazilazi pravo i obavezu realizacije profita. Moralna obaveza nenanošenja štete nadilazi sve ostale obaveze, koja je jača i od obaveze menadžera da stvaraju profit a to

(1966) stated that companies should be socially responsible to those who could influence them with their business activities, i.e. their interested parties, as these entities are called these days.

The concept of interested parties, created by Freeman in 1984, was intended to help managers to reveal who are those they should pay attention to and decide who they should be socially responsible to.

Interested party (group) is “every group or an individual who can influence on achieving the purpose of its organization”.¹⁴ According to Carroll,¹⁵ an interested party is “every individual or a group, who can influence on actions, decisions, policies, practice or goals of the organization”. In some other definitions, an interested party is “an individual or a group that have some kind of participation in business, and may influence the organization in some way”¹⁶; “persons or interests that have a share, can achieve a gain or lose as a result of its activities (of the organization)”¹⁷; “persons or groups with legitimate interests in procedural and/or material aspects of corporate activities”.¹⁸

From the aforementioned it could be concluded that a stakeholder is everyone who influences the business of a corporation, or is influenced by the business activity of a corporation. Speaking of interested parties, i.e. stakeholders, there are specifics differentiating some groups, and there are different groups of so called ‘primary stakeholders’. According to ‘input-output’ model advocated by the classical theory, on the ‘input’ side we have the stockholders. Two more groups can be put onto the ‘input’ side: employees and suppliers. On the ‘output’ side are the consumers.¹⁹ However, nobody except the stockholders has particular rights since the market enables all the resources to be purchased, and no group has exclusive rights except those won on the market. Authors give different classifications of interested parties. According to Edward Freeman, there are six groups: Owners (stakeholders), employees, consumers, managers, suppliers and local community.²⁰ Donaldson and Preston divide interested parties into eight groups: Investors,

14 Freeman, R. E. (1984). *Strategic Management: A Stakeholder Approach*. Boston: Pitman.

15 Carroll, A. B. (1996). *Business and Society: Ethics and Stakeholder Management*. Cincinnati: South-Western College Publishing.

16 Buchholz, R. A., & Rosenthal, S. B. (2005). Toward a Contemporary Conceptual Framework for Stakeholder Theory. *Journal of Business Ethics*, 1-3, 137-148.

17 Clarkson, M. B. E. (1998). *The Corporation and its Stakeholders: Classic and Contemporary Readings*. Toronto: University of Toronto Press.

18 Donaldson, T., & Preston, L. E. (1995). The Stakeholder Theory of the Corporation: Concept, Evidence and Implications. *The Academy of Management Review*, 1, 65-91.

19 Upor, T. Donaldson & L. E. Preston, “The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications”, *Academy of Management Review*, 20 (1995), p. 68. Navedeno iz J. R. Boatright, *op. cit.* p. 390.

20 R. Edward Freeman, “A Stakeholder Theory of Modern Corporation”, u: T. L. Beauchamp & N. E. Bowie, *Ethical Theory and Business*, Prentice Hall/Pearson 2004, p. 59.

nanosi štetu drugima. Ova teorija se naziva »teorijom moralnog minimuma«, u potpunosti je sastavni dio klasične teorije korporativne odgovornosti.

Osnovni problem korporativne društvene odgovornosti uključuje odgovor na pitanje kome bi preduzeće trebalo da bude društveno odgovorno. U 60 - im godinama 20. vijeka, Dejvis & Blomstrom (1966) navode da bi prirednici trebali biti društveno odgovorni prema onima koji bi mogli da utiču svojim poslovnim postupcima, odnosno prema njihovim zainteresovanim stranama, kako se ovi entiteti sada zovu.

Koncept zainteresovanih strana, koji je stvorio Freeman u 1984., bio je namijenjen da pomogne menadžerima da otkriju ko su oni na koje treba da obrate svoju pažnju i odrede prema kome treba da budu društveno odgovorni.

Zainteresovana strana (interesna grupa) je "svaka grupa ili pojedinac koji mogu da utiču ili utiču na postizanje svrhe organizacije".¹⁴ Prema Carroll,¹⁵ zainteresovana strana je "svaki pojedinac ili grupa koji mogu da utiču ili utiču na akcije, odluke, politike, prakse ili ciljeve organizacije". Prema još nekim definicijama, zainteresovana strana je "pojedinac ili grupa koja ima neku vrstu učešća u biznisu, a može da utiče na neki način i na organizaciju"¹⁶; "lica ili interesi koji imaju udeo, mogu nešto dobiti ili izgubiti kao rezultat svojih aktivnosti (organizacije)"¹⁷; "lica ili grupe sa legitimnim interesima u proceduralnim i/ili materijalnim aspektima korporativne aktivnosti".¹⁸

Iz navedenog možemo zaključiti da je stejkholder svako ko utiče na poslovanje korporacije ili na koga poslovanje korporacije ima uticaj. Kod zainteresovanih strana, odnosno stejkholdera, postoje specifičnosti koje neke grupe izdvajaju, i tu postoje različite grupe tzv. „primarnih stejkholdera“. Prema „input-output“ modelu koji je zagovarala klasična teorija, na „input“ strani imamo dioničare. U „input“ stranu mogu se ubrajati još dvije grupe: zaposleni i dobavljači. Na „output“ strani su potrošači.¹⁹ Međutim, niko osim dioničara nema posebna prava jer tržište omogućava da se svi resursi mogu kupiti i nijedna grupa nema ekskluzivna prava osim onih za koja se izborni na tržištu. Autori navode različite klasifikacije zainteresovanih strana. Po Edvardu Frimanu ima šest grupa: vlasnici (dioničari), zaposleni, potrošači,

14 Freeman, R. E. (1984). *Strategic Management: A Stakeholder Approach*. Boston: Pitman.

15 Carroll, A. B. (1996). *Business and Society: Ethics and Stakeholder Management*. Cincinnati: South-Western College Publishing.

16 Buchholz, R. A., & Rosenthal, S. B. (2005). Toward a Contemporary Conceptual Framework for Stakeholder Theory. *Journal of Business Ethics*, 1-3, 137-148.

17 Clarkson, M. B. E. (1998). *The Corporation and its Stakeholders: Classic and Contemporary Readings*. Toronto: University of Toronto Press.

18 Donaldson, T., & Preston, L. E. (1995). The Stakeholder Theory of the Corporation: Concept, Evidence and Implications. *The Academy of Management Review*, 1, 65-91.

19 Upor. T. Donaldson & L. E. Preston, "The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications", *Academy of Management Review*, 20 (1995), p. 68. Navedeno iz J. R. Boatright, *op. cit.* p. 390.

employees, consumers, managers, suppliers, communities, government and political groups.²¹ Lukas gives larger division in eleven groups:²²

1. Stockholders (owners, employers)
2. Employees and managers
3. Customers/clients
4. suppliers
5. creditors
6. competitors
7. Industry branches or professions in whole
8. Local community
9. state
10. International community and mankind in whole
11. Environment.

COMPONENTS OF CORPORATE SOCIAL RESPONSIBILITY

Speaking of focus of social responsibility, different opinions are present. This problem was first processed by Carrol, who distinguished four main components of CSR – economical, legal, ethical and discretion responsibility.²³

Economic component of the CSR is an obligation to produce goods and give services that the society wants, and to sell them with profit.

Legal responsibility is determined by laws and regulations expected to govern the company activity.

Ethical component of the CSR encloses additional activities and behaviors not envisaged in law, but the society nevertheless expects it from the business activity.

Discretionary (or voluntary) responsibility presents activities not envisaged in law, and it is even not expecting working in ethical sense, e.g. philanthropic contributions, unemployment programs, or fight against drug addiction, daily centers for marginalized categories, etc. Carrol (1991) made a review of the fourth part of CSR definition and renamed the discretion component to philanthropy, its principle rests mainly in implementing the activity of donors (Carrol, 1999).

21 T. Donaldson & L. E. Preston, "The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications", *Academy of Management Review*, **20** (1995), p. 69. Navedeno iz J. R. Boatright, *op. cit.* p. 391.

22 J. R. Lucas, "The Responsibilities of a Businessman", u: W. H. Shaw, *Ethics at Work: Basic Readings in Business Ethics*, Oxford University Press, 2003, p. 20.

23 Carroll, A. B. (1979). A Three-Dimensional Conceptual Model of Corporate Performance. *The Academy of Management Review*, **4**, 497-505.

menadžeri, dobavljači i lokalna zajednica.²⁰ Donaldson i Preston dijele zainteresovane strane u osam grupa: investitori, zaposleni, potrošači, menadžeri, dobavljači, zajednice, vlada i političke grupe.²¹ Lukas daje još brojniju podjelu u jedanaest grupa:²²

1. dioničari (vlasnici, poslodavci)
2. zaposleni i menadžeri (posloprimci i poslodavci)
3. mušterije/klijenti
4. dobavljači
5. kreditori
6. konkurenti
7. grane industrije ili profesije u cjelini
8. lokalna zajednica
9. država
10. međunarodna zajednica i čovječanstvo u cjelini
11. okolina.

KOMPONENTE KORPORATIVNE DRUŠTVENE ODGOVORNOSTI

Kada su u pitanju fokusi društvene odgovornosti, prisutna su različita mišljenja. Ovaj problem je prvi put obradio Kerol, koji razlikuje četiri glavne komponente DOP - ekonomska, pravna, etička i diskreciona odgovornost.²³

Ekonomska komponenta DOP predstavlja obavezu da se proizvode robe i pružaju usluge koje društvo želi i da ih prodaju uz profit.

Pravna odgovornost je određena zakonima i propisima pod kojima se očekuje da firma posluje.

Etička komponenta DOP obuhvata dodatne aktivnosti i ponašanja koji nisu predviđena u pravu, ali društvo ipak to očekuje od poslovanja.

Diskreciona (ili voljna) odgovornost predstavlja aktivnosti koje nisu predviđene zakonom, a čak se i ne očekuje poslovanje u etičkom smislu, npr filantropskih doprinosa, programi za nezaposlene ili za borbu protiv narkomanije, dnevne centre za marginalizovane kategorije i dr. U 1991. godini, Kerol je uradio reviziju četvrtog dijela definicije DOP i preimenovao diskre-

20 R. Edward Freeman, "A Stakeholder Theory of Modern Corporation", u: T. L. Beauchamp & N. E. Bowie, *Ethical Theory and Business*, Prentice Hall/Pearson 2004, p. 59.

21 T. Donaldson & L. E. Preston, "The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications", *Academy of Management Review*, 20 (1995), p. 69. Navedeno iz J. R. Boatright, *op. cit.* p. 391.

22 J. R. Lucas, "The Responsibilities of a Businessman", u: W. H. Shaw, *Ethics at Work: Basic Readings in Business Ethics*, Oxford University Press, 2003, p. 20.

23 Carroll, A. B. (1979). A Three-Dimensional Conceptual Model of Corporate Performance. *The Academy of Management Review*, 4, 497-505.

According to Leisinger²⁴ (2007) and Adamoniene & Astromskiene²⁵ the following key components of the CSR can be identified:

- Profitability, good working conditions, friendly decision making,
- b) corporate responsibility, feeling of citizenship,
- c) corporate philanthropy.

The second point of view of social responsibility may be found in the work of Muijenili Pavlik & Belčík,²⁶ who define the 3P of social responsibility, relating to economic field (*Profit*), social areas (*Peoples*) and environmental field (*Planet*). As the emphasis is put on voluntarism of CSR, it could be said that respect of legal standards is a basic obligation, where legal accountability cannot be viewed as a part of social responsibility, but is viewed as a key precondition for functioning and future existence of the society. The SRB should cover the following five areas:²⁷

1. Economic space – ensuring products and services beneficial for the society in the required quantity and quality, and at a reasonable price, along with the adequate profit for the owners;
2. Social area – respecting a wide range of interests and needs of human resources; 3) in the field of environment – prevention of occurrence of negative impacts and proactive measures of protecting the living environment;
3. Ethical space – creating, fulfilling and promoting wide application of ethical standards; 5) philanthropic area – support of voluntary activities of employees and donations.

One of the concepts of social responsibility components define the following four areas:²⁸

1. Markets (focus on transparent business, positive relations towards investors, buyers, suppliers and other business partners, positive company impact on economy),
2. Work/labor area (focus on employees, their salaries, working conditions, quality and loyalty),
3. Local community (establishing good relations with neighbors and taking part in resolving local problems), and

24 Leisinger, K. M. (2007). Corporate Philanthropy: The Top of the Pyramid. *Business and Society Review*, 3, 315-342.

25 Adamoniene, R., & Astromskiene, A. (2010). The Influence of Motives on the Tendencies of Business Philanthropy. *Economics and Management*, 15, 337-342.

26 Pavlík, M., & Bělčík, M., et al. (2010). *Společenská odpovědnost organizace*. Prague: Grada Publishing.

27 Liběna Tetřevová (2011). Corporate social responsibility in the Czech gambling industry. *Economics and management*: 2011. 16. ISSN 1822-6515, str. 615.

28 Steinerová, M., & Makovský, D. (2008). Koncept CSR v praxi, průvodce odpovědným podnikáním [on-line], <http://www.csr-online.cz/NewsDetail.aspx?p=3&id=581> [cit. 2010-12-12].

cionu komponentu u filantropiju, njen princip počiva uglavnom u sprovođenju aktivnosti davaloca (Carrol, 1999).

Prema Leisinger²⁴ (2007) i Adamoniene & Astromskiene²⁵ mogu se identifikovati sljedeće ključne komponente DOP-a:

- a) profitabilnost, dobri uslovi za rad, prijateljsko odlučivanje,
- b) korporativna odgovornost, osjećaj državljanstva,
- c) korporativna filantropija.

Druga tačka gledišta fokusa društvene odgovornosti može se naći u radu Muijenili Pavlik & Belčík,²⁶ koji definišu 3P društvene odgovornosti, koji se odnose na ekonomsku oblast (*Profit*), društvene oblasti (*Peoples*) i oblasti životne sredine (*Planet*). Kako se naglasak stavlja na dobrovoljnosti korporativne društvene odgovornosti, može se reći da poštovanje pravnih standarda predstavlja osnovnu obavezu, a samim tim i pravna odgovornost ne može se pomatrati kao dio društvene odgovornosti, ali se gleda kao ključni preduslov za funkcionisanje i buduće postojanje društva. DOP treba da pokrije sljedećih pet oblasti:²⁷

1. ekonomski prostor - osiguranje proizvoda i usluga koji su korisni za društvo u potrebnoj količini i kvalitetu i po razumnoj cijeni, zajedno sa adekvatnim profitom za vlasnike;
2. socijalni prostor - poštovanje širokog spektra potreba i interesa ljudskih resursa;
3. u oblasti životne sredine - sprječavanje nastanka negativnih eksternalija i proaktivne mjere zaštite životne sredine ;
4. etički prostor - stvaranje, ispunjenje i promocija široke primjene etičkih standarda;
5. filantropski oblast - podrška volonterskih aktivnosti zaposlenih i donatorstvo.

Jedan od kocepata komponenti društvene odgovornosti definiše sljedeće četiri oblasti:²⁸

1. tržišta (fokus na transparentnom poslovanju, pozitivni odnos prema investitorima, kupcima, dobavljačima i ostalim poslovnim partnerima, pozitivan uticaj kompanije na ekonomiju),

24 Leisinger, K. M. (2007). Corporate Philanthropy: The Top of the Pyramid. *Business and Society Review*, 3, 315-342.

25 Adamoniene, R., & Astromskiene, A. (2010). The Influence of Motives on the Tendencies of Business Philanthropy. *Economics and Management*, 15, 337-342.

26 Pavlík, M., & Bělčík, M., et al. (2010). Společenská odpovědnost organizace. Prague: Grada Publishing.

27 Liběna Tetřevová (2011). Corporate social responsibility in the czech gambling industry. *Economics and management*: 2011. 16. ISSN 1822-6515, str. 615.

28 Steinerová, M., & Makovskí, D. (2008). Koncept CSR v praxi, průvodce odpovědným podnikáním [on-line], <http://www.csr-online.cz/NewsDetail.aspx?p=3&id=581> [cit. 2010-12-12].

4. Environment (lowering negative impacts to living environment and activities in the field of environment).

ADVANTAGES OF SOCIALLY RESPONSIBLE BEHAVIOR OF COMPANIES

The benefits of socially responsible business depend on type of business, given moment or market conditions. Companies in transitional countries, especially small and mid-size companies, may benefit from this business practice through lowering the costs, but also better approach to international markets. Large international companies may benefit in human resources area and marketing, in strengthening the image of the company.

Today, the companies are considering positive results of their SRB efforts, such as:

1. Improved reputation: Expands the organization or brand towards potential consumers, employees and investors. Brands with good reputation will probably experience positive media coverage.
2. Increased sales and customer's loyalty: In the bottom line, it initiates the people's care about how the company is doing its business. The Hill & Knowlton study showed that 79% of Americans take in consideration the SRB when deciding on purchasing of products.²⁹
3. Strengthening the ties and expanding the market share: Opens the doors for new products, services and partnerships
4. Competitive advantage: It can help the companies on positioning in the market. According to a recent IBM study, more than 1100 directors said they were planning to increase expenses for corporate social responsibility of their companies by 25% in average.³⁰
5. Ease of mind and satisfaction – these come if one does the right thing. It also prevents potentially 'hot' relations with the public, something other companies often face when they adopt rigid relation towards the public.

CONSUMERS AND SOCIAL RESPONSIBILITY

There are different attitudes towards the relation between CSR and business, from doing business in SRB perspective, where companies believe they are capable for a longterm profit and success, while the opponents claim that SRB only discourages the firms from economic role of business,

29 Hill & Knowlton's "Corporate Reputation Watch 2002

30 Dver, Alyssa. "Irresponsible Corporate Responsibility: Doing Good Isn't Always Done Well." *MarketingProfs: Marketing Resources for Marketing Professionals*. 25 Aug. 2009. Web. 20 May 2010. <<http://www.marketingprofs.com/9/irresponsible-corporate-responsibility-doing-good-not-done-well-dver.asp>>.

2. radna sredina (fokus na zaposlene, njihova primanja, radna sredina, kvaliteta i lojalnost),
3. lokalna zajednica (uspostavljanje dobrih odnosa sa susjedima, i učešće u rješavanju lokalnih problema), i
4. okruženje (tj. smanjenje negativnih uticaja na životnu sredinu, i aktivnosti u oblasti životne sredine).

PREDNOSTI DRUŠTVENO ODGOVORNOG PONAŠANJA KOMPANIJA

Koristi od društveno odgovornog poslovanja, zavise od tipa poslovanja, datog trenutka ili tržišnog okruženja. Kompanije u tranzicionim zemljama, posebno mala i srednja preduzeća, mogu imati koristi od ove poslovne prakse u kroz smanjenje troškova, ali i bolji pristup međunarodnim tržištima. Velike međunarodne kompanije mogu imati koristi u oblasti ljudskih resursa i marketingu i jačanju imidža kompanije.

