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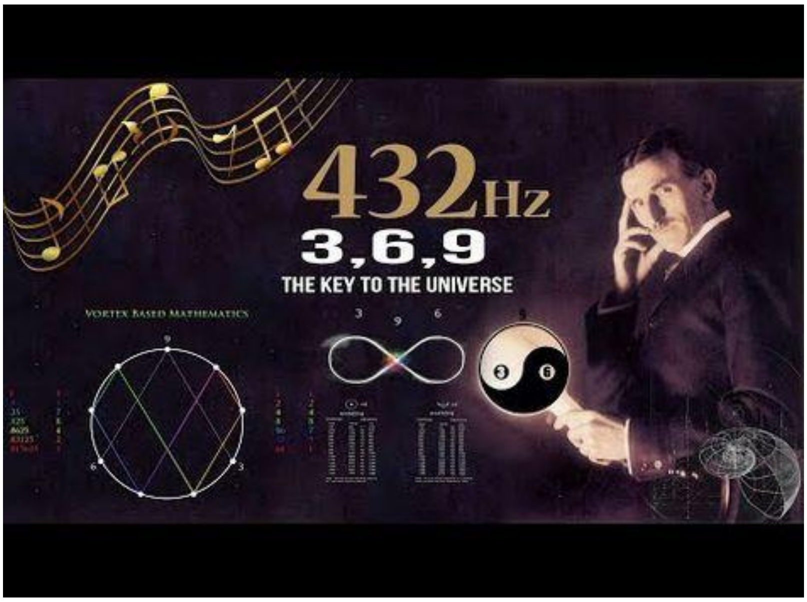
TESLA'S GOLDEN RATIO 3:6:9

Branko R. Babić[1]

Those of us working to consolidate the Nikola Tesla Legacy are forever researching and examining available information to try and refine our understanding of Tesla innovations and one such project has been considerably challenging. Tesla refined a mathematical ratio that he stated was the key to understanding the Universe. Well, of course, such an important statement from Tesla must mean that he had worked out fundamental laws which govern all we see around us and the work to unravel what this fundamental "Golden Ration" relates too, has proven to be an irresistible and time consuming challenge. No evidence has been uncovered which will confirm what is put forward for consideration but the Ratio works well, in adding and removing energy from vibrating systems.



Graphic 1

"If you only knew the magnificence of 3,6,9 then you would have a key to the Universe"

Many researchers have spent a great deal of time and energy trying to work out what this relationship refers to but as an introduction to one possible application of this ratio a "Thesis for Discussion", was put forward for presentation to innovator groups. Tesla spent many decades working on fundamental frequencies resonance, energy associated with these frequencies and ways of calculating how fundamental

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frequencies interrelate. The effort was directed at finding ways to work vibrating systems as needed and optimise the relationship existing in complex vibrating systems carrying energy.

The following study is work in progress and assumes that the above ration relates to frequency and its energy and is taken to be a method for varying energy in other vibrating systems. Adding energy synergically in phase to fundamental frequencies, increases the energy of the base frequency and conversely, by synchronously adding out of phase vibrational energy to a given vibration, results in annihilation of both energy terms. How vibrating energy is combined has a very great effect on the resultant energy output of an assembly and an analysis is put forward to demonstrate how the 3:6:9 rations can be applied and why it is so universally applicable to problems relating to varying the energy carried by any given frequency.

It has long been known that certain sound and vibrations induce a sense of peace and well being and man has for a very long time used chants that induce good feelings in people and promote good health. Given vibrations have been used for millennia by shaman of old and witch doctors and many other applications of a musical nature have been employed to induce a sense of well being. The rhythmic thumping of a stick on a resonating log was well understood by healers of old and ceremonies always used such rhythmic sounds to create atmospheres that relaxed and enchant gatherings. In our scientific times we understand and can reproduce precisely the sound frequencies that achieve such effects and more importantly researchers like Tesla worked out why such rhythmic systems work. If Figure 1 is a standing wave, then the nodes become critical to the thermodynamic stability to its energy flux.

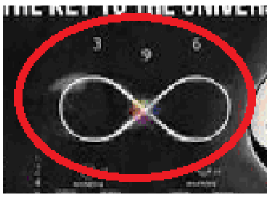

Fig 1
Is this the cue as to how Tesla used the 3:6:9 Ratio

In the late 1890s Tesla was working on combining vibrational energy to vary the amount of work done by given vibrations and in his analyses, he identified the frequency at which human bodies vibrated. Much to his surprise, it turned out that not only did various objects vibrate at given frequencies but that buildings and the entire planet vibrated at 7.83 cycles per second. Tesla postulated that the entire universe and everything in it also vibrated at a fundamental frequency and it did not take Tesla long to try and vary the strength of various frequencies. He quickly discovered that adding energy to given vibrations at exactly the right moment in the vibrating cycle, increased the vibrational energy output of the system.

This discovery sparked and opened up an entire science of frequency modulation that had been known about but neglected and as Tesla's continued experimenting on various objects, including his laboratory, he on one occasion, synchronously added energy to the fundamental vibrational frequency of the building and discovered to his alarm that the bricks were shaking loose. As he continued his research he reportedly caused panic in the neighbourhood and on one occasion, he could not shut down his frequency amplification machine and demolished the building he worked in? In time, Tesla continued this research to generate earthquakes and was greatly admonished by the State Authorities. All this experimentation has a specific goal in mind as Tesla was trying to generate energy transfer from one end of the world to the other.

His research was difficult because the complexity of blending the vibrational energy inputs was a new science that had not been refined and a great deal of research had to be done on vibratory synchronicity. There was a major problem of how to determine optimum frequencies to achieve a given result. It was difficult to determine which frequency to add and at what time in the cycle of vibrations to achieve perfect synchronicity and maximum energy transfer. To simplify the difficulty and as a means of explaining the problem Tesla was trying to resolve, a laboratory generated vibrational trace is used. Figure 2 is an image of an oscilloscope trace, reflecting the regions of high energy (compression dark trace) and regions of minimal energy flux (rarefaction spaces in between the dark sectors) are shown on the graph of a vibratory cycle. An energy trace of a vibration is made up of compressive and rarefactive regions during a vibratory cycle.

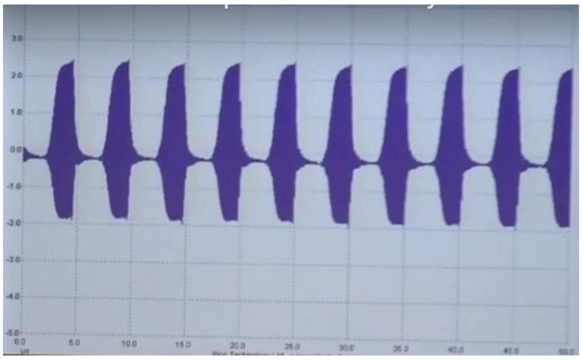

Fig 2

Pulsed output of vibratory energy.

In laboratory experiments using modern technology, the above energy distribution can be simplified by recording the energy trace on a time scale and Figure 3 demonstrates the energy distribution characteristics of a vibratory flux.

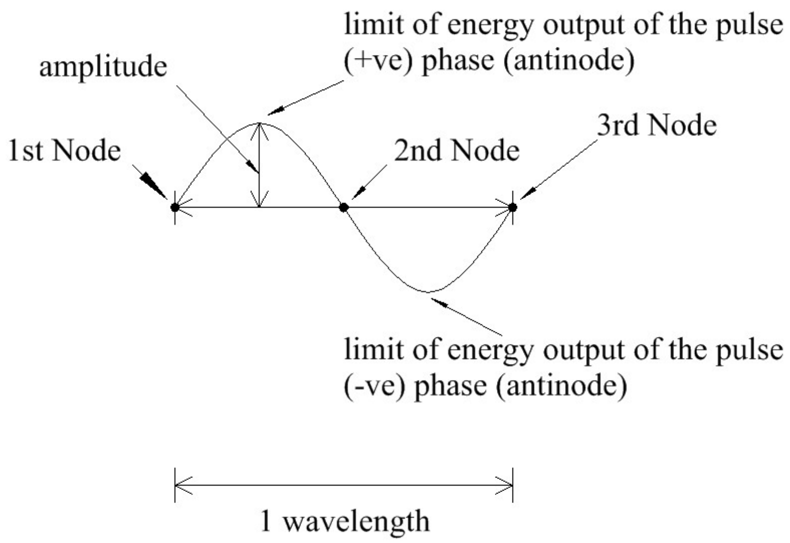

Fig 3

A diagram demonstrating the basic components of a pulsating wave.

To better understand the energy flux during a typical cycle a set of graphical drawings is presented which deal with individual components of the vibrating cycle. In Fig 4 a typical fluid displacement cycle is presented. There is evident a positive phase of the vibration where the compression phase is demonstrated in the vibration, highlighted with a thicker line and a regressive part of the cycle shown below the time line during the rarefaction phase. All vibrations therefore have a compression and rarefaction phases. Compression phase is seen at the nodes and rarefaction at the antinodes.

The energy flux of the vibrating system can most easily be understood if the vibrational phases in the graphs are linked to the position of the terminal end of the tuning fork limb. The drawing to the right of the above kinetic energy graph demonstrates the position of the limbs during any given vibrational phase.

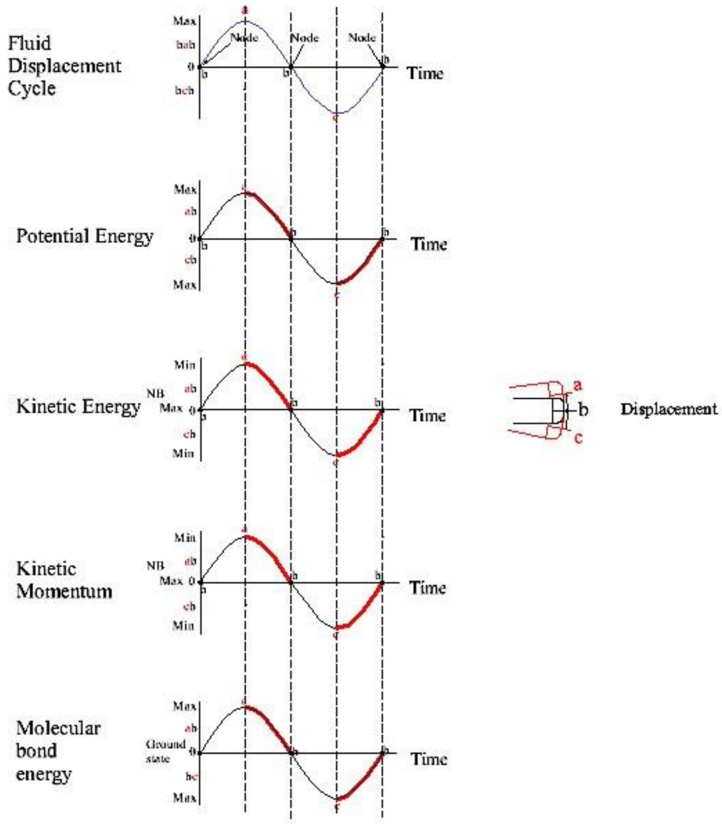

Fig 4

Synchronised graphs of the energy distribution
during a vibration cycle