Danas, kompanije sagledavaju pozitivne rezultate njihovih DOP napora, kao što su:

1. Poboljšana reputacija: Širi organizaciju ili brend prema potencijalnim potrošačima, zaposlenima i investitorima. Brendovi sa dobrom reputacijom će vjerovatno doživjeti pozitivnu medijsku pokrivenost.
2. Povećana prodaja i lojalnost kupaca: U krajnjoj liniji pokreće brigu ljudi o tome kako organizacija posluje. Studija reklamne agencije Hill i Knowlton, utvrdila je da 79% od Amerikanaca uzimaju u obzir prakse DOP prilikom odlučivanja o kupovini proizvoda.²⁹
3. Jačanje veza i proširenje udjela na tržištu: Otvara vrata za nove proizvode, usluga i partnerstva
4. Konkurentsku prednost: To može da pomogne preduzećima u pozicioniranju na tržištu. Prema nedavnoj studiji IBM, više od 1.100 direktora su rekli da planiraju povećati izdatke za korporativnu društvenu odgovornost svojih kompanija po u prosjeku za 25 %.³⁰
5. Spokojstvo i zadovoljstvo - Ovo dolazi ako sa radi ono što je ispravno. Takođe, sprječava potencijalne "vruće" odnose s javnošću, sa čime se mnoge druge kompanije suočavaju kada imaju krut odnos prema javnosti.

29 Hill & Knowlton's "Corporate Reputation Watch 2002

30 Dver, Alyssa. "Irresponsible Corporate Responsibility: Doing Good Isn't Always Done Well." *MarketingProfs: Marketing Resources for Marketing Professionals*. 25 Aug. 2009. Web. 20 May 2010. <<http://www.marketingprofs.com/9/irresponsible-corporate-responsibility-doing-good-not-done-well-dver.asp>>.

i.e. profit, and presents the loss of energy.³¹ Both sides presented a list of rational reasons to defend their attitude. Despite the ongoing 'yes' and 'no' debate, the social responsibility should be the care of decision makers in a corporation, and it cannot be denied that CSR is becoming more and more present in the present world. The research shows that the consumers take care of it and that today most consumers expect a company to have rather high level of SRB.³²

The consumers are very significant actors for a company and a success of SRB of the company and they determine to a large degree its policies. Some authors believe that consumers support only those companies that are engaged in SRB, if they receive some kind of value from the exchange.³³ It should be mentioned that despite the significant number of researches, the authors failed to agree on a commonly acceptable definition of SRB. Definitions offered in publications may be confusing, and sometimes even contradicting.

In the 1990s a number of consumers' associations and NGOs initiated campaigns in order to point to companies that acted irresponsibly and whose actions were damaging or ethically unacceptable. Particular point was made towards unethical acting of companies towards employees in the developing countries. These campaigns led to boycotting of products. That was the case with the *Nike* company in the early 1990s, when the consumers boycotted their products after revealing company's inadequate treatment of its employees in Indonesia. The boycotting actions were implemented at US universities, due to the bad working conditions in their factories in south-east Asia. Ecological pollution of environment by oil companies caused founding of a movement for preservation of living environment. In London, offices and gas stations of oil corporation *Shell* were blocked, due to their exploitation of oil in Nigeria causing huge damage to the nature and negative consequences for the local population.

Many instances could be listed, where companies acted in a socially irresponsible way, such as human rights violations (*Shell*, *Enron*, *BP*, *Rio Tinto*...), employees rights violations (*Nike*, *Reebok*, *Gap*, *McDonald's* ...), child labor abuse (*McDonald's*, *Monsanto*, *Syngenta*, *bayer*...), pollution and endangering the health of local population (*Shell*, *Unilever*, *Coca-Cola*...),

31 Buhr, H., & Grafström, M. (2007). The making of meaning in the media: The case of corporate social responsibility in the Financial Times. In F. den Hond, F. G. de Bakker, & P. Neergaard (Eds.). *Managing corporate social responsibility in action: Talking, doing and measuring* (pp. 15-32). Aldershot: Ashgate Publishing Limited.

32 Boulstridge, E., & Carrigan, M. (2000). Do consumers really care about corporate responsibility? Highlighting the attitude-behaviour gap. *Journal of Communication Management*, 4(4), pp. 1-22.

33 Green, T., & Peloza, J. (2011). How does corporate social responsibility create value for consumers?. *Journal of Consumer Marketing*, 28(1), 48-56.

POTROŠAČI I DRUŠTVENA ODGOVORNOST

Postoje različiti stavovi o odnosu između korporativne društvene odgovornosti (DOP) i biznisa, od poslovanja iz DOP perspektive, gdje kompanije vjeruju da su sposobne za dugoročnu dobit i ostvarenje dugoročnog uspjeha, dok protivnici tvrde da DOP samo odvraća firme od ekonomske uloge biznisa, odnosno profita i predstavlja gubitak energije.³¹ I jedni i drugi, predlagači kao i protivnici predstavili su listu racionalnih razloga da brane svoj stav. Uprkos tekućoj debati o razlozima za da ili ne, socijalna odgovornosti treba da bude briga donosilaca odluka u korporaciji, te se ne može poreći da je korporativna društvena odgovornost sve više prisutna u današnjem svijetu. Istraživanje pokazuje da potrošači brinu o njoj i da danas većina potrošača očekuje da kompanija ima prilično visok nivo DOP.³²

Potrošači su veoma važni akteri preduzeća i uspjeh DOP kompanije i oni u velikoj mjeri određuju njene politike. Neki autori vjeruju da potrošači podržavaju samo firme koje se bave DOP, ako dobiju neku vrstu vrijednosti iz razmjene.³³ Treba napomenuti da uprkos znatnom broju istraživanja, autori nisu uspjeli usaglasiti opšteprihvaćenu definiciju DOP-a. Definicije koje se nude u literaturi može biti zbunjujuće i ponekad čak i kontradiktorne.

U devedesetim godinama XX vijeka jedan broj udruženja potrošača i nevladinih organizacije pokrenuli su kampanje kako bi ukazalo na kompanije koje se neodgovorno ponašaju i čije aktivnosti su štetne ili etički neprihvatljive. Posebno je ukazivano na neetično ponašanje kompanija prema zaposlenima u zemljama u razvoju. Kampanja prema neodgovornim kompanijama dovela je do bojkota proizvoda. To je bio slučaj sa kompanijom *Nike* ranih devedesetih, kada su potrošači bojkotovali njene proizvode jer je otkriveno neadekvatno tretiranje zaposlenih u Indoneziji. Na američkim Univerzitetima provodile su se akcije bojkotovanja Nikeovih proizvoda zbog loših radnih uslova u njihovim tvornicama u jugoistočnoj Azij. Ekološko zagađenje prirodne okoline od strane naftnih kompanija izazvalo je osnivanje pokreta za očuvanje životne sredine. U Londonu su blokirane kancelarije i benzinske pumpe naftne korporacije *Shell* zbog iskorištavanja nafte u Nigeriji što je imalo za posljedicu uništavanje prirode i negativne posljedica po lokalno stanovništvo.

31 Buhr, H., & Grafström, M. (2007). The making of meaning in the media: The case of corporate social responsibility in the Financial Times. In F. den Hond, F. G. de Bakker, & P. Neergaard (Eds.). *Managing corporate social responsibility in action: Talking, doing and measuring* (pp. 15-32). Aldershot: Ashgate Publishing Limited.

32 Boulstridge, E., & Carrigan, M. (2000). Do consumers really care about corporate responsibility? Highlighting the attitude-behaviour gap. *Journal of Communication Management*, 4(4), pp. 1-22.

33 Green, T., & Peloza, J. (2011). How does corporate social responsibility create value for consumers?. *Journal of Consumer Marketing*, 28(1), 48-56.

imposing the GMO food, etc. Some companies have aggressive marketing approach to the consumers through commercials (McDonald's, Nike, food corporations, clothing and footwear corporations, leisure industry...). The campaigns of consumers' associations and NGOs show that consumers 'punish' the socially irresponsible companies.

The research shows increased expectations of customers, in relation to social engagement of companies. About 70% of the EU consumers consider it important that companies they purchase goods or services from, are socially responsible. In almost the same percentage, 71% of British people stand that multinational companies should provide good working conditions and a fair relation towards the employees, regardless of legal obligations.³⁴ Even 95% of Americans perceive that, besides profit, their goal and obligation is responsibility towards local community.

Research of consumer behavior shows that there is no obvious direct correlation between what consumers state as a criterion for deciding on purchase of goods and their choice of product in a concrete act of purchase. It is very difficult to single out the influence of social responsibility factor from other factors that influence the consumers' choices, such as price, quality, past experience, etc. Porter and Kramer³⁵ state that the relation between 'good actions' and consumers' attitude is indirect and hard to measure. Lack of direct link may be explained with lack of relevant information on socially responsible activities, which is why the producers do not base their choices on these attributes of products or services. The logical question is how to disseminate information on socially responsible activities, and what would be the most efficient way of approaching the customers. Researching the stakeholders in Japan showed that half of the polled believe newspaper articles, some 40% believe in personal contacts, while only 3% believed in commercials.³⁶

The customers prefer different factors of the SRB in a different way. The below table shows results of research of consumers' perception relating to SRB factors.

34 Organisation for Economic Cooperation and Development, *Informing Consumers on CSR in International Trade*, Workshop on Informing Consumers about Corporate Social Responsibility in Production and International Trade (Rotterdam: 2006), 8.

35 Michael Porter and Mark Kramer, *Strategy and society: the link between competitive advantage and corporate social responsibility* (Cambridge, MA: Harvard Business Review, 2006), 4.

36 Ibidem

Mogu se nabrojati brojna područja u kojima su se kampanje ponašale društveno nedgovorno, ka što su kršenje ljudskih prava (Shell, Enron, BP, Rio Tinto...), kršenje radničkih prava (Nike, Reebok, Gap, McDonald's...), zloupotreba dječije radne snage (McDonald's, Monsanto, Syngenta, Bayer...), uništavanje prirode i ugrožavanje zdravlja lokalnog stanovništva (Shell, Unilever, Coca-Cola...), nametanje genetski modifikovane hrane i sl. Neke kompanije imaju agersivan marketinški pristup na potrošače kroz reklame (McDonald's, Nike, korporacije prehrambenog i sektora odjeće te obuće, industrija zabave...). Kampanje udruženja potrošača i NVO-a pokazuju da potrošači "kažnjavaju" kompanije koje su društveno neodgovorne. Istraživanja pokazuju porast očekivanja potrošača vezano za društvene angažovanosti kompanija. Oko 70% potrošača Evropske unije smatra da im je važno da kompanije čije proizvode ili usluge kupuju budu društveno odgovorne. Gotovo u istom procentu, 71% Britanaca smatra da bi multinacionalne kompanije trebalo da obezbijede dobre radne uslove i pošten odnos prema zaposlenima bez obzira na zakonsku obavezu.³⁴ Čak 95% Amerikanaca imaju percepciju da osim profita, za ciljeve imaju obavezu i odgovornost prema lokalnoj zajednici.

Istraživanja ponašanja potrošača ne ukazuju da postoji direktna korelacija između toga šta potrošači navode kao kriterijum na kom zasnivaju odluku o kupovini proizvoda i njihovog izbora proizvoda u konkretnom činu kupovine. Veoma je teško izdvojiti uticaj faktora društvene odgovornosti od ostalih faktora koji utiču na izbore potrošača, u koje spadaju cijena, kvalitet, prethodno iskustvo i sl. Porter i Kramer³⁵ navode da je veza između „dobrih postupaka“ i stava potrošača posredna, a i teško mjerljiva. Nedostatak direktne veze može se objasniti nedostatkom relevantnih informacija o društveno odgovornim aktivnostima, zbog čega potrošači ne zasnivaju svoje izbore na ovakvim atributima proizvoda, odnosno usluga. Logično se postavlja pitanje načina informisanja o društveno odgovornim aktivnostima i na koji način najefikasnije pristupiti potrošačima. Istraživanje stejkholdera u Japanu pokazuje da polovina ispitanika veruje novinskim člancima, oko 40% ličnim kontaktima, dok svega 3% reklamama.³⁶

Potrošači različito preferiraju različite faktore DOP-a. U tabeli ispod dati su rezultati istraživanja percepcije potrošača vezano za faktore DOP-a.

³⁴ Organisation for Economic Cooperation and Development, *Informing Consumers on CSR in Interntional Trade*, Workshop on Informing Consumers about Corporate Social Responsibility in Production and International Trade (Rotterdam: 2006), 8.

³⁵ Michael Porter and Mark Kramer, *Strategy and society: the link between competitive advantage and corporate social responsibility* (Cambridge, MA: Harvard Business Review, 2006), 4.

³⁶ Ibidem

Table 3: Frequency of positions regarding activities believed to be the expression of SRB.

Indicate which of the following activities you believe to be an expression of CSR	No (absolute)	No (in %)	yes (absolute)	Yes (in %)	TOTAL	Type of activity
less energy	9	6.2%	136	93.8%	145	BP
less pollution	12	8.3%	133	91.7%	145	BP
energy efficiency	13	9.0%	132	91.0%	145	PR activity
recycle	23	15.9%	122	84.1%	145	BP
ethical	26	17.9%	119	82.1%	145	BP
child labor	29	20.0%	116	80.0%	145	BP
organic products	31	21.4%	114	78.6%	145	PR activity
good quality	48	33.1%	97	66.9%	145	PR activity
no animal testing	52	35.9%	93	64.1%	145	BP
good treatment	67	46.2%	78	53.8%	145	BP
correct information	71	49.0%	74	51.0%	145	BP
work environment	71	49.0%	74	51.0%	145	BP
invest relations	83	57.2%	62	42.8%	145	BP
recall products	85	58.6%	60	41.4%	145	BP
donate products	9	6.2%	136	93.8%	145	philanthropy
donating money	12	8.3%	133	91.7%	145	philanthropy
volunteering	13	9.0%	132	91.0%	145	philanthropy
charity events	23	15.9%	122	84.1%	145	philanthropy

Source: Liesbet VAN DER SMISSEN (2012) The value of Corporate Social Responsibility for consumers. Hogeschool - Universiteit Brussel Faculty of Economics & Management, September 2013, str. 60.

It is important for the companies to understand the customers. One of the things companies should focus at is to try to understand why do the consumers buy from companies that are actively engaged in SRB. The research shows that the consumers most often connect the SRB with the ecological dimension. Dahlsrud's³⁷ research shows that this dimension is least present in all exiting definitions in publications. This shows that publications and consumers' perceptions are not in accord, which creates confusion among the companies, adding to the one already experienced due to the lack of clear definition of the SRB. Clearly the consumers do not recognize all SRB activities of companies as SRB activities. From the 18 SRB activities listed in the above table, only 12 were justly recognized as SRB activities by the surveyed subjects. The SRB activities in actions related to cate-

37 Dahlsrud, A. (2006). How corporate social responsibility is defined: an analysis of 37 definitions. *Corporate Social Responsibility and Environmental Management*, 15(1), 1-13.

Tabela 3: Frekvencija stavova o aktivnostima za koje se vjeruje da su izraz DOP-a

Navedite za koje od sljedećih aktivnosti verujete da su izraz DOP	ne (apsolutno)	ne (u %)	da (apsolutno)	da (u %)	UKU-PNO	Vrsta aktivnosti
Manje energije	9	6.2%	136	93.8%	145	poslovne prakse (PP)
Energetska efikasnost	12	8.3%	133	91.7%	145	PP
Manje zagađenja	13	9.0%	132	91.0%	145	PR aktivnosti
Reciklaža	23	15.9%	122	84.1%	145	PP
Etika	26	17.9%	119	82.1%	145	PP
Dječiji rad	29	20.0%	116	80.0%	145	PP
Organski proizvodi	31	21.4%	114	78.6%	145	PR aktivnosti
Dobar kvalitet	48	33.1%	97	66.9%	145	PR aktivnosti
Nije testirano na životinjama	52	35.9%	93	64.1%	145	PP
Dobar tretman	67	46.2%	78	53.8%	145	PP
Tačne informacije	71	49.0%	74	51.0%	145	PP
Radno okruženje	71	49.0%	74	51.0%	145	PP
Odnos prema investiranju	83	57.2%	62	42.8%	145	PP
Povlačenje proizvoda	85	58.6%	60	41.4%	145	PP
Doniranje proizvoda	89	61.4%	56	38.6%	145	filantropija
Doniranje novca	102	70.3%	43	29.7%	145	filantropija
Volontiranje	120	82.8%	25	17.2%	145	filantropija
Dobrotvorne priredbe	125	86.2%	20	13.8%	145	filantropija

Izvor: Liesbet VAN DER SMISSEN (2012) The value of Corporate Social Responsibility for consumers. Hogeschool - Universiteit Brussel Faculty of Economics & Management, September 2012, str. 60.

Za kompanije je važno da shvate potrošače. Jedna od stvari na koju kompanije treba da se fokusiraju je da pokušaju da razumiju zašto potrošači kupuju od kompanija koje se aktivno angažuju u DOP-u. Istraživanja pokazuju da potrošači povezuju DOP najčešće sa ekološkom dimenzijom. Dahlsrudovo³⁷ istraživanje ukazuje da je ta dimenzija najmanje prisutna u svim izlaznih definicijama u literaturi. To pokazuje da literatura i percepcije potrošača nisu u skladu, što stvara konfuziju kod kompanija, koju već doživljavaju zbog nedostatka jasne definicije o DOP-u. Očito da potrošači ne prepoznaju sve DOP aktivnosti kompanija kao DOP aktivnosti. Od liste 18 DOP aktivnosti koje su date u tabeli iznad, samo 12 od njih su od ispitanika s pravom priznate kao DOP aktivnosti. DOP aktivnosti u aktivnostima vezanim za kategoriju proizvoda se najčešće priznaju, dok su aktivnosti kategorije filantropije najmanje priznate.

37 Dahlsrud, A. (2006). How corporate social responsibility is defined: an analysis of 37 definitions. *Corporate Social Responsibility and Environmental Management*, 15(1), 1-13.

gory of products are most often recognized, while the activities in the category of philanthropy are least recognized.

Mohr³⁸ pointed that „consumers first need to become aware of the level of a social responsibility of a company, so that this factor might influence their purchase”. According to Liesbet³⁹ there are five different types of values of consumers: Social value, emotional value, functional value, procurement value, and egocentric behavior value. The last two may be assessed as weak and instable factors. Functional value is marked as the most important type by the surveyed subjects. This kind of conclusion is in line with positions of Mohr⁴⁰ and Essoussi⁴¹. The results show larger influence of SRB policy to the customer's decision, with social, emotional and functional values.

CONCLUSION

By analyzing classical and modern theory through prism of interested parties it may be concluded that there is a growing awareness among corporations that CSR should be viewed as an integral part of a corporate strategy. Corporate social responsibility is more and more viewed as important means for creating competitive advantage. Companies with strategic approach to application of corporate social responsibility concept and with firm relations with stakeholders, may acquire distinctive abilities that will enable them successful fight with competitors.

Companies may expect numerous benefits from SRB efforts, such as improved reputation, increased sales and customers' loyalty, strengthening the connections and expanding the market share, competitive advantage, ease of mind and satisfaction.

Research of consumer behavior shows that there is no obvious direct correlation between what consumers state as a criterion for deciding on purchase of goods and their choice of product in a concrete act of purchase. The logical question is how to disseminate information on socially responsible activities, and what would be the most efficient way of approaching the customers.

38 Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45-72.

39 Liesbet VAN DER SMISSEN (2012) The value of Corporate Social Responsibility for consumers. Hogeschool - Universiteit Brussel Faculty of Economics & Management, September 2012, str. 81

40 Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45-72.

41 Essoussi, L. H., & Zahaf, M. (2008). Decision making process of community organic food consumers: An exploratory study. *Journal of Consumer Marketing*, 25(2), 95-104. European Commission. (2011). *A renewed EU strategy 2011-14 for corporate social responsibility*. Retrieved from http://ec.europa.eu/enterprise/newsroom/cf/_getdocument.cfm?doc_id=7010

Mohr³⁸ ističe da “potrošači prvo treba da postanu svjesni nivoa društvene odgovornosti jedne firme, kako bi ovaj faktor mogao uticati na njihovu kupovinu”. Prema Lisebet³⁹ postoje pet različitih tipova vrijednosti potrošača: društvena vrijednost, emotivna vrijednost, funkcionalnu vrijednost, vrijednost snabdjevanja i vrijednost egocentričnog ponašanja. Dvije posljednje mogu se procijeniti kao slabi i nestabilni faktori. Funkcionalna vrijednost je označena kao najvažniji tip od strane ispitanika. Ovakav zaključak je u skladu sa stavovima Mohr⁴⁰ i Essoussi⁴¹. Rezultati ukazuju da veći uticaj DOP politike na odluku potrošača, imaju društvene, emotivne i funkcionalne vrijednosti.

ZAKLJUČAK

Analizom klasične i savremene teorije kroz prizmu teorija zainteresovani strana, može se konstatovati da kod korporacija sve više se razvija svijest da se korporativna socijalna odgovornost treba posmatrati sastavni dio korporativne strategije. Korporativna socijalna odgovornost se sve više posmatra kao značajno sredstvo za stvaranje konkurentске prednosti. Kompanije koje imaju strateški pristup u primjeni koncepta korporativne društvene odgovornosti i imaju čvrst odnos sa stejkholderima, mogu steći distinktivne sposobnost koje će im omogućiti uspješnu borbu sa konkurencijom.

Kompanije, mogu očekivati brojne prednosti od DOP-a napora, kao što su poboljšana reputacija, povećana prodaja i lojalnost kupaca, jačanje veza i proširenje udjela na tržištu, konkurentsku prednost, spokojstvo i zadovoljstvo.

Istraživanja ponašanja potrošača pokazuju da ne postoji direktna veza između toga šta potrošači navode kao kriterijum na kom zasnivaju odluku o kupovini proizvoda i njihovog izbora proizvoda u konkretnom činu kupovine. Iz tog razloga, postavlja se pitanje načina informisanja o društveno odgovornim aktivnostima i kako najefikasnije pristupiti potrošačima.

38 Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45-72.

39 Liesbet VAN DER SMISSEN (2012) The value of Corporate Social Responsibility for consumers. Hogeschool - Universiteit Brussel Faculty of Economics & Management, September 2012, str. 81

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UNEMPLOYMENT PROBLEM IN BIH AND EU¹

Svetlana Dušanić Gačić²

Abstrakt

Unemployment has been revealed as a huge problem in past couple of years for BiH economy and for the economy of majority EU countries. Unemployment is one of the greatest economy problems because brings to lack of production and income and increases stratification of society. Also unemployment brings to high fiscal expenses and it is a burden for unemployed though the emotion of uselessness and hopelessness.

Under the influence of international and economy crisis as well as the rooted European system of values, unemployment becomes main political issue in modern Europe.

Lowest unemployment in EU have Austria (4,8%), Germany (5,2%) and Luxembourg (6,1). Highest unemployment have Greece (27,4%), Spain (26,7%) and Croatia (18,6%).

Although these data seem alarming, situation in BiH is even worse. According to the latest data of Statistics Agency of BiH, there is 557.314 persons looking for a job. Nominal rate of unemployment is more then 44%, and most vulnerable is young population, that is seeking job for the first time.

Key words: *unemployment, labor force, macroeconomics, European Union, Bosnia and Herzegovina*

JEL classification: J6, J2

INTRODUCTION

Unemployment has been revealed as a huge problem in past couple of years for BiH economy and for the economy of majority EU countries. Unemployment is one of the greatest economy problems because brings to lack of production and income and increases stratification of society. Also unemployment brings to high fiscal expenses and it is a burden for unemployed though the emotion of uselessness and hopelessness.

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PROBLEM NEZAPOSLENOSTI U BIH I EU¹

Svetlana Dušanić Gačić²

Sažetak

Nezaposlenost je problem koji se posljednjih godina javlja kao gorući za ekonomiju BiH, ali i za ekonomije većine država u Evropi. Nezaposlenost uz inflaciju jedan je od najvećih ekonomskih problema jer podrazumjeva izostatak proizvodnje i prihoda, povećava neravnopravnost u društvu, dovodi do visokih fiskalnih troškova te izaziva psihološko opterećenje nezaposlenog ostavljajući osjećaj beskorisnosti i bezizlaznosti.

Pod uticajem međunarodne finansijske i ekonomske krize i od ranije ukori- jenjenog evropskog sistema vrijednosti, (ne)zaposlenost postaje centralno poli- tičko pitanje u savremenoj Evropi.

Promatrano po zemljama članicama, najniža nezaposlenost je u Austriji (4,8%), Njemačkoj (5,2%) i Luksemburgu (6,1%) dok je najveća nezaposlenost u Grkoj (27,4%), Španiji i (26,7%) susjednoj nam Hrvatskoj (18,6%).

Iako su ovi podaci za EU alarmantni, slika u Bosni i Hercegovini je još alarmantnija. Posao u Bosni i Hercegovini prema posljednjim podacima Agen- cijee za statistiku BiH, traži 557.314 lica koji se nalaze na evidencijama zavoda i službi zapošljavanja. Prema istim navodima, nominalna stopa nezaposleno- sti premašila je 44 odsto, a najugroženiji su mladi koji prvi put pristupaju radnoj snazi.

Ključne riječi: nezaposlenost, radna snaga, makroekonomija, Evropska unija, Bosna i Hercegovina

JEL klasifikacija: J6, J2

UVOD

Nezaposlenost je problem koji se posljednjih godina javlja kao gorući za ekonomiju BiH, ali i za ekonomije većine država u Evropi. Nezaposlenost uz inflaciju jedan je od najvećih ekonomskih problema jer podrazumjeva izo- statak proizvodnje i prihoda, povećava neravnopravnost u društvu, dovodi do visokih fiskalnih troškova te izaziva psihološko opterećenje nezaposlenog ostavljajući osjećaj beskorisnosti i bezizlaznosti.

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Unemployment is involuntary lack of job and it occurs when there are potential workers ready to accept job, but labor market is insufficient to enable job for everyone.

Labor force, or economically active population, consider employed as well as unemployed persons, economically active, sorted by economic activity. Employment, or unemployment is one of the structural features that directly affects lives of population of a country, and this peace of work will show affects lives of population of the continent.

Unemployment rate, gross domestic product, productivity and inflation are directly related and they show macroeconomic situation of one economy. They are measurable factors of economic fluctuation. In this work we will show importance of unemployment rate and unemployment as a indicator of economic stability of a country. According to economics, unemployment rate in the range of 4- 6% is necessary, and it presents the result of development and changes in the society. According to our research, unemployment rate in the range of 4- 6% occurs in cery few European countries. We detected increasing the unemployment rate in countries which had been less developed at the time they joined EU. That problem we detected in Poland, Hungary, Bulgaria, Romania and Slovenia. Uneployment rate is high in Croatia as well, but these data are still not usable because of the short period of time Croatia had joined EU.

In this work we gave ourselves assignment to show state of unemployment in EU and Bosnia and Herzegovina, by using data of statistics agencies and other institutions that collects and processes unemployment data. Unemployment has been revealed as a huge problem in past couple of years for BiH economy and for the economy of majority EU countries and most vulnerable is young population, that is seeking job for the first time.

UNEMPLOYMENT IN EU

Under the influence of international and economy crisis as well as the rooted European system of values, unemployment becomes main political issue in modern Europe. Eurostat's research attentioned public to the radically increase of poverty in Europe. Approximately 125 million people of Europeans (1/4 of continent's population) is threatened by the poverty or living below the poverty line. Eurostat's estimate is that there are 26,553 million unemployed people in EU(19,241 in Eurozone).

Lowest unemployment in EU have Austria (4,8%), Germany (5,2%) and Luxembourg (6,1). Highest unemployment have Greece (27,4%), Spain (26,7%) and Croatia (18,6%).

Pod nezaposlenošću podrazumijevamo nedobrovoljnu nezaposlenost, koja se javlja kada postoje potencijalni radnici spremni prihvatiti posao pri prevladavajućoj stopi nadnice, ali je potražnja za radom nedovoljna da bi svima omogućila posao

Radna snaga ili aktivno stanovništvo sastoji se od zaposlenih i nezaposlenih osoba koji su radno sposobni, razvrstanih prema ekonomskoj aktivnosti. Razmatranje zaposlenosti, odnosno nezaposlenosti je jedno od onih makrostrukturnih obeležja koja imaju direktan i presudan uticaj na život većine stanovnika neke zemlje, a u ovom radu ćemo pokazati i cijelog kontinenta.

S obzirom da je stopa nezaposlenosti, BDP, produktivnost, inflacija komponente koje su direktno povezane i oslikavaju makroekonomsko stanje u jednoj ekonomiji, te su mjerljivi i uzročno-posljedni faktori ekonomskih fluktuacija. Upravo zbog višegodišnje recesije koja se širi evropskim kontinentom, mi ćemo u ovom radu pokazati koliko je i zbog čega stopa nezaposlenosti važan pokazatelj ekonomske stabilnosti u jednoj zemlji. Po mnogim ekonomistima nivo nezaposlenosti između četiri i šest odsto je neophodan, odnosno predstavlja rezultat razvoja i promjena kod ljudi u društvu. Prema našim istraživanjima, stopa nezaposlenosti između četiri i šest odsto je u veoma malom broju zemalja Evrope, a uočili smo i povećanje stope nezaposlenosti u zemljama koje su i prije pristupanja EU bile manje razvijene. Taj problem uočili smo u Poljskoj, Mađarskoj, Bugarskoj, Rumuniji, Sloveniji. Takođe, stopa nezaposlenosti je visoka i u susjednoj nam Hrvatskoj, ali još uvijek ne možemo uzeti te komponente za mjerljive u našem istraživanju zbog veoma kratkog vremenskog perioda od pristupanja Hrvatske EU.

U radu smo imali za cilj da prikazemo stanje nezaposlenosti u Evropskoj uniji i Bosni i Hercegovini, koristeći podatke Agencija za statistiku i drugih institucija koje prikupljaju i obrađuju podatke o nezaposlenosti u ekonomiji. Analizirajući dobijene podatke, uočili smo da je nezaposlenost problem koji se posljednjih godina javlja kao gorući za ekonomiju BiH, ali i za ekonomije većine država u Evropi, te da su ovim problem najviše pogođeni mladi ljudi koji se prvi put pojavljuju kao radna snaga.

NEZAPOSLENOST U EVROPSKOJ UNIJI

Pod uticajem međunarodne finansijske i ekonomske krize i od ranije ukorijenjenog evropskog sistema vrijednosti, (ne)zaposlenost postaje centralno političko pitanje u savremenoj Evropi.

Istraživanje Evropskog zavoda za statistiku, Evrostatata upozorilo je na opasnost od siromaštva u Evropi koja je drastično porasla. Jedna četvrtina Evropljana, oko 125 miliona lica, pogođena je siromaštvom ili joj ono prije-

In this work we will observe unemployment in EU countries that haven't been competitive to Austria or Germany in economics. Because of that it is important to say Eurostat's data that Austria in 2013. had the lowest unemployment rate in EU (4,8%)³.

Italy was much worse than Austria with 12,2%, that is the highest unemployment rate in the past 36 years.⁴ According to the official data, Italy in 2013. had 3,14 million jobless persons, which is approximately half a million people more than in 2012.⁵ However we will concentrate on the countries that didn't take part in establishing European Union.

Poland signed the Association Agreement with the European Community in 1991., and the Accession Treaty in 2003. Finally, in 2004. Poland become one of the members of EU. According to the Polish ministry of Economy, unemployment rate doubled itself in the range of 1992. - 2012.

Year Unemployment rate	
1992.	6,1 %
2012.	12,6 %

Chart 1: Unemployment rate in Poland in the range of 1992-2012

Data presented in the chart are official data of the Polish ministry. However, researches of nongovernment organization show that unemployment rate in Poland would have been much higher if Poland didn't join EU. After approaching EU couple of thousands of people left Poland seeking a job in other EU countries. Without that unemployment rate would have been reached 18%. According to the Polish Ministry of Labor and Social Policy, after joining EU 660.000 Polish citizens went in other EU countries, primarily Great Britain, Italy and Ireland. On the other hand, Polish researchers considered that in the range of two years (2004.-2006.), two million Polands were looking for a job in some EU countries. Most of them were younger than 35, mostly highly educated. Data of Ministry of Economy show that economic migration of Polands in the range of 2006-2025. will cause cumulative fall of the Gross domestic product (GDP) by 45%.

After approaching EU unemployment increased in Poland, but that is not all. External debt increased as well. During the period of 2006-2012. external debt almost tripled itself, and the data show that it was 121 billion of dollars in 2006. and six years after it was 310 billion dollars.

We considered statistical data of enemployment in Romania, Bulgaria, Hungary and Slovenia, where the situation, after joining the union, have

³ <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

⁴ <http://www.istat.it/en/>

⁵ Ibidem

ti. Eurostat procjenjuje da je u Evropskoj uniji nezaposleno 26.553 miliona ljudi, od čega 19.241 miliona u evrozoni.

Promatrano po zemljama članicama, najniža nezaposlenost je u Austriji (4,8%), Njemačkoj (5,2%) i Luksemburgu (6,1%) dok je najveća nezaposlenost u Grkoj (27,4%), Španiji i (26,7%) susjednoj nam Hrvatskoj (18,6%).

U radu ćemo posmatrati nezaposlenost u zemljama EU koje nisu bile konkurentne ekonomiji Austrije ili Njemačke. Zbog toga, prvenstveno treba istaći podatak Evropskog zavoda za statistiku, koji pokazuje da je nezaposlenost u Austriji prošle godine, odnosno 2013., iznosila 4,8 odsto, što je najniža stopa u Evropskoj uniji.³

Daleko od slike Austrije, jeste Italija, gdje je nezaposlenost bila 12,2 odsto, što je najviši nivo u posljednjih 36 godina, kako su pokazali podaci Italijanskog zavoda za statistiku.⁴ Prema zvaničnim podacima u Italiji je prošle godine bez posla bilo 3,14 miliona ljudi, što je približno pola miliona više (480.000 ljudi) u odnosu na 2012.⁵ Ipak, vratićemo se zemljama koje nisu osnivačice.

Poljska je potpisala Sporazum o pridruživanju sa Evropskom zajednicom 1991. godine, a Ugovor o pristupanju 2003. godine, te je konačno 2004. godine postala članica. Posmatrajući statističke podatke Ministarstva privrede ove zemlje, u periodu od deset godina, stopa nezaposlenosti u Poljskoj se udvostručila.

Stopa nezaposlenosti	
1992. godina	6,1 %
2012. godina	12,6 %

Tabela 1. Stopa nezaposlenosti u Poljskoj od 1992 do 2002. godine

Prikazani podaci su zvanični podaci nadležnog ministarstva. Međutim, istraživanja nevladinih organizacija pokazuju da bi stopa nezaposlenosti u Poljskoj bila znatno viša da pristupanje EU nije značilo i slobodu prohodnosti radne snage. Smatra se da je da nekoliko stotina hiljada ljudi otišlo iz Poljske nakon ulaska u EU 2004. godine, te da situacija nije bila takva, stopa nezaposlenosti bi dosegla i 18 %. Prema podacima Ministarstva za rad i socijalnu privredu Poljske, nakon pristupanja ove zemlje Evropskoj uniji, 660.000 Poljaka otišlo da radi u druge zemlje EU, a prvenstveno njemačku, Veliku Britaniju, Italiju i Irsku. Sa druge strane, istraživači u Poljskoj smatraju da je samo u toku dvije godine, od 2004.do 2006. godine, dva miliona stanovnika Poljska potražilo radno mjesto u nekoj od zemalja Evropske unije. Ono što je poražavajuće, jeste da je najveći broj emigranata iz Poljske

³ <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

⁴ <http://www.istat.it/en/>

⁵ Ibidem

been constantly worse. External debt and unemployment increased and productivity decreased.

Romania was the poorest member that joined EU. In 2007. unemployment was 4,6%, and in 2013. it was 7%. As well as in the Poland mass departure of labor force alleviated unemployment increase. External debt was 18 billion dollars in 2003, before joining the union, and now it is 136 billion.⁶ Number of people living in poverty increased as a result of all those factors. In 2003. it was 14,1% and in 2013 it is 21%.

Unemployment rate in Hungary, after joining EU, is almost doubled itself. Unemployment rate in Hungary in 2004 was 5,9%, and in 2013 9,9%.⁷ Number of Hungarian citizens, living below the poverty line increased by 5,5%. External debt increased as well. In 2003. it was 42 and in 2013. 146 billion dollars. Even amount of arable land decreased. From 4.500.000 it reduced to 3.487.79 acres.

Bulgaria is the poorest EU country with lowest salaries, pension, labor productivity and effectiveness. Unemployment rate increased from 6,9% (2007.) to 12,3% (2013.). External debt jumped from 12 to 39 billion dollars. However, Bulgaria, practically has no public debt Four years after the World economic crisis Bulgarian public debt was second lowest rate of public debt in EU-27.

According to the data situation in Slovenia is not brighter at all. This country had 6,4% unemployment rate in 2007. and in 2013 it increased to 13,5%.⁸ For example Slovenia's Food industry had 36.000 employees, but after joining EU that number is 19.000. Slovenian external debt increased by 50 billion dollars after joining EU (from 11 to 61 billion)

	Unemployment rate	
Hungary	2004. - 5,9%	2013. - 9,9%
Romania	2007.- 4,5%	2013. - 6,5 %
Slovenia	2007. - 6,4%	2013. - 13,5%
Bulgaria	2007. - 6,9%	2013. - 12,3%

Chart 2. Unemployment rate in Hungary, Romania, Slovenia and Bulgaria before joining EU and in 2013.

It is obvious that joblessness is EU great problem, especially because unemployment rate beyond young population is very high. In Greece, Spain and Croatia it more than 50%. Young people mostly try to find a job in one of the richer EU countries. It is estimated that more than 18 million

⁶ <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

⁷ Ibidem

⁸ Ibidem

bilo u punoj snazi, odnosno radnika ispod 35 godina starosti i sa visokim obrazovanjem. Podaci poljskog Ministarstva privrede, pokazuju da će ekonomska migracija Poljaka u periodu od 2006. do 2025. godine prouzrokovati kumulativni pad BDP od 45 %.

Podaci pokazuju da se pristupanjem Poljske u EU povećala nezaposlenost, ali ne samo to. Pristupanjem EU povećao se i vanjski dug. Vanjski dug Poljske se od 2006 do 2012 godine gotovo utrostručio, a podaci pokazuju da je on iznosio 121 milijardu dolara 2006. godine, dok je 2012. godine iznosio 310 milijardi dolara.

Osim Poljske, razmatrali smo statističke podatke o nezaposlenosti u Rumuniji, Bugarskoj, Mađarskoj i Sloveniji, gdje se stanje u ekonomiji nakon ulaska u Evropsku uniju konstantno pogoršavalo, te je vanjski dug rastao, kao i nezaposlenost, a smanjivala se produktivnost.

Rumunija je u EU ušla kao najsiromašniji član. Ova zemlja je 2007. godine imala nezaposlenost od 4,6 odsto, a 2013. godine nezaposlenost je porasla na sedam odsto. Kao i u slučaju Poljske, masovan odlazak radnika u razvijenije zemlje, ublažio je porast nezaposlenosti. Kada je riječ o vanjskom dugu, Rumunija je sa 18 milijardi dolara vanjskog duga iz 2003. godine prije ulaska u EU, dostigla vanjski dug od 136 milijardi dolara.⁶ Samim tim, uvećao se i procenat siromašnih u ovoj zemlji, koji je 2003. godine bio 14,1 odsto, a 2013 godine 21%.

Nezaposlenost u Mađarskoj, nakon ulaska u EU je gotovo udvostručena. U Mađarskoj je nezaposlenost 2004. godine iznosila 5,9 odsto, a 2013. godine 9,9%.⁷ U ovoj zemlji je broj građana koji žive ispod granice siromaštva sa 8,6 odsto, koliko je iznosio 1993. porastao za 5,5 procenata. I mađarski vanjski dug je porastao za 100 milijardi dolara, pa je sa 42 milijarde dolara 2003. godine, porastao na čak 146 milijardi dolara. Osim toga, nakon ulaska u EU obradiva zemlja u Mađarskoj smanjila se sa 4.500.000 hektara na 3.487.792 hektara.

Bugarska najsiromašnija zemlja EU i u njoj su najniža primanja, penzije, radna produktivnost i djelotvornost. Stopa nezaposlenost je u Bugarskoj porasla sa 6,9 odsto u 2007. godini na 12,3 odsto u 2013. godini. Vanjski dug se u Bugarskoj povećao sa 12 na 39 milijardi dolara. Ipak, sa druge strane Bugarska je praktično gotovo bez javnog duga: krajem 2012, čak i posle četiri godine krize, bugarski javni dug je iznosio 18,5% BDP-a, što je drugi najniži nivo javnog duga u EU-27.

Prema podacima, situacija nije mnogo bolja ni u Sloveniji. Ova zemlja je 2007. godine imala stopu nezaposlenosti od 6,4%, dok 2013. godine nezapo-

6 <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

7 Ibidem

people in EU doesn't live in their country of origin. About 30% of those migrants comes from EU member state.

Previously, we presented situation in some EU member states and now we will show situation in all countries. According to Eurostat, last year EU broke the record of unemployment. There are 26.553.000 people looking for a job (19.241.000 in eurozone). More precisely 10,9% people in EU is jobless. Data shows that unemployment in eurozone is 12%, but among young people under 25 years unemployment is 23,9%. EU has a little bit brighter situation. Unemployment rate is 10,9% and among young people under 25 years 23,5%.

Unemployment in EU – 27
Austria Unemployment: 4,8% Unemployment among young people under 25 years: 8,9%
Germany Unemployment: 5,4% Unemployment among young people under 25 years: 7,7%
Luxembourg Unemployment: 5,5% Unemployment among young people under 25 years: 19,2%
Netherlands Unemployment: 6,2% Unemployment among young people under 25 years: 10,4%
Malta Unemployment: 6,6% Nezaposlenost mladih do 25 godina: 14,8%
Romania Unemployment: 6,7% Unemployment among young people under 25 years: 23,7%
Great Britain Unemployment: 7,7% Unemployment among young people under 25 years: 21,7%
Czech Unemployment: 7,2% Unemployment among young people under 25 years: 19,1%
Denmark Unemployment: 7,4% Unemployment among young people under 25 years: 14,8%
Šweden Unemployment: 8,2% Unemployment among young people under 25 years: 24,5%
Belgium Unemployment: 8,1% Unemployment among young people under 25 years: 22,4%

slenost je 13,5 odsto.⁸ Primjera radi, U Sloveniji je 1991. godine prehrambena industrija zapošljavala 36.000 radnika, a nakon ulaska u EU taj broj iznosi 19.000 radnika. Slovenački vanjski dug je iznosio 11 milijardi dolara prije ulaska u EU, dok sada dostiže 61 milijardu dolara.

	Stopa nezaposlenosti	
Mađarska	2004. godina 5,9%	2013. godina 9,9%
Rumunija	2007. godina 4,5%	2013. godina 6,5 %
Slovenija	2007. godina 6,4%	2013. godina 13,5%
Bugarska	2007. godine 6,9%	2013. godina 12,3%

Tabela 2. Nezaposlenost u Mađarskoj, Rumuniji, Sloveniji i Bugarskoj od ulaska u EU do 2013. godine

Evidentno je da je nezaposlenost je gorući problem Europske unije, posebno iz razloga što je nezaposlenost mladih veoma visoka, a u Grčkoj i Španiji, te u Hrvatskoj je prešla stopu od 50 odsto. Mladi uglavnom pokušavaju da pronađu posao u nekoj od prosperitetnijih zemalja članica. Tako da se procjenjuje da više od 18 miliona ljudi koji žive u Evropskoj uniji ne žive u zemlji svog porekla. Oko trećina tih migranata potiče iz zemalja-članica, dok ostale dve trećine dolaze iz zemalja koje nisu članice Evropske unije.

U prethodnom dijelu smo prikazali stanje u pojedinim zemljama članicama EU, dok ćemo u daljem radu pokazati sliku stanja u svim zemljama. Prema podacima Eurostata u EU je zabilježen novi rekord nezaposlenosti u prošloj godini, odnosno 26.553 miliona ljudi, od čega 19.241 miliona u evrozoni. Tačnije 10,9 odsto stanovništva EU nema posao. Mnogi od njih zbog nedovoljne socijalne pomoći jedva sastavljaju kraj sa krajem. Podaci pokazuju da je nezaposlenost u evrozoni 12 odsto, dok je 23,9% mladih do 25 godina bez posla. U EU su neznatno bolji podaci, odnosno stopa nezaposlenosti je 10,9 odsto, a na posao čeka 23,5 % mladih do 25 godina.

Nezaposlenost u EU – 27
Austrija Nezaposlenost: 4,8% Nezaposlenost mladih do 25 godina: 8,9%
Njemačka Nezaposlenost: 5,4% Nezaposlenost mladih do 25 godina: 7,7%
Luksemburg Nezaposlenost: 5,5% Nezaposlenost mladih do 25 godina: 19,2%

⁸ Ibidem

Finland Unemployment: 8,1% Unemployment among young people under 25 years: 19,9%
Poland Unemployment: 10,6% Unemployment among young people under 25 years: 28,1%
Slovenia Unemployment: 9,7% Unemployment among young people under 25 years: 16,9%
Estonia Unemployment: 9,9% Unemployment among young people under 25 years: 21,6%
Italy Unemployment: 11,6% Unemployment among young people under 25 years: 37,8%
France Unemployment: 10,8% Unemployment among young people under 25 years: 26,2%
Hungary Unemployment: 11,2% Unemployment among young people under 25 years: 27,1%
Portugal Unemployment: 17,5% Unemployment among young people under 25 years: 38,2%
Greece Unemployment: 26,4% Unemployment among young people under 25 years: 52,5%
Bulgaria Unemployment: 12,5% Unemployment among young people under 25 years: 29,1%
Lithuania Unemployment: 13,1% Unemployment among young people under 25 years: 25,3%
Cyprus Unemployment: 14% Unemployment among young people under 25 years: 31,8%
Ireland Unemployment: 14,2% Unemployment among young people under 25 years: 30,8%
Latvia Unemployment: 14,3% Unemployment among young people under 25 years: 29,2%
Slovakia Unemployment: 14,6% Unemployment among young people under 25 years: 35%

Holandija Nezaposlenost: 6,2% Nezaposlenost mladih do 25 godina: 10,4%
Malta Nezaposlenost: 6,6% Nezaposlenost mladih do 25 godina: 14,8%
Rumunija Nezaposlenost: 6,7% Nezaposlenost mladih do 25 godina: 23,7%
Velika Britanija Nezaposlenost: 7,7% Nezaposlenost mladih do 25 godina: 21,7%
Češka Nezaposlenost: 7,2% Nezaposlenost mladih do 25 godina: 19,1%
Danska Nezaposlenost: 7,4% Nezaposlenost mladih do 25 godina: 14,8%
Švedska Nezaposlenost: 8,2% Nezaposlenost mladih do 25 godina: 24,5%
Belgija Nezaposlenost: 8,1% Nezaposlenost mladih do 25 godina: 22,4%
Finska Nezaposlenost: 8,1% Nezaposlenost mladih do 25 godina: 19,9%
Poljska Nezaposlenost: 10,6% Nezaposlenost mladih do 25 godina: 28,1%
Slovenija Nezaposlenost: 9,7% Nezaposlenost mladih do 25 godina: 16,9%
Estonija Nezaposlenost: 9,9% Nezaposlenost mladih do 25 godina: 21,6%
Italija Nezaposlenost: 11,6% Nezaposlenost mladih do 25 godina: 37,8%
Francuska Nezaposlenost: 10,8% Nezaposlenost mladih do 25 godina: 26,2%
Mađarska Nezaposlenost: 11,2% Nezaposlenost mladih do 25 godina: 27,1%

Spain

Unemployment: 26,3%

Unemployment among young people under 25 years: 55,7%

Chart 3. Unemployment rate in eurozone⁹

In the chart 3, besides unemployment rate, we showed unemployment rate of young people, so we will explore that problem as well.

UNEMPLOYMENT IN BIH

Although data about unemployment in EU seem alarming, situation in BiH is even worse. According to the latest data of Statistics Agency of BiH, there is 557.314 persons looking for a job. Nominal rate of unemployment is more than 44%, and most vulnerable is young population, that is seeking job for the first time.

Statistics Agency of BiH claims that 14 years ago there was 428.000 unemployed people, which was 40,1% of economically active population. From that point unemployment rate is going higher each year. In 2001. there was 431.773 citizens without job, which was 40,8%. In 2014. the number of unemployed people is, according to Statistic Agency of BiH, 557.314.

Nezaposlenost u BiH od 2000 do 2014 godine		
2000.	428.000	40.1%
2001.	431.773	40.8%
2002.	456.417	42,2%
2003.	461.000	42,7%
2004.	466.500	42,2%
2005.	500.941	43,8%
2006.	515.084	43,8%
2007.	535.283	44,7%
2008.	509.614	39,9%
2009.	493.250	40,5%
2010.	519.336	41,4%
2011.	527.667	43,4%
2012.	543,647	44%
2013.	554.714	44,8%
2014.	557.314.	44,9%

Chart 4. Unemployment in BiH from 2000.

When analyzed, these data shows that number of jobless people increased by 10.000 every year for the past 15 years. It is even more alarming that the

⁹ <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

Portugalija Nezaposlenost: 17,5% Nezaposlenost mladih do 25 godina: 38,2%
Grčka Nezaposlenost: 26,4% Nezaposlenost mladih do 25 godina: 52,5%
Bugarska Nezaposlenost: 12,5% Nezaposlenost mladih do 25 godina: 29,1%
Litvanija Nezaposlenost: 13,1% Nezaposlenost mladih do 25 godina: 25,3%
Kipar Nezaposlenost: 14% Nezaposlenost mladih do 25 godina: 31,8%
Irska Nezaposlenost: 14,2% Nezaposlenost mladih do 25 godina: 30,8%
Letonija Nezaposlenost: 14,3% Nezaposlenost mladih do 25 godina: 29,2%
Slovačka Nezaposlenost: 14,6% Nezaposlenost mladih do 25 godina: 35%
Španija Nezaposlenost: 26,3% Nezaposlenost mladih do 25 godina: 55,7%

Tabela 3. Stopa nezaposlenosti u evrozoni⁹

U prethodnoj tabeli smo osim stope nezaposlenosti, izdvojili i nezaposlenost mladih u svakoj od zemalja evrozone, zbog čega ćemo se osvrnuti i na taj problem.

NEzAPoSLENoST U BIH

Iako su podaci za EU alarmantni, slika u Bosni i Hercegovini je još alarmantnija. Posao u Bosni i Hercegovini prema posljednjim podacima Agencije za statistiku BiH, traži 557.314 lica koji se nalaze na evidencijama zavoda i službi zapošljavanja. Prema istim navodima, nominalna stopa nezaposlenosti premašila je 44 odsto, a najugroženji su mladi koji prvi put pristupaju radnoj snazi.

Analizirajući podatke Agencije za statistiku Bosne i Hercegovine, u BiH je prije četrnaest godina, odnosno 2000. godine bilo 428.000 nezaposlenih

⁹ <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

council of ministers didn't manage to find any kind of solution for the most serious macroeconomic issue. Problems of unemployment could be solved by increasing the investments in the economy. This could result in creation in new jobs by the production growth. We will show in numbers unemployment increasing in all parts of BiH and show how this situation is very serious.

Federation BiH by 2.914 persons (0,74%)

Republic of Srpska by 909 persons (0,61%)

District Brcko BiH by 10 persons (0,08%)

Chart 5. Increase in unemployment in 2014.

Although the situation in poorer EU members is not bright at all, people in BiH have positive opinion about joining the union. In procents joining support 85% of the people which is 5% more then in february last year. These are the data of According to the Directorate for European Integration of BiH.¹⁰ In the Agency for Labour and Employment they think that joining EU would mean a lot for the workers because BiH could have access to European social fund (ESF). Employment services could apply for funds of ESF intended for employment.

However, our opinion is that BiH is not prepared for EU and all indicators show that we wouldn't benefit of the signing Agreement on Stabilization and even becoming a member of EU as well. Companies in BiH are usually uncompetitive and there is a lot of imported goods. Applying for EU funds is not going well and this is where it is obvious how uneven and decentralized are the actions of BiH authorities. There is no planning and security of any kind and the legal system is not harmonized with EU standards despite all attempts.

One of the few benefits of EU, when speaking of unemployment, is Croatia's joining EU. Couple of thousands of people in BiH, who also had Croatian citizenship, now can look for a job in other EU member-state.

UNEMPLOYMENT OF YOUNG PEOPLE

We saw earlier in this work that the crisis caused large unemployment in all Europe. Unfortunately the crisis hit the hardest young population of "old continent" what we already saw in chart 3 where we presented unemployment in eurozone.

Unemployment of young people in some of the countries is almost twice higher then average unemployment in EU (11%) and in eurozone (12%).

¹⁰ <http://www.dei.gov.ba>

građana, odnosno 40,1 odsto. Od tada, stopa nezaposlenosti raste iz godine u godinu.

Sljedeće godine, podaci Agencije za statistiku pokazuju da je u BiH bez posla bilo 431.773 građana, što je iznosilo 40,8 odsto radno sposobnog stanovništva. U 2012. godini broj radno sposobnog stanovništva bez zaposlenja, nanovo se povećao, te je taj broj iznosio 456.417 osoba koje su željele da rade ali nisu imale posao. Procentualno posmatrano, u 2012. godini bilo je nezaposleno 42,2 odsto građana Bosne i Hercegovine.

Agencija za statistiku BiH bilježi podatke o nezaposlenosti i 2003. godine, gdje taj broj dostiže 461.000, odnosno 42,7 posto.

Trend nezaposlenosti u BiH očigleno ne jenjava, tako da je prije deset godina nezaposlenost također nastavila da raste, tako da je na biroima za zapošljavanje u 2004. godini bilo evidentirano 466.500 osoba, što je iznosilo 42,2 odsto građana koji su radno sposobni u BiH. Već u 2005. godini, nezaposlenost prelazi granicu od pola miliona ljudi bez posla, te podaci Agencije za statistiku bilježe 500.941 nezaposlenih ljudi u BiH ili 43,8 posto. Tokom, 2006. godine broj nezaposlenih se povećao na 515.084 osobe, a 2007. godine na biroima za zapošljavanje u BiH su bile 535.284 osobe.

Sljedeće godine, odnosno 2008. godine pred samu ekonomsku krizu, u BiH je broj osoba bez posla bilo nešto niži u odnosu na prethodni period, te je stopa nezaposlenosti bila 39,9%. Međutim, tendencija nezaposlenosti se ponovo počela vraćati zbog sve teže ekonomske i finansijske situacije koja je zabilježena ne samo u BiH, nego i u gotovo cijelom svijetu.

Podaci Agencije za statistiku BiH da je broj nezaposlenih osoba u BiH u 2009. godini ponovo porastao i 493.250 radno sposobnih ljudi je u toj godini tražilo posao, odnosno 40,5 odsto. Sljedeće godine, 2010. taj broj je dostigao 519.336, tačnije 41,4 odsto i nanovo prešao cifru od pola miliona nezaposlenih.

Dramatično bilježenje povećanja nezaposlenosti ogleda se i u 2011. godine, kada je broj ljudi bez posla iznosio 527.667, odnosno 43,4 odsto nezaposlenih. U 2012. godini u BiH je bilo 543.647 nezaposlenih, odnosno 44 posto, a već naredne godine, 2013. taj broj je iznosio 554.714 radno sposobnih ljudi koji nemaju posao, odnosno 44,8 posto, što je bio rekord u istoriji BiH.

Prema posljednjim podacima Agencije za statistiku BiH u 2014. godini u BiH je broj nezaposlenih iznosio 557.314. U tabeli 4. ćemo prikazati rast nezaposlenosti za posljednjih pet godina.

Broj nezaposlenih u BiH u posljednjih pet godina				
2010	2011	2012	2013	2014
519 336	527 667	543 647	554 714	557 314

Tabela 4. Nezaposlenost u posljednjih pet godina u BiH

Various programs were made as help and support for young people in EU. One of them is "Youth Guarantee". However, we will not deal with these programs, because it is not the essence of this work. It was important to us to put unemployment in focus and point out some facts about it, especially of young people in Europe.

The experts are unambiguous with the state that unemployment in Europe is that high that it produces billions of dollars of damage a year. One of the problems detected in the summit in Brussels, which was dealing with youth crisis in Europe, was that system of education had a lot of problems. Researches showed that 40% of European companies had difficulties in hiring new workforce.

CONCLUSION

Unemployment as a macroeconomic phenomenon goes with different kinds of expenses. Unemployment is followed by large amount of economic and social expenses. So solving the problem of unemployment is one of the most important of every government in EU, and that should be one of priorities of the authorities in BiH.

According to the latest report of The World Institute for Employment, number of unemployed persons in Eurozone could be 22 million of people in working age in next four years. In the report of the Institute huge problems of workers in Europe were presented. These problems are caused by crisis and the point is that 880.000 people is forced to work.¹¹

In the conclusion we will adduce also that unemployment rate in Italy is over 13%, which is the highest rate in the past 40 years. In the France number of unemployed is increasing as well. In february 2014 more then 30.000 people lost a job and the total number of unemployed persons reached 3.340.000. In Spain, 800.000 people were left jobless in one year. This country has 1.900.000 families with no salary at all. Greece is in the worst position, when speaking of unemployment. Unemployment rate is 27,5%, and 57% of unemployed are young people between 18 and 24 years.

However, in the conclusion we have to present data about unemployment in regions of EU. Unemployment rate is lowest in Bavaria and Tyrol which are regions with strong and stable economy.¹² However, unemployment in this regions is less then 3%, which is less then, in economy called "natural unemployment rate". This makes this regions "unnaturally" successful. On the other hand there are less successful regions in Spain an Greece. There

11 <http://www.employment-studies.co.uk>

12 <http://bif.rs/2014/04/bavarska-evropska-regija-s-najmanje-nezaposlenih>

Ukoliko sagledamo navedene podatke, uviđamo da je alarmantno je da je u BiH od 2000. pa u narednih 15 godina svake godine u prosjeku broj zaposlenih rastao za oko 10.000 građana. Još alarmantnije jeste da vlthe grothada nije uspjela da ni u najmanjoj mjeri nađe riješenje za ovo najozbiljnije makroekonomsko pitanje. Problemi vezani za smanjivanje nezaposlenosti mogu se riješiti povećanjem investicija koje će preko rasta proizvodnje djelovati na tražnju za novim radnim mjestima. Koliko je situacija alarmantna pokazaćemo i brojčano u tekućoj godini koliko se nezaposlenost povećala u entitetima i Brčko distriktu, odnosno, podaci zavoda za zapošljavanje pokazuju da se u 2014. godini broj nezaposlenih u Federaciji BiH povećao za 2.914 osoba, Republici Srpskoj 909 osoba a u Brčko distriktu za 10 osoba. Navedeno smo prikazali i grafički.

Federaciji BiH za 2.914 osoba (0,74%)
Republici Srpskoj za 909 osoba (0,61%)
Brčko distriktu BiH za 10 osoba (0,08%)

Tabela 5. Povećanje nezaposlenosti u 2014. godini

Iako smo prikazali i kakva je situacija u sirmašnjim zemljama EU, u BiH više od 85 odsto građana ima pozitivno mišljenje o pridruživanju Evropskoj uniji, što je za pet procenata veća podrška pristupanju Uniji u odnosu na februar prošle godine, govore nam podaci Direkcije za evropske integracije BiH.¹⁰ U Agenciji za rad i zapošljavanje BiH smatraju da bi ulazak BiH u EU značio mnogo za radnike u zemlji, iz razloga što bi BiH onda imala pristup Evropskom socijalnom fondu (ESF). To bi omogućilo zavodima i službama zapošljavanja u BiH da apliciraju na sredstva za aktivne politike zapošljavanja iz sredstava ESF-a.

Međutim, naš je stav da je BiH nepripremljena za EU i sadašnji pokazatelji, među kojima je i broj nezaposlenih, govore da BiH nema koristi od potpisivanja Sporazuma o stabilizaciji, te ne bi imala koroisti ni od članstva u EU. U BiH postoje uglavnom, nekonkurentne firme i mnogo uvezene robe. Pristup EU fondovima ne ide dobro, posebno što se i u ovoj sferi ogleda necentralizovanost i neujednačenost stavova na nivou države, nema planiranja, sigurnosti, te pravni sistem nije usuglašen sa EU standardnima, uprkos trajnim i mukotrpnim pokušajima.

Korist koja se do sada za BiH pokazala od EU, a kada je u pitanju riješenje nezaposlenosti, jeste pristupanje Hrvatske EU. Nekoliko desetina hiljada stanovnika BiH posjeduje hrvatsko državljanstvo, te ima ista prava i uslove kao hrvatski državljanin da traži zaposlenje u nekoj od zemalja EU.

¹⁰ <http://www.dei.gov.ba>

are regions with unemployment rate higher than 33%. That means that 33% of Andalusians or Greece Macedonians are looking for a job.¹³

As a conclusion we can point out that one of the few benefits of EU, when speaking of unemployment, is Croatia's joining EU. Couple of thousands of people in BiH, who also had Croatian citizenship, now can look for a job in other EU member-state. So, Croatian joining EU opens new possibilities for unemployed. Many of them will use EURES, a site where 1.300.000 jobs in 31 European countries are offered.

That increases chances for BiH citizens with Croatian passport to get a job on a modest job market in EU.

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¹³ <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/>

NEzAPoSLENoST MLADIH

U radu smo već uvidjeli da je kriza u Evropi dovela do nezaposlenosti u širokim razmerama, kako u BiH, tako i u mnogim drugim zemljama članicama EU. Na žalost, kriza je najviše pogodila mlade ljude koji su budućnost Evrope, a to smo vidjeli i u podacima iznesenim u tabeli 3 Stopa nezaposlenosti u evrozoni.

Nezaposlenost mladih u nekim zemljama, je dvostruko veća od prosečne u EU - oko 11 odsto i u Evrozoni - skoro 12 odsto. Zbog toga su usvajani razni programi pomoći i podrške mladima u EU, među kojima je „Garancija za mlade“. Ipak, pomenutim programima se nećemo baviti u ovom radu, jer mu to i nije suština. Važno je bilo skrenuti pažnju i potkrijepiti je činjenicama o nezaposlenosti, a posebno nezaposlenosti mladih u Evropi.

Izveštaji govore kako je nezaposlenost u Evropi dostigla toliko visok nivo da stručnjaci tvrde kako ta kriza Evropskoj uniji godišnje nanosi na milijarde štete. Na samitu u Briselu povodom omladinske krize u Evropi postalo je jasno kako obrazovni sistem ima velike probleme, a istraživanja su pokazala da 40% evropskih firmi imaju probleme u primanju novih radnih snaga.

ZAKLJUČAK

Pojavu nezaposlenosti na makroekonomskom nivou prate različite vrste troškova. Nezaposlenost prate veliki ekonomski i socijalni troškovi. Prema tome, rješavanje problema nezaposlenosti jedan je od najvažnijih zadataka svake vlade, a to je slučaj i sa vladom BiH, pa tako i vladama članica EU.

Na osnovu najnovijeg izvještaja Svjetskog instituta za zaposlenost, u sljedeće četiri godine broj nezaposlenih u Evrozoni bi trebao dostići broj od 22 miliona radno sposobnog stanovništva koji nema posao. Pomenuti institut je u svojoj analizi govorio o radnoj situaciji i iskorištavanju radnika na području Evropske unije, zbog novih kriza u EU, te je na taj način 880 hiljada ljudi prisiljeno na rad.¹¹

Osim zemalja koje smo u radu naveli, a koje potresa kriza i nezaposlenost, u zaključku ćemo navesti i to da je u Italiji broj nezaposlenih u prešao 13% što je nezapamćeno u proteklih 40 godina. Osim Italije, u Francuskoj se alarmantno povećava broj nezaposlenih te je u februaru 2014. godine bez posla ostalo više od 30 hiljada ljudi, a ukupan broj nezaposlenih je dosegao tri miliona i 340 hiljada ljudi. U Španiji je u godini dana 800 hiljada ljudi ostalo bez posla, i u ovoj zemlji se nalazi oko milion i devetsto hiljada porodica bez ličnih primanja. Po pitanju nezaposlenosti u Evropi Grčka već odavno najlošije stoji, gdje je 27,5% nezaposlenih, a 57% od ukupnog broja nezaposlenih čine mladi između 18 i 24 godine.

¹¹ <http://www.employment-studies.co.uk>

Ipak, u zaključku moramo navesti i to da je Eurostat objavio podatke o nezaposlenosti u regijama EU. Tako da je regija u kojoj najmanje radno sposobnog stanovništva traži zaposlenje jeste Bavarska i Tirol, odnosno regije sa tradicionalno stabilnom privredom.¹² Ipak, podatak da je nezaposlenost u tim krajevima niža od tri odsto, a to znači upola manja od onoga što se u ekonomiji naziva prirodnom stopom nezaposlenosti, čini te regije “neprirodno” uspešnim. S druge su strane Evrope, ali i ove liste, stoje španske i grčke regije. U njima je stopa nezaposlenosti veća od 33%, odnosno svaki treći Andaluzanin ili (grčki) Makedonac bezuspešno traži posao.¹³

Kao zaključak možemo ponoviti i to da korist koja se do sada za BiH pokazala od EU, a kada je u pitanju rješenje nezaposlenosti, jeste pristupanje Hrvatske EU. Nekoliko desetina hiljada stanovnika BiH posjeduje hrvatsko državljanstvo, te ima ista prava i uslove kao hrvatski državljanin da traži zaposlenje u nekoj od zemalja EU. Prema tome, ulaskom Hrvatske u Evropsku uniju nezaposlenima se otvaraju nove mogućnosti, pa će se mnogi odlučiti na pretraživanje Euresa, gdje se oglašavaju slobodna radna mjesta u 31 zemlji Evrope i nudi se oko milion i 300.000 poslova.

Svakako da za građane Bosne i Hercegovine koji imaju hrvatsko državljanstvo znači veće šanse za zaposlenje, ali svakako i veću konkurenciju na, možemo slobodno reći, skromnom tržištu rada EU.

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EUROPEAN UNION POLICY OF CONDITIONING AS A STRATEGY OF TRANSFORMATION OF WEST BALKANS – CONSEQUENCES AND CHALLENGES FOR BOSNIA AND HERZEGOVINA¹

Ljiljana Aulić²

Abstract

The author deals with strategy of conditioning policy, offering a critic review of its goals and results. The focus of the analysis is the conditioning policy for Bosnia and Herzegovina. The author points to the strategy of the EU directed towards the transformation of post-communist countries situated in the West Balkans, as a political project due to solving the leading issues and problems emerged after the end of the Cold War. The aim of the work is to analyze the results of carrot-and-stick conditioning policy applied for the advance of Bosnia and Herzegovina. The paper is split in two. The first part considers challenges of democratization of society and political criteria that touches nationally sensitive issues. The second part will deal with consequence of the absence of advance in the process of European integration, with existence of regularity and adjusting. In the aim of considering the EU policy of conditioning, based on assymetric relation, the author gives answer whether policy of conditioning in the case of Bosnia and Herzegovina brings the country closer to membership, or the process depends also on other factors.

Key words: *Perspective of admission of west Balkans countries, process of stabilization and accession, policy of conditioning, stick-and-carrot instrument*

JEL classification: F5

INTRODUCTION

The subject of the paper is the policy of conditioning as the most powerful instrument of the European Union to confront the countries of the west

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POLITIKA USLOVLJAVANJA EVROPSKE UNIJE KAO STRATEGIJA TRANSFORMACIJE ZAPADNOG BALKANA- POSLJEDICE I IZAZOVI ZA BOSNU I HERCEGOVINU¹

Ljiljana Aulić²

Sažetak

Autor se bavi razmatranjem strategije politike uslovljavanja, kao i davanjem kritičkih ocjena njenih ciljeva i rezultata. U središtu analize je politika uslovljavanja na slučaju Bosne i Hercegovine. Autor ukazuje na strategiju Evropske unije usmjeranu na transformaciju postkomunističkih zemalja smještenih u naziv Zapadni Balkan, kao politički projekat radi rješavanja vodećih pitanja i problema proizašlih nakon završetka Hladnog rata. Cilj rada je da se analizira rezultat politike uslovljavanja uz pomoć mrkve i štapa korištene za napredak Bosne i Hercegovine. Rad će biti podijeljen u dva dijela. U prvom će se razmatrati izazovi demokratizacije društva i politički kriterij koji se dotiče nacionalno osjetljivih pitanja. Drugi dio će se baviti posljedicom izostanka napretka u procesu evropskih integracija uz postojanje zakonomjernosti i prilagođavanja. U cilju sagledavanja politike uslovljavanja Evropske unije, zasnovanoj na asimetričnom odnosu autor daje odgovor da li politika uslovljavanja na slučaju Bosne i Hercegovine približava članstvu ili proces zavisi od drugih faktora.

Ključne riječi: *perspektiva proširenja država zapadnog Balkana, proces stabilizacije i pridruživanja, politika uslovljavanja, instrumenti mrkve i štapa*

JEL klasifikacija: F5

UVOD

Predmet rada je politika uslovljavanja, kao najmoćniji instrument Evropske unije za suočavanje sa zemljama Zapadnog Balkana, koje se svrstavaju

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Balkans, which are categorized as weak states, burdened with history and mainly associated with the instability of political systems. Conditioning has always been a part of foreign policy in international relations. Its significance rose in the 1980s and particularly in the 1990s, with the practice of setting the political and economic conditions. Countries of Central and Eastern Europe became the first target, considering the end of cold war and post-communist system that required political, economic and social conditioning attached with the process of democratization and Europeanization.

According to Olsen, Europeanization is defined as: 1. Territorial expansion of EU borders – expansion process, 2. Institutionalization at the EU level – development of European management institutions, 3. Exporting European model of political organization and management outside Europe, 4. Strengthening the project of European integration with the aim of creating united and politically strong Europe, 5. As expansion of EU institutions and their impact on national and sub-national systems of management, with the emphasis on ‘top-down’ perspective. This is about member states being transformed, for process of Europeanization is a constant between national and supranational level, which indicates that member states are policy makers and policy takers at the same time.³

Hix and Goetz conveniently define Europeanization as a process of changes in national institutional and political practices as a consequence of European integration.⁴ However, the most quoted is Radali’s definition that does not stress only particular aspects of Europeanization of political system, but it also includes normative aspects. The author points out that conception of Europeanization relates to process of construction, diffusion and institutionalization of formal and informal rules, procedures, policy paradigms, styles, ways of functioning and common beliefs and norms, which are first defined and consolidated when creating EU decisions, and then are incorporated into the logics of a domestic discourse, identities, political structures and public policies.⁵ Furthermore, the difference of Europeanization for candidate countries and member countries is evident, since the characteristics of old members is that they are exporters of European values and standards, while for potential candidate and candidate countries the process of Europeanization is considered a link between European integration and transition that understands democratic consolidation.

The question is, what are the effects of Europeanization? The absorption of European policies and European ideas, accommodation of contents, po-

3 Olsen, Johan P., *Europeanization*, Oxford University Press, Oxford, 2003.,p.333-348.

4 Hix, S i Goetz, K., *Introduction: European Integration and National Political System*, West European Politics, 2003.,p.27

5 Radaelli, C.M., *Whither Europeanization? Concept stretching and substantive change*, 2000.p.4

u kategoriju slabih država, koje su opterećene historijom i uglavnom asociraju na nestabilnost političkih sistema. Uslovljavanje je oduvijek bilo dio spoljne politike u međunarodnim odnosima. Njegov značaj je porastao 1980 – tih posebno, 1990-tih godina sa praksom utvrđivanja političkih i ekonomskih uslova. Zemlje Centralne i Istočne Evrope su postale prva meta, s obzirom na kraj Hladnog rata i postkomunistički sistem, koji je zahtijevao političku, ekonomsku i socijalnu uslovljenost povezanu sa procesom demokratizacije i evropeizacije.

Po Olsenu evropeizacija se koncipira kao: 1. teritorijalna ekspanzija granica EU, - proces proširenja, 2. kao institucionalizacija na nivou EU- razvoj evropskih institucija upravljanja, 3. kao izvoz evropskih modela političke organizacije i upravljanja izvan Evrope, 4. kao jačanje projekta evropskih integracija s ciljem stvaranja ujedinjene i politički jake Evrope, 5. kao proširenje institucija EU i njihov uticaj na nacionalne i subnacionalne sisteme upravljanja, s naglaskom na „*top-down*“ perspektivu. Ovdje je riječ da se države članice transformišu, jer proces evropeizacije je konstanta između nacionalnih i supranacionalnog nivoa, što govori da su države članice u isto vrijeme kreatori, subjekti ali o objekti stvaranja politike (*policy makers and policy takers*).³

Dok, Hix i Goetz prikladno definišu evropeizaciju kao proces promjena u nacionalnim institucionalnim i političkim praksama koje su posljedica evropske integracije.⁴ Ipak je, najcitiranija Radalijeva definicija, koja ne naglašava samo određene aspekte evropeizacije političkog sistema, nego uključuje i normativne aspekte. Autor ističe da se konceptualizacija evropeizacije odnosi na procese konstrukcije, difuzije i institucionalizacije formalnih i neformalnih pravila, procedura, *policy* paradigmi, stilova, načina funkcionisanja te zajednička vjerovanja i normi koji se najprije definišu i konsoliduju pri stvaranju odluka EU, a tada se inkorporiraju u logiku domaćih diskursa, identiteta, političkih struktura i javnih politika.⁵ Dalje, razlika evropeizacije za zemlje kandidatkinje i članice je evidentna, jer su obilježja starih članica da su izvoznici evropskih vrijednosti i standarda, dok se za zemlje potencijalne kandidatkinje i kandidatkinje proces evropeizacije smatra poveznicom (*linking*) između evropskih integracija i tranzicije koja podrazumjeva demokratsku konsolidaciju.

Postavlja se pitanje koji su efekti evropeizacije? Apsorpcija evropskih politika i evropskih ideja, prilagođavanje (*accommodation*) sadržaja, politika i institucija (gdje je izražen pritisak i uslovljavanje) i transformacija koja

3 Olsen, Johan P., *Europeanization*, Oxford University Press, Oxford, 2003.,p.333-348.

4 Hix,S i Goetz,K.,*Introduction:European Integration and National Political System*, West European Politics,2003.,p.27

5 Radaelli,C.M.,*Whither Europeanization?Concept stretching and substantive change*, 2000.p.4

licies and institutions (with expressed pressure and conditioning) and transformation which is the highest degree of efficiency of Europeanization. Mechanisms reaching effects of Europeanization of potential candidates and candidates for membership in European Union are recognized on three levels: Political processes (politics), political content (policy) and political communities (polity).

The role of EU as the initiator of changes in post-communist systems is often mentioned in the sense of 'historical' opportunity to come closer to western values by means of democratization and Europeanization. Political instability, bad economy and ethnic conflicts of west Balkans countries caused conditioning to become the 'corner stone' of relations with the EU, while the 'perspective of membership' serves as a good base. Political conditioning in west Balkans is a process that has become powerful and imposing, multi-layer and complex, yet often disputed. Some see it as 'necessary evil', others as intervention and pressure coming from outside. It causes reactions, polarization and sense of injustice in most countries of west Balkans, and especially in cases when conditioning is dealing with nationally sensitive issues. It is clear that without EU pressure and political conditioning many of necessary reforms would not have come to the agenda, or a lot of time would pass before it would happen.

Politics of conditioning has positive impact to democratic transition and consolidation of political systems, so often used term is 'democratic conditioning', though in the case of BaH it is more the case of 'political conditioning', which has not always been democratic but unbalanced and imposed, under the pressure and partial threat from High Representative(s).

Bearing in mind all facts, the author believes that conditioning should be viewed as a multi-purpose instrument, intended towards reconstruction, reform, reconciliation in the region of west Balkans. Therefore it could be said that political conditioning of the EU is a regional, sub-regional and bilateral project of specific preferences, relating to economic, political and social criteria, defined by the EU, which, with the help of European Commission, gets actively involved into the domestic politics of west Balkans countries, pressuring the political elites to fulfill those criteria. The set of criteria and obligations defined by Process of stabilization and accession and undertaken by signing the SAA present the obstacle to membership, which create a climate of doubt and a perception that they are weaker countries being pressured, on the one hand, while the advance is slow or not visible on the other hand.

The reason more for deciding on the theme of the work that will deal with the politics of conditioning and assessment of efficiency, considering the connection between EU politics of conditioning and necessary reforms, but

je najviši stepen učinka evropeizacije. Mehanizmi kojima se dostižu efekti evropeizacije potencijalnih kandidata i kandidata za članstvo u Evropsku uniju se prepoznaju na tri nivoa: politički procesi (*politics*), politički sadržaj (*policy*) i političke zajednice (*polity*).

O ulozi Evropske unije, kao pokretaču promjena u postkomunističkim sistemima, dosta se govori u smislu „istorijske“ prilike da se uz pomoć demokratizacije i evropeizacije približe zapadnjačkim vrijednostima. Politička nestabilnost, loša ekonomija i etnički sukobi zemalja zapadnog Balkana, učinili su da uslovljavanje postane „kamen temeljac“ odnosa sa Evropskom unijom, dok je „perspektiva članstva“ dobar mamac. Političko uslovljavanje na zapadnom Balkanu je proces koji je postao snažan i nametljiv, višeslojan i složen, ali često osporavan. Jedni ga vide kao „nužno zlo“, a drugi kao intervenciju i pritisak koji dolazi izvana. Ono izaziva reakcije, polarizaciju i osjećaj nepravde u većini zemalja zapadnog Balkana, a posebno, kada se uslovljavanje dotiče nacionalno osjetljivih pitanja. Jasno je da bez pritiska EU i političke uslovljenosti mnoge od potrebnih reformi ne bi došle na dnevni red, ili bi prošlo dosta vremena da se dogode.

Politika uslovljavanja ima pozitivan uticaj ne demokratsku tranziciju i konsolidaciju političkih sistema, te se često koristi termin „demokratska uslovljenost“ iako se na slučaju Bosne i Hercegovine više radi o „političkoj uslovljenosti“, koja nije uvijek bila demokratska, već neravnopravna i nameznuta, pod pritiskom i djelimičnom pretnjom Visokih predstavnika.

Imajući u vidu činjenice, autor smatra da se uslovljavanje treba posmatrati kao višenamjenski instrument, usmjeren prema rekonstrukciji, reformi i pomirenju u regionu zapadnog Balkana. Zbog toga se može reći da je političko uslovljavanje Evropske unije regionalni, subregionalni i bilateralni projekat specifičnih preferencija koje se odnose na ekonomske, političke i socijalne kriterijume, definisane od strane Evropske unije, koja se uz pomoć Evropske komisije aktivno miješa u domaću politiku zemalja zapadnog Balkana, vršeći pritisak na političke elite da se isti ispune. Skup kriterijuma i obaveza definisanih Procesom stabilizacije i pridruživanja, a preuzetih po potpisivanjem Sporazuma o stabilizaciji i pridrživanju predstavljaju prepreku do članstva, što stvara klimu sumnje i osjećaja da su one slabije zemlje na kojima se vrši pritisak, s jedne strane, dok je s druge strane napredak spor ili se ne vidi.

Razlog više opredjeljenju temi rada koja će se baviti politikom uslovljavanja i procjenom efikasnosti, posmatrajući vezu između politike uslovljavanja EU i potrebnih reformi, ali i rezultata koji su u vlasništvu zemalja zapadnog Balkana, s posebnim osvrtom na Bosnu i Hercegovinu.

also results owned by the west Balkns countries, with particular review on Bosnia and Herzegovina.

I

Approach to the problem of political conditioning vibrates between the obligations of adopting strict political and economic criteria that are not negotiable, and conditioning that proved to be pragmatic in practice, such as reform of police in Bosnia and Herzegovina. An argument for rigorous conditions was that west Balkans countries need to be politically and technically prepared for the membership in the EU. Advocates of rigorous conditioning often point to the cases of Bulgaria and Romania, claiming that the two were not fully prepared at their time of accession, pointing to the problems with administrative and legal systems, but also corruption issues. On the other hand, accession of Cyprus in 2004 and its splitting offer the argument that political conditioning does not solve the ethnic conflicts in the countries before their entering the EU. The bottom line is that arguments for rigorous interpretation of conditioning by including states that were not fully prepared are connected with perils of jeopardysing the achievements of so far integration, and in the case of west Balkans, it concerns security, political-administrative and social-economic perspectives.

The primary question of political conditioning is whether it is an imposition or an invitation to voluntary adaptation? If conditioning from side A influences the interests of side B in a positive sense (compared to status quo), side B indulges the requests of side A and then we speak about voluntary adaptation. With 'stick and carrot' persuasion, the international community (conditioning side) either punishes the conditioned state by increasing pressure to unfulfilled conditions, or rewards it by lowering the pressure of conditioning. Politics of conditioning is a two-faced coin, influence and pressure. They both come from the power. Determining the power, according to Vojin Dimitrijevic, would be a degree of ability to get or force other subjects to a behavior the holder of the power desires. Its quantity and weight - showing the extent to which the bearer of the power may change the sequence of events, i.e. behavior of others.

With that regard, the EU owns the normative power, with the aid of institutionalized requests, to influence the fulfillment of obligations where the country advancing towards the European road has the access to EU funds, making it easier to implement the required conditions leading to membership.

It is desirable to make a distinction between political conditioning and taking the legal norms of the European Union – *acquis communautaire* as one of the most significant legal and political principles of the European

I

Pristup problemu, političkoj uslovljenosti oscilira između obaveze usvajanja strogih političkih i ekonomskih kriterijuma oko kojih se ne može pregovarati, do uslovljavanja koja su u praksi pokazala pragmatičnost, kao npr. reforma policije u Bosni i Hercegovini. Argument za rigorozne uslove je da se zemlje zapadnog Balkana politički i tehnički pripreme za članstvo u EU. Zagovornici rigoroznog uslovljavanja često ukazuju na slučajeve Bugarske i Rumunije, tvrdeći da dvije države nisu bile u potpunosti pripremljene u vrijeme njihovog pristupanja, ukazujući na probleme sa administrativnim i pravnim sistemima ali i borbom sa korupcijom. Dok s druge strane, pristupanje Kipra 2004.godine i njegova podjela, nudi argumentaciju za one koji tvrde da političko uslovljavanje ne rješava etničke konflikte u zemljama prije stupanja u Evropsku uniju. Sve u svemu, argumenti za rigorozno tumačenje uslovljenosti kroz uključivanje država koje nisu u potpunosti pripremljene povezane su sa opasnostima ugrožavanja dostignuća dosadašnje integracije, a na slučaju zapadnog Balkana od bezbjednosti, političko- administrativnih i društveno- ekonomskih perspektiva.

Primarno pitanje političkog uslovljavanja jeste da li je ono prisila ili poziv na dobrovoljnu adaptaciju? Ako uslovljenost od strane A utiče na interese strane B u pozitivnom smislu (u poređenju sa statusom quo), strana B djeluje sa zahtjevima strane A, tada se govori o dobrovoljnoj adaptaciji. Ubjeđivanje štapom i mrkvom međunarodna organizacija (uslovljivač) ili kažnjava uslovljenu državu, tako što povećava pritisak na neispunjenje traženih uslova i otežava situaciju, ili daje nagradu kada smanjuje pritisak koji prouzrokuje uslovljavanje. Politika uslovljavanja ima svoje lice i naličje, a to je uticaj i prinuda. Oba proizilaze iz moći. Određivanje moći po definiciji Vojina Dimitrijevića, glasila bi kao stepen sposobnosti da se drugi subjekti privole ili natjeraju na ponašanje koje posrednik moći želi. Njena količina i težina, koja pokazuje do koje mjere nosilac moći može da promjeni tok događaja, odnosno tuđe ponašanje.

S tim u vezi, Evropska unija posjeduje normativnu moć da uz pomoć institucionalizovanih zahtjeva utiče na ispunjenje obaveza, gdje zemlja koja napreduje na evropskom putu ima pristup Evropskim fondovima, koji olakšavaju provođenje traženih uslova koji vode do članstva.

Poželjno je napraviti razliku između političkog uslovljavanja i preuzimanja pravne tekovine Evropske unije -*acquis communautaire* kao jednog od najznačajnijih pravnih i političkih principa evropskih integracija. Acquis je rastuće zakonodavno tijelo koje uključuje: primarno pravo – osnivački ugovori, međunarodne ugovore, međunarodno običajno pravo i opšte pravne principe EU, sekundarno pravo - zakonodavstvo koju donose institucije EU,

integration. Acquis is a growing legislative body that includes: Primary law – founding contracts, international contracts, international common law and general legal principles of the EU, secondary law – legislation brought by the EU institutions, practice of the European communities Court of justice, which, de facto, constitute the source of law, and any other obligation (political, from negotiation process, etc.) taken from the member states within the EU activities. Therefore, each country applying for membership has to be ready to accept it fully, and implement it.

Geffrey Pridham classifies three constitutive elements of political conditionality, as concrete conditions that need to be met on the one hand and a reward for their fulfillment on the other, which are being followed through mechanisms of monitoring and supervision.⁶ Political conditioning is a two-dimensional strategy, determined by a message sent through political conditions, and an operational dimension that runs the instruments, deadlines, limits and practice, but also a pressure from the outside.

The first dimension of political conditioning points to the values, standards, requests and obligations, which have to be adopted and implemented, starting from wide principles of Copenhagen, followed by the SAA and special conditions related to financial help (IPA II). For the countries of Central and East Europe, the core of conditioning refers pluralistic and multi-party democracy, respect of human and minority rights, rule of law, independence of civil society in the sense of 'freedom of expression', division of authority, which is now 'upgraded' with fight against corruption, social and cultural rights, and good relations among neighboring countries.

Dictatorship South European countries, like Greece, Spain and Portugal, were treated by a softer form of conditioning, demanding pluralistic democracy, liberal Constitution and free elections, compared to accession of post-communist countries. By adding the new criteria for the membership, The EU reflects the changing international circumstances, its internal fears, as well as regional and specific contexts of the countries concerned. In order for the candidate to maintain on the road to EU integration, the significance of a reward has been increased in the form of specific financial aid, liberalization of market and VISA requirements, academic programs and aid targeted towards the civil society, which can be viewed as a form of efficient communication with the EU.

In that regard we list the instruments that were used for the first time in the Stabilization and accession process, which are closely related to the functioning of political conditioning as a reward for the advance achieved in the countries, such as CARDS (2000-2006 it amounted 4.65 billion Euro)

⁶ Pridham, Geffrey, *Enlargement and Consolidating Democracy in Post-Communist States-Formality and Reality*, Journal of Common Market Studies, 2002, p.205.

praksa Suda pravde Evropskih zajednica koje *de facto*, čini izvor prava, i svaka druga obaveza (politička, pregovaračka i sl.) preuzeta od država članica u okviru aktivnosti EU. Dakle, svaka zemlja koja podnosi zahtjev za članstvo mora biti spremna da ga u potpunosti prihvati i sprovede.

Geffrey Pridham klasifikuje tri konstitutivna elementa političke uslovljenosti, kao konkretne uslove koje treba ispuniti s jedne strane i nagrade za njihovo ispunjenje, a koji se prate uz mehanizme nadgledanja i praćenja.⁶ „Politička uslovljenost“ je dvodimenzionalna strategija, određena porukom koja se šalje kroz političke uslove i s druge strane operativna dimenzija koja upravlja instrumentima, rokovima, pragovima i praksom, ali i pritiskom izvana.

Prva dimenzija političke uslovljenosti ukazuje na vrijednosti, standarde, zahtjeve i obaveze, koje moraju da se usvoje i sprovedu, počevši od širokih principa iz Kopenhagena, zatim obaveza iz Sporazuma o stabilizaciji i pridruživanju i posebnih uslova vezanih za finansijsku pomoć (IPA II). Za zemlje Centralne i Istočne Evrope, jezgro uslovljavanja se odnosi na pluralističku i višepartijsku demokratiju, poštovanje ljudskih i manjinskih prava, vladavine prava, nezavisnost građanskog društva u smislu „slobode izražavanja“, podjelu vlasti, koja se nadogradila sa borbom protiv korupcije, socijalnih i kulturnih prava i dobrosusjedskih odnosa među državama.

Na diktatorske južnoevropske države poput Grčke, Španije i Portugalije primjenjivan je blaži oblik uslovljavanja, sa zahtjevom pluralističke demokratije, liberalnog ustava i slobodnih izbora, u odnosu na pristupanje postkomunističkih zemalja. Dodavanjem novih kriterijuma za ulazak u članstvo, odražava promjenjive međunarodne okolnosti, unutrašnje strahove Evropske unije kao i regionalne i specifične kontekste zemlje. Da bi se kandidat zadržao na putu evropskih integracija, povećan je značaj nagrade u vidu ciljane finansijske pomoći, liberalizacije tržišta, vizne liberalizacije, akademskih programa i pomoći usmjerene ka civilnom društvu, koje se mogu posmatrati kao vid efikasne komunikacije sa Evropskom unijom.

S tim u vezi navodimo, instrumente koji su prvi put korišteni u Procesu stabilizacije i pridruživanja, a koji su usko povezani s funkcionisanjem političkog uslovljavanja kao nagrada za napredak koji je postignut u zemljama, poput CARDS-a (2000-2006 godine je iznosio 4.65 milijardi eura) i IPA fondova koji podrazumijevaju da su korisnice kandidati ili potencijalni kandidati za članstvo (IPA I 2007-2013 je iznosio 11,468 milijardi eura i IPA II 2014-2020 gdje je za zemlje zapdnog Balkana predviđeno 14.1 milijardi eura).

Redovni izvještaji Evropske komisije su glavni dokumenti koji su izvor informacija o političkom i ekonomskom stanju zemlje na putu evropskih

6 Pridham, Geoffrey, *EunEnlargement and Consolidating Democracy in PostCommunist States-Formality and Reality*, Journal fo Common Market Studies, 2002, p.205.

and IPA funds that understand that beneficiaries are candidates or potential candidates for the membership (IPA I 2007-2013 amounted 11,468 billion Euro, and IPA II 2014-2020 envisaging 14.1 billion Euro for the countries of west Balkans).

Regular reports of the European Commission are the main documents that serve as source of information on political and economic state of the country on the road to European Integration, its advance, what was done and what is missing for the period of one year. These reports are a 'stick' in the reform process, but also a signal for additional pressures. Reports on the advance of countries are a proof of regional differences and bilateral differentiation, on their road to membership.

The EU skillfully uses the normative power in the aim of political transformation, defining 'universal' European values, such as principle of democracy, peace and justice, human rights and rights of minorities, values that have international legal legitimacy, declaring them at the same time as moral and ethical.

II

The normative power, particularly visible in countries of west Balkans is targeted on respect of the rule of law, judicial reform, administration reform, fight against corruption and criminal, cooperation with the ICTY, return of refugees and displaced persons, and also good neighbor relations. However, the west Balkans region suffers from normative disharmony, often bringing to the issues of security, justice, human rights and minority protection, like in the case of BaH who did not implement the verdict of the European court of justice from Strassbourg regarding the 'Sejdic – Finci' case, which is binding and stands in the way to a candidate status.

Political transformation has a functional perspective, through adoption of rules and procedures and/or creation of institutions and state administration capable of more efficient resolving of political issues, while that path secures adoption and implementation of *acquis communautaire*. The logics of functionality that spans through Reports on advance of BaH relates to resolving the weak state structure and institutions derived from post-communist systems.

General opinion of the EU is that the state weakness is the challenge for the region of west Balkans, considering strong national identities, unresolved state borders, enormous administrative apparatus and high level of external dependency.

The reason for that is the perception of functionality that is accepted with difficulty in countries with candidate / potential candidate status, for it is directly connected with a change in the way of thinking and habits of solving

integracija, njenom napretku, šta je učinjeno a šta nije, za period od godinu dana, oni su štap u procesu reformi ali i signal za dodatne pritiske. Izvještaji o napretku zemalja su dokaz regionalne različitosti i bilateralne diferencijacije, o njihovom napretku ka članstvu.

Evropska unija veoma vješto koristi normativnu moć u cilju političke transformacije definišući „univerzalne“ evropske vrijednosti poput principa demokratije, mira i pravde, ljudskih prava i manjina, vrijednosti koje imaju međunarodni pravni legitimitet, a pritome ih deklarišući kao moralne i etičke.

II

Normativna moć je posebno vidljiva na zemljama zapadnog Balkana usmjerena na poštovanje vladavine zakona, reforme u pravosuđu, reforme u administraciji, borbi protiv korupcije i kriminala, saradnje sa Haškim tribunalom, povratak izbjeglih i raseljenih, ali i dobrosusjedskih odnosa. Međutim, region zapadnog Balkana pati od normativnih protivrječnosti, te se vrlo često dovodi u pitanje pojam bezbjednosti, pravde, ljudskih prava i zaštite manjina, kao što je slučaj sa Bosnom i Hercegovinom koja nije sprovela presudu Evropskog suda za pravdu iz Strazbura za slučaj „Sejdic i Finci“, koja je uzgred rečeno obavezujuća i stoji kao prepreka do kadidatskog statusa.

Politička transformacija ima funkcionalnu perspektivu, kroz usvajanje pravila i procedura i / ili stvaranje institucija i državne uprave koji su u stanju da efikasnije rješavaju politička pitanja, a čiji put obezbjeđuje usvajanje i sprovođenje *acquis communautaire*. Logika funkcionalnosti koja se proteže kroz Izvještaje o napretku Bosne i Hercegovine se odnosi na rješavanje slabe državne strukture i institucija proizašlih iz postkomunističkih sistema.

Genaralno mišljenje Evropske unije jeste da je „slabost države“ glavni izazov za region zapadnog Balkana s obzirom na jake nacionalne identitete, neuređene granice država, obimnim administrativnim aparatom i visokim stepenom od eksterne zavisnosti.

Razlog tome je percepcija funkcionalnosti koja se u zemljama sa statusom potencijalnog kandidata i kandidata teško prihvata jer je direktno povezana sa promjenom u načinu razmišljanja i navikama rješavanja političkih problema, te se deklarišu kao intezivni pritisak na vlade. U želji da približi pojam funkcionalnosti Evropska unija je predvidjela Twining proces koji se zasniva na normativnosti i funkcionalnosti administrativnih praksi zemalja članica.

Primjer Bosne i Hercegovine je primjer nefunkcionalne državne strukture proizašle iz Aneksa 4 Dejtonskog sporazuma, sačinjene od entitetskog i kantonalnog nivoa, čiji ogromni birokratski aparat guši proces evropskih

political issues, so they are 'proclaimed' an intensive pressure on the governments. In its wish to clarify the notion of functionality, the EU foresaw the Twining process based on normativity and functionality of administrative practices of the member countries.

The example of BaH is an example of non-functional state structure as a result of Annex 4 of the GFAP⁷, made of entity and cantonal level, whose huge bureaucratic apparatus suffocates the EU processes but also the state budget of Bosnia and Herzegovina. Looking at the problem causes split opinions in political structures, where consensus is not reached at the state level, regarding functionality of the government and mechanism of coordination at the state level. Reviewing the BaH Constitution is an issue spanning from the 'April package' via the Butmir agreement to the high level dialogue and a Road Map agreed in June 2012.

Not having a solution of 'Sejdic-Finci' case blocks the accession process, after the European court of human rights ruled in 2009 determining violation of Protocol 12 of the European Convention on Human Rights, which cost 47 million Euro, i.e. 54% decrease of funds from IPA program 2013, intended for Bosnia and Herzegovina.

Coordination mechanism understands the efficient communication at the level of entities, cantons in Federation BiH, and Brcko District. Without such a mechanism, the EU legislation cannot be efficiently transferred to a legislative framework applicable on the whole territory of BaH. Until coordination mechanism start functioning, we cannot consider programming for the new cycle of instruments of accession aid IPA II, which represents enormous losses of money from grants that would otherwise be available to us.

CONCLUSION

The EU is a bearer of Europeanization, with formal legal institutions and normative order and legal principles and European practice, where the policy of conditioning ease and limits further advance. Europeanization is an exporter of European values out of European territory. It is a political project whose goal is a unique and politically strong Europe. The degree in which Europe becomes more important political subject in the international relations and in territorial area certainly depends on the expansion policy of the EU, and in the case of west Balkans, a political project of transformation of post-communist system within the SAA process. European integration are

⁷ GFAP – General Framework Agreement on Peace, also known as the Dayton Agreement, an international document that ended the war in BaH and gave basic outline of the country's organization after the war. (interpreter's remark)

integracija ali i budžet Bosne i Hercegovine. Gledanje na problem izaziva podjeljena mišljenja u političkim strukturama, gdje se ne postiže konsenzus na državnom nivou, po pitanju funkcionalnosti vlade i mehanizma koordinacije na državnom nivou. Revidiranje Ustava Bosne i Hercegovine je pitanje koje se proteže od aprilskog paketa, preko Butmirskog sporazuma do dijaloga na visokom nivou i Mape puta dogovorene u junu 2012.godine.

Nepostojanje rješenja u slučaju „Sejdić i Finci“ blokira pristupni proces, u kojem je Evropski sud za ljudska prava 2009.godine donio odluku utvrdivši kršenje Protokola br.12 Evropske konvencije o ljudskim pravima, što je koštalo 47 miliona eura, odnosno 54% umanjenih sredstava iz programa IPA 2013 namjenjenih za Bosnu i Hercegovinu.

Mehanizam koordinacije podrazumjeva efikasnu komunikaciju na nivou entiteta, kantona Federacije Bosne i Hercegovine kao i Brčko distrikta. Bez takvog mehanizma, zakonodavstvo Evropske unije se ne može efikasno prenijeti u zakonodavni okvir koji bi bio primjenjiv na cijeloj teritoriji Bosne i Hercegovine. Dok ne profunkcioniše mehanizam koordinacije, ne može se razmatrati programiranje za novi ciklus instrumenta pretpristupne pomoći IPA II, što predstavlja ogromne gubitke novca iz grantova koji bi inače bili dostupni.

ZAKLJUČAK

Evropska unija je nosilac evropeizacije uz formalno pravne institucije i normativni poredak i pravna načela i evropske prakse, gdje se uz pomoć politike uslovljavanja olakšava i ograničava dalji napredak. Evropeizacija je izvoznik evropskih vrijednosti izvan evropskog teritorija. To je politički projekat čiji je cilj jedinstvena i politički jaka Evropa. Stepenu u kojem Evropa postaje važniji politički subjekt u međunarodnim odnosima i na teritorijalnom prostoru, svakako ovisi od Politike proširenja Evropske unije, a na slučaju zemalja zapadnog Balkana, politički projekat transformacije postkomunističkog sistema u okviru Procesu stabilizacije i pridruživanja. Evropske integracije su proces koji je započeo novu eru reformi zemalja zapadnog Balkana uz pomoć demokratizacije i evropeizacije. To su procesi koji su povezani i međusobno uslovljeni. Evropeizacija podrazumijeva razvoj institucija vlasti na evropskom nivou, sposobnost djelovanja, pružanje određenog stepena političke koordinacije i usklađenosti. Izazov koji stoji pred zemljama na evropskom putu jeste institucionalna dinamika apsorpcije evropskih standarda i vrijednosti, kroz politiku uslovljavanja i njenih mehanizama guranje i povlačenje kandidatskog statusa ili članstva.

Proces stabilizacije i pridruživanja i Pakt stabilnosti za Jugoistočnu Evropu su uvedeni da na pozitivan i sveobuhvatan način približe princip mira i

a process that started a new era of reforms in the countries of west Balkans, helped by democratization and Europeanization. Those processes are related and mutually conditioned. Europeanization understands development of institutions of power at a European level, ability of acting, offering certain degree of political coordination and harmonization. The challenge before the countries on the road to EU is the institutional dynamics of absorption of European standards and values, through politics of conditioning and its mechanisms of 'pushing' or 'restraining' of candidate status or membership.

The SAA process and Stability Pact for SE Europe were introduced to bring closer in a positive and comprehensive way the concept of peace and justice, reconciliation and return, compensation for lost or damaged property, cooperation with ICTY, stressing through strategic documents and reports the need to build states and strengthen institutional capacities, offering at the same time financial and technical help in the necessary reforms. Looking at the topic of this paper from this angle, the strategy of the EU towards the countries of west Balkans, with the normative power it possesses, was mostly solving problems in post-conflict countries with ethnic divisions, using the carrot, i.e. the 'membership prospect'. The goal is to push the transformation process through conditioning, which would over time bring to successful completion of accession negotiations.

Process of stabilization and accession is a mechanism, and with its help the potential candidates become targets of conditioning policy, coming a long way from the Feasibility Study for the start of negotiations to negotiations and signing the SAA, confirmation of candidate status and start of the negotiations on accession. Therefore, it is about well thought benchmarks that need to be achieved in order to increase the potential and readiness for membership.

Security and stability are a primary motive standing behind the EU strategy towards the ex Yugoslavia countries, as a result of decomposition and war, but also tactical approach of politics of conditioning for the region of west Balkans, in order to strengthen and maintain the critical mass of supporters of European integration.

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pravde, pomirenje i povrat izbjeglica, naknade za izgublenu ili oštećenu imovinu, saradnju sa Međunarodnim krivičnim tribunalom za Jugoslaviju, naglašavajući kroz strateške dokumente i izvještaje, potrebu za izgradnjom država i jačanja institucionalnih kapaciteta, nudeći paralelno finasijsku i tehničku pomoć potrebnih reformi. Posmatrajući predmet rada iz ove perspektive, strategija Evropske unije prema zemljama zapadnog Balkana je u većoj mjeri uz normativnu moć koju posjeduje, rješavala probleme u post-konfliktnim zemljama sa etničkim podjelama, koristeći šargarepu, odnosno „perspektivu članstva“. Cilj je politikom uslovljavanja gurati proces transformacije koji bi u dogledno vrijeme doveo do uspješnog zaključenja pristupnih pregovora.

Proces stabilizacije i pridruživanja, predstavlja mehanizam, uz čiju pomoć potencijalni kandidati postaju mete politike uslovljavanja, prelazeći dug put od Studije izvodljivosti za početak pregovora, zaključivanje pregovora i potpisivanje Sporazuma o stabilizaciji i pridruživanju, njegovo parafriranje, ratifikacija, kandidatskog statusa i početka pregovora o pridruživanju. Dakle, radi se osmišljenim pragovima koji se moraju preći u cilju povećanja potencijala i spremnosti za članstvo.

Bezbjednost i stabilnost su primarni motiv koji stoji iza strategije Evropske unije prema zemljama bivše Jugoslavije, kao rezultat raspada i rata, ali i taktičkog pristupa politike uslovljavanja za region zapadnog Balkana kako bi ojačala i održala kritičnu masu pristalica evropskih integracija.

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CONDITIONS AND PERSPECTIVES FOR INCREASING THE BIRTH RATE IN EUROPEAN UNION, BOSNIA AND HERZEGOVINA AND MACEDONIA¹

Natasha Stojovska²; Trajko Miceski³

Abstract

The purpose of this paper is to analyze the past and current movement of birth rate, to predict the future movement of this variable and to identify the factors of influence on the basis of what will be proposed measures that will help policy makers in struggle to increase the birth rate, as is the aim of every country.

The paper will be presented empirical research and theoretical aspects about various economic, social, political and psychological factors that have influence on the birth rate. Also, the movement of this variable in EU, Bosnia and Herzegovina and Macedonia for the period 1980-2012 year, as well the forecasts for its future movement will be shown tabular and graphical.

The results will show that the changes in the birth rate in the EU, Bosnia and Herzegovina and Macedonia led to reduction in the number of live births in the last three decades. The birth rate in these countries i.e. community of countries shows a trend of continuous decline, which is a serious problem.

Presented information and conducted analysis within this paper will show that the situation with the birth rate in the analyzed countries is worrying. To this problem should be given more attention in order to prevent the trend of gradual extinction of the population.

Keywords: birth rate, declining trend, factors, perspectives, measures

JEL classification: A1, J1

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USLOVI I PERSPEKTIVE ZA POVEĆANJE NATALITETA EVROPSKE UNIJE, BOSNE I HERCGOVINE I MAKEDONIJE¹

Natasha Stojovska²; Trajko Miceski³

Sažetak

Svrha ovog rada je da analizira prošlost i trenutno kretanje živorođenih, da predvidi buduće kretanje ove promenljive i da identifikuje faktore uticaja na čiji osnov će biti predložene mere koje će pomoći kreatorima politike u bore da se poveća natalitet, kao cilj svake zemlje.

U ovom radu će biti predstavljene neka empirijska istraživanja i teorijski aspekti različitih ekonomskih, društvenih, političkih i psiholoških faktora koji utiču na nataliteta. Takođe, kretanje ove promjenjive u EU, Bosni i Hercegovini i Makedoniji za period 1980-2012 godine, i predviđanja njegovog budućeg kretanja će biti predstavljeno kroz tabele i grafikone.

Analiza će pokazati da su promene u stopi nataliteta u EU, Bosni i Hercegovini i Makedoniji dovela do smanjenja broja živorođenih u poslednje tri decenije. Stopa nataliteta u ovim zemljama/ zajednica zemalja pokazuje trend postojanog pada, što je ozbiljan problem.

Predstavljene informacije i sprovedena analiza u ovom radu će pokazati da je situacija sa stopom nataliteta u analiziranim zemljama zabrinjavajuća. Ovom problemu treba dati više pažnje kako bi se sprečio trend postepenog izumiranja stanovništva.

Ključne reči: živorođeni, opadajući trend, faktori, perspektive, mere
JEL klasifikacija: A1, J1

1 Rad dostavljen za Međunarodnu naučnu konferenciju 'Evropska unija-izazovi proširenja i Zapadni Balkan', 29. maj 2014., Banja Luka College

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INTRODUCTION

Statistical data about natural movement of population show gradual decrease in the number of live births in almost every country in the world. Part from this global trend are Macedonia, Bosnia and Herzegovina and the European Union as well. Numerous economic, social, technological and psychological factors that have influence on birth rate appear as result of modern living. With other words, the economic, cultural and social human development increases the need for professional accomplishment, personal satisfaction and leisure time, on one hand, but also decreases the desire for marriage or having a child, on the other hand.

MOVEMENT OF THE BIRTH RATE IN BOSNIA HERZEGOVINA, MACEDONIA AND EUROPEAN UNION

The birth rate shows the number of live births per thousand of population per year⁴. This variable is showing a trend of declining in Macedonia, Bosnia and Herzegovina and the EU countries in the last three decades. With other words, there is a reduction in the number of live births per woman as a result of the impact of many factors which can be classified into three groups: economic (living standard, woman participation on labor market, employment, income), social (family, community) and psychological (attitude about marriage, career orientation, personal satisfaction)⁵.

The development tendency of this demographic variable for each country i.e. community of nations, is presented tabular and graphic.

Table 1. The movement of birth rate in Bosnia Herzegovina, Macedonia and European Union in the period 1980-2012⁶

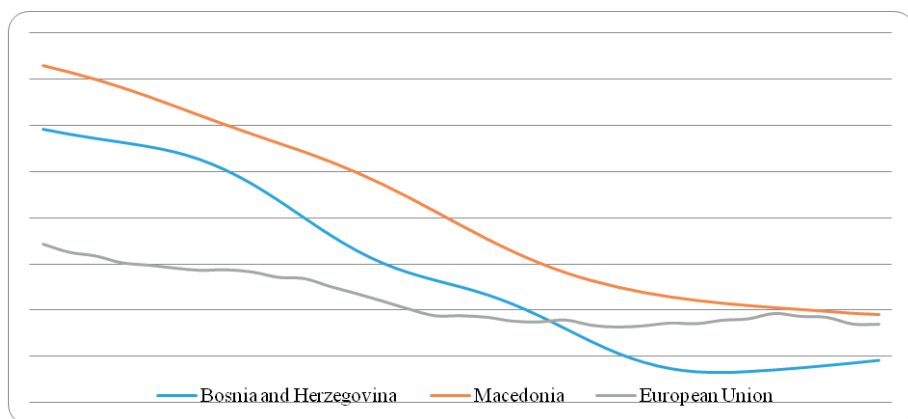
Year	Bosnia and Herzegovina	Macedonia	European Union
1980	18,8	21,6	13,9
1981	18,6	21,3	13,5
1982	18,4	21,0	13,4
1983	18,3	20,7	13,1
1984	18,1	20,3	13,0
1985	17,9	19,9	12,8
1986	17,5	19,4	12,7
1987	17,1	19,0	12,8
1988	16,5	18,6	12,7

4 Free Merriam-Webster Dictionary, *Birthrate – Definition and More*, Merriam-webster.com, 03.06.2014

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6 World Bank, 2014. World Development Indicators, <http://databank.worldbank.org/data/views/reports/tableview.aspx>, 04.06.2014

1989	15,8	18,3	12,4
1990	15,0	17,9	12,4
1991	14,2	17,4	12,0
1992	13,6	17,0	11,7
1993	13,0	16,5	11,4
1994	12,6	15,9	11,1
1995	12,3	15,3	10,8
1996	12,0	14,7	10,8
1997	11,7	14,1	10,7
1998	11,3	13,5	10,5
1999	10,8	13,0	10,5
2000	10,2	12,6	10,6
2001	9,6	12,3	10,4
2002	9,1	12,0	10,3
2003	8,7	11,8	10,3
2004	8,5	11,6	10,5
2005	8,3	11,4	10,4
2006	8,3	11,3	10,6
2007	8,3	11,2	10,6
2008	8,4	11,1	10,9
2009	8,5	11,0	10,7
2010	8,6	10,9	10,7
2011	8,7	10,9	10,4
2012	8,8	10,8	10,4



Picture 1. The movement of birth rate in Bosnia and Herzegovina, Macedonia and European Union in the period 1980-2012

From tabular and graphic display we can notice that there is a reduction in the birth rate in 2012 compared to 1980. What we can first notice from the figure above is the trend of rapidly declining birth rate in Macedonia and Bosnia and Herzegovina in the beginning of the analyzed period, than its slower decline in the second decade and minimal decline in Macedonia, i.e. increase in Bosnia and Herzegovina in recent years. In terms of the European Union, there is small decline in the first two decades and relatively same birth rate in the last decade. Even though the declining birth rate is a common trend, the percentage of change is different for each country. Thus, the percentage of decline in the birth rate is 50% in Macedonia, 53.2% in Bosnia and Herzegovina and 25.2% in the EU.

THE PERSPECTIVES OF THE BIRTH RATE IN BOSNIA AND HERZEGOVINA, MACEDONIA AND THE EUROPEAN UNION

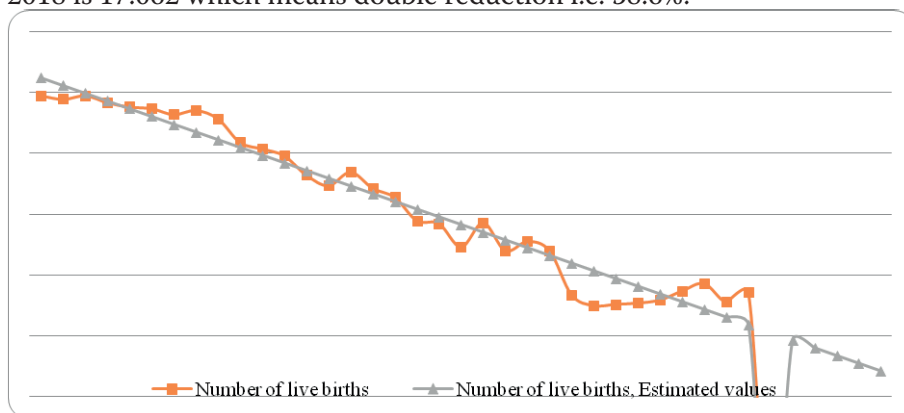
Statistical data about the number of live births in Macedonia also confirm the declining trend in the period from 1980 to 2012. Prediction for the next years (2014-2018) show that the number of live births will continue to decline if appropriate activities to overcome such conditions would not be taken. Past, current and future movement of the number of live births in Macedonia is shown tabular and graphic.

Table 2. The trend of birth rate in Macedonia and prediction for the future

Year	Number of live births	Number of live births, Estimated values
1980	39.784	41.233,7
1981	39.488	40.597,6
1982	39.789	39.961,5
1983	39.210	39.325,4
1984	38.861	38.689,3
1985	38.722	38.053,2
1986	38.234	37.417,1
1987	38.572	36.781,0
1988	37.879	36.144,9
1989	35.927	35.508,8
1990	35.401	34.872,7
1991	34.830	34.236,6
1992	33.238	33.600,5
1993	32.374	32.964,4
1994	33.487	32.328,3
1995	32.154	31.692,2

1996	31.403	31.056,2
1997	29.478	30.420,1
1998	29.244	29.784,0
1999	27.309	29.147,9
2000	29.308	28.511,8
2001	27.010	27.875,7
2002	27.761	27.239,6
2003	27.011	26.603,5
2004	23.361	25.967,4
2005	22.482	25.331,3
2006	22.585	24.695,2
2007	22.688	24.059,1
2008	22.945	23.423,0
2009	23.684	22.786,9
2010	24.296	22.150,8
2011	22.770	21.514,7
2012	23.568	20.878,6
Prediction		
2014		19.606,4
2015		18.970,3
2016		18.334,2
2017		17.698,1
2018		17.062,0

The number of live births was 41.233 in 1980, while the prediction for 2018 is 17.062 which means double reduction i.e. 58.6%.



Picture 2. The trend of birth rate in Macedonia and prediction for the future

Statistical data about the number of live births in Bosnia and Herzegovina also confirm the declining trend in the period from 1980 to 2012. Pre-

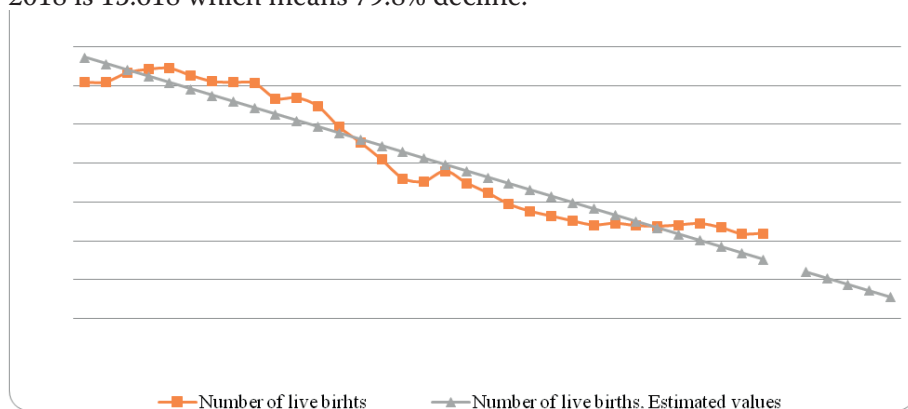
diction for the next years (2014-2018) show that the number of live births will continue to decline if appropriate activities to overcome such conditions would not be taken. Past, current and future movement of the number of live births in Bosnia and Herzegovina is shown tabular and graphic.

Table 3. The trend of birth rate in Bosnia and Herzegovina and prediction for the future

Year	Number of live births	Number of live births, Estimated values
1980	70.928	77.264,78
1981	71.031	75.642,49
1982	73.375	74.020,19
1983	74.296	72.397,90
1984	74.539	70.775,61
1985	72.722	69.153,32
1986	71.203	67.531,02
1987	70.898	65.908,73
1988	70.711	64.286,44
1989	66.809	62.664,14
1990	66.952	61.041,85
1991	64.769	59.419,56
1992	59.428	57.797,26
1993	55.456	56.174,97
1994	51.022	54.552,68
1995	46.213	52.930,38
1996	45.421	51.308,09
1997	48.061	49.685,80
1998	45.007	48.063,50
1999	42.464	46.441,21
2000	39.563	44.818,92
2001	37.717	43.196,63
2002	36.485	41.574,33
2003	35.234	39.952,04
2004	34.167	38.329,75
2005	34.627	36.707,45
2006	34.033	35.085,16
2007	33.835	33.462,87
2008	34.176	31.840,57
2009	34.550	30.218,28
2010	33.528	28.595,99
2011	31.875	26.973,69
2012	32.072	25.351,40
Prediction		
2014		22.106,81

2015		20.484,52
2016		18.862,23
2017		17.239,94
2018		15.617,64

The number of live births was 77.265 in 1980, while the prediction for 2018 is 15.618 which means 79.8% decline.



Picture 3. The trend of birth rate in Bosnia and Herzegovina and prediction for the future

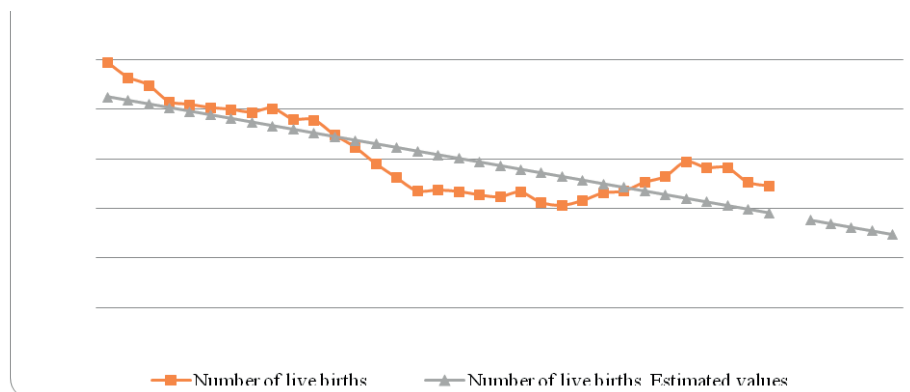
Statistical data about the number of live births in the European Union also confirm the declining trend in the period from 1980 to 2012. Prediction for the next years (2014-2018) show that the number of live births will continue to decline if appropriate activities to overcome such conditions would not be taken. Past, current and future movement of the number of live births in the European Union is shown tabular and graphic.

Table 4. The trend of birth rate in European Union and prediction for the future

Year	Number of live births	Number of live births, Estimated values
1980	6.474.003	6.127.601,67
1981	6.321.793	6.091.079,59
1982	6.242.340	6.054.557,51
1983	6.076.702	6.018.035,43
1984	6.047.951	5.981.513,35
1985	6.015.020	5.944.991,27
1986	5.998.040	5.908.469,19
1987	5.968.572	5.871.947,11
1988	6.008.463	5.835.425,03
1989	5.900.294	5.798.902,95

1990	5.893.526	5.762.380,87
1991	5.742.705	5.725.858,79
1992	5.618.148	5.689.336,71
1993	5.452.768	5.652.814,63
1994	5.312.733	5.616.292,55
1995	5.180.511	5.579.770,47
1996	5.186.641	5.543.248,39
1997	5.173.265	5.506.726,31
1998	5.139.115	5.470.204,23
1999	5.118.595	5.433.682,15
2000	5.166.879	5.397.160,07
2001	5.062.948	5.360.637,99
2002	5.033.705	5.324.115,91
2003	5.080.465	5.287.593,83
2004	5.157.177	5.251.071,75
2005	5.176.852	5.214.549,68
2006	5.264.100	5.178.027,60
2007	5.323.425	5.141.505,52
2008	5.469.434	5.104.983,44
2009	5.412.572	5.068.461,36
2010	5.411.129	5.031.939,28
2011	5.266.184	4.995.417,20
2012	5.231.142	4.958.895,12
Prediction		
2014		4.885.850,96
2015		4.849.328,88
2016		4.812.806,80
2017		4.776.284,72
2018		4.739.762,64

The number of live births was 6.127.602 in 1980, while the prediction for 2018 is 4.739.763 which means 22.6% decline.



Picture 4. The trend of birth rate in European Union and prediction for the future

According to the Population Reference Bureau's list of the fastest-shrinking countries in the world, Macedonia is on 21st place, Bosnia and Herzegovina is on 5th place, while Bulgaria (4th place), Latvia (6th place) and Lithuania (7th place) are the countries from European Union which are ranked on the top on this list. In details, the population in Macedonia was 2.054.000 in 2010 and it is expected to be 1.867.000 in 2050 which means 9.1% decrease. The population in Bosnia and Herzegovina was 3.843.000 in 2010 and it is expected to be 3.075.000 in 2050 according to the forecast, which means 20% decrease. From EU countries, Bulgaria is the country with the fastest percentage of decrease (21.9%) ranked on the 4th place on this list⁷.

CONCLUSION

From the conducted analysis, we can conclude that the situation with the birth rate in analyzed countries, especially in Macedonia and Bosnia and Herzegovina is worrying. Thus, the information show that Macedonia had and still has the highest birth rate of 10.8 live births per 1,000 inhabitants. On the second place is EU with 10.4 live births per 1,000 inhabitants, while Bosnia and Herzegovina with 8.8 live births per 1,000 inhabitants is in the end.

The continuing trend of declining birth rate indicates the need for urgent measures at state level. These measures include greater financial support for young parents, changes in labor law towards better mother's protection, job for every mother, public propaganda about the positive effects of having a child and the negative effects of an abortion.

⁷ Population Reference Bureau, <http://www.prb.org/>, 03.06.2014

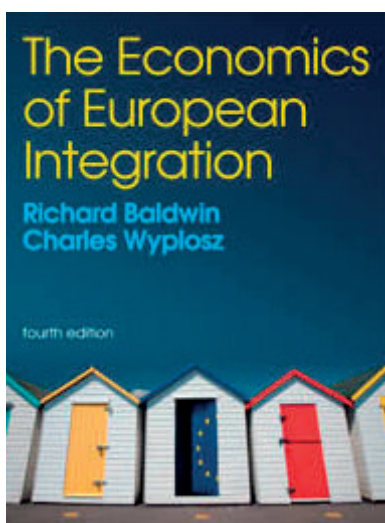
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THE ECONOMICS OF EUROPEAN INTEGRATION

**Richard Baldwin, Charles Wyplosz, Fourth
Edition, McGraw-Hill Education, 2012**

Sandro Čošabić¹



And what is the plight to which Europe has been reduced?...over wide areas a vast quivering mass of tormented, hungry, care worn and bewildered human beings gape at the ruins of their cities and their homes, and scan the dark horizons for the approach of some new peril, tyranny or terror. That is all that Europeans, grouped in so many ancient states and nations... have got by tearing each other to pieces and spreading havoc far and wide.

Yet all the while there is a remedy... It is to re-create the European Family, or as much of it as we can, and to provide it with a structure under which it can dwell in peace, in safety and in freedom. We must build a kind of United States of Europe.

Winston Churchill, Zurich, 19 September 1946²

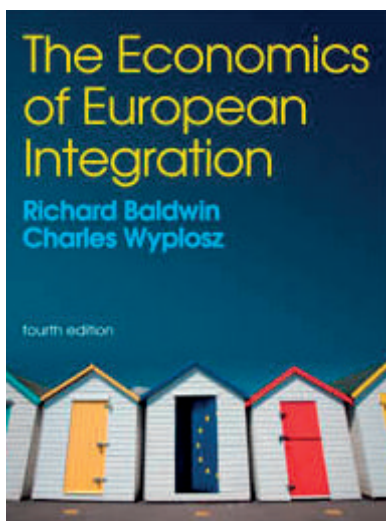
¹ Sandro Čošabić, MA, PhD student at the Law Faculty, University of Belgrade

² Baldwin, R., Wyplosz, C.: The Economics of European Integration, McGraw-Hill Education, 2012, p. 3;

EKONOMIJA EVROPSKIH INTEGRACIJA

Richard Baldwin, Charles Wyplosz, četvrto izdanje, McGraw-Hill Education, 2012

Sandro Čošabić¹



I u kakvo je to stanje Evropa bila svedena?... Preko širokih područja ogromna drhtava masa izmučenih, gladnih, zabrinutih i zbunjenih ljudi kojii zure u ruine svojih gradova i domova i prate tamne horizonte, očekujući neku novu opasnost, tiraniju i teror... To je sve što imaju Evropljani, grupisani u tako mnogo drevnih država i nacija...uporno se boreći jedni protiv drugih i šireći razaranje na sve strane.

Ipak, postoji i rješenje... Treba ponovo stvoriti evropsku porodicu, ili koliko god od nje je moguće, sa strukturom u kojoj će ona moći da bude u miru, sigurnosti i slobodi. Moramo da izgradimo neku vrstu Sjedinjenih država Evrope.

Winston Churchill, Ciri, 19. septembar 1946²

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² Baldwin, R., Wyplosz, C.: The Economics of European Integration, McGraw-Hill Education, 2012, p. 3; Iz obraćanja Winston-a Churchill-a: http://www.cvce.eu/en/obj/address_given_by_winston_churchill_zurich_19_september_1946-en-eacb02e7-ea6b-4299-aa43-10819f0d44bf.html

The Economics of European Integration, Fourth Edition, published by McGraw-Hill Education in 2012 is a valuable contribution to the literature in the area of European economic integration.

As the authors mention in a preface: “the goal of the book is to provide an accessible presentation of the facts, theories, policies and controversies that are necessary to understand Europe’s economic integration process”. Building on historical and political background necessary to explain (not only) the beginning of the integration process, authors combine both micro-economic and macroeconomic aspects and policies of the European integration. The final result is an accessible introductory book not only for students taking courses on European (economic) integration, but for other interested audience as well. The whole text does not require much prior economic knowledge and many chapters are self-contained in the sense that provide most of the necessary economics.

The book consists of 5 parts and 19 chapters. Table of contents, as well as a sample chapter are available on the internet³. Each chapter ends with summary, self-assessment questions, essay questions and further reading suggestions. Online learning center⁴ provides additional useful resources, such as chronology, self-test quizzes, power point presentations and glossary.

This edition contains numerous changes and additions; some parts of the book are new, some rewritten. Let us mention only a couple of them:

- The Lisbon Treaty has been integrated into the text: one of important changes was the elimination of the three-pillar structure by integrating Justice and Home affairs - the third pillar - into the first one, creating the two - pillar structure: a supranational and an intergovernmental. Other changes, just to name a few, such as new posts of the President of the European Council, the High Representative of the Union for Foreign Affairs and Security Policy, and a new umbrella organization - the Court of Justice of the European Union - have also been introduced to readers.
- Chapter 19 is new, dedicated to the Eurozone crisis and can be interesting not only to students and economists, but to broader audience interested in this subject as well.
- Chapter 15 is dedicated to the theory of optimum currency area (OCA). It was present in the previous edition but is mentioned here because it remains very interesting and is connected to the chapter dedicated to the Eurozone crisis. Decision to create euro was based on both political and

From the address given by Winston Churchill: http://www.cvce.eu/en/obj/address_given_by_winston_churchill_zurich_19_september_1946-en-eacb02e7-ea6b-4299-aa43-10819f0d44bf.html

3 http://highered.mheducation.com/sites/007713172x/information_center_view0/index.html

4 http://highered.mheducation.com/sites/007713172x/student_view0/index.html

Ekonomija evropskih integracija, četvrto izdanje, koju je objavio McGraw-Hill Education 2012. godine predstavlja vrijedan diprinos literaturi iz oblasti evropske ekonomske integracije.

Kao što autori navode u predgovoru: 'cilj ove knjige je da pruži pristupačan prikaz činjenica, teorija, politika i kontroverzi potrebnih da bi se shvatio proces evropske ekonomske integracije.' Uzimajući za polaznu osnovu istorijski i politički osvrt koji je nužan kako bi se objasnio (ne samo) početak integracionog procesa, autori kombinuju i mikroekonomski i makroekonomski aspekt i politike evropske integracije. Konačan rezultat je pristupačna uvodna knjiga ne samo za studente koji slušaju predmete iz oblasti evropskih (ekonomskih) integracija, nego i za druge zainteresovane čitaoce. Kompletan tekst ne zahtijeva mnogo prethodnog ekonomskog znanja i mnoga poglavlja su sama za sebe dovoljna u smislu da pružaju većinu neophodnih znanja iz ekonomije.

Knjiga se sastoji od 5 dijelova i 19 poglavlja. Sadržaj, kao i ogledno poglavlje su dostupni na internetu.³ Svako poglavlje se završava kratkim pregledom, pitanjima za samoocjenu, pitanjima za esej i prijedlozima za dalje čitanje. Centar za učenje putem interneta⁴ pruža dodatne korisne izvore, kao i hronologiju, kviz za samotestiranje, power point prezentacije i indeks pojmova.

Ovo izdanje sadrži brojne izmjene i dodatke; neki dijelovi knjige su novi, neki prerađeni. Spomenućemo samo nekoliko njih:

- Lisabonski sporazum je uključen u tekst: jedna od bitnih promjena se odnosi na ukidanje strukture sa tri stuba putem objedinjavanja saradnje u oblasti pravosuđa i unutrašnjih poslova - trećeg stuba - u prvi, te tako stvarajući strukturu od dva stuba: međuvladin i nadnacionalni. Druge promjene, a navešćemo samo neke, kao što su predsjednik Evropskog vijeća, Visokog predstavnika Unije za inostrane poslove i poslove sigurnosti, te nova krovna organizacija – Sud pravde Evropske unije – su takođe predstavljeni čitaocima.
- Poglavlje 19 je novo, posvećeno krizi u eurozoni, i može biti interesantno ne samo studentima i ekonomistima, već i široj čitalačkoj publici koju zanima ova oblast.
- Poglavlje 15 se odnosi na teoriju optimalnog valutnog područja ('OVP). Ovo poglavlje je bilo prisutno i u prethodnom izdanju, ali je ovdje spomenuto jer je još uvijek veoma zanimljivo te povezano s poglavljem koje se odnosi na krizu u eurozoni. Odluka da se kreira evro bila je zasnovana i na političkim i ekonomskim argumentima. Analizirajući pojedine kriterije (mobilnost radnika, diverzifikacija proizvodnje, otvorenost, fiskal-

3 http://highered.mheducation.com/sites/007713172x/information_center_view0/index.html

4 http://highered.mheducation.com/sites/007713172x/student_view0/index.html

economic arguments. Analyzing individual criteria (labor mobility, production diversification and trade dissimilarity, fiscal transfers, homogeneous preferences and solidarity) in order to check whether the Eurozone meet them, the authors conclude: "...the partial fulfillment of the OCA implies that, given that the decision to go ahead has been taken, there will be costs. The OCA theory identifies these costs and suggests two main conclusions: the costs will mainly arise in the labor markets and fiscal transfers will have to be rethought"⁵.

This is a very good introductory text, although less demanded than, for example, another good book on the same subject – "*European Integration – Methods and Economic Analysis*"⁶ by Jacques Pelkmans, but better than the previous edition - and worth every penny.

5 Baldwin, R., Wyplosz, C: *The Economics of European Integration*, McGraw-Hill Education, 2012, p. 425

6 Pelkmans, J., *European Integration – Methods and Economic Analysis*, Third Edition, FT Prentice Hall, 2006

ni transferi, homogenost preferencija te solidarnost) kako bi se provjerili da li ih eurozona ispunjava, autori zaključuju: ‘... djelimično ispunjavanje uslova OVP podrazumijeva da, s obzirom da je donesena odluka da se krene dalje, pojaviće se i troškovi. Teorija OVP identifikuje ove troškove i predlaže dva osnovna zaključka: troškovi će se uglavnom javiti na tržištu rada, a o fiskalnim transferima će se morati ponovo razmisliti’⁵.

Ovo je veoma dobar uvodni tekst, mada manje zahtjevan od, recimo, druge dobre knjige o istoj temi – ‘Evropska integracija – metode i ekonomska analiza’ koju je napisao Jacques Pelkmans⁶, ali bolja od svog prethodnog izdanja – te vrijedna svake uložene marke.

5 Baldwin, R., Wyplosz, C: The Economics of European Integration, McGraw-Hill Education, 2012, p. 425

6 Pelkmans, J., European Integration – Methods and Economic Analysis, Third Edition, FT Prentice Hall, 2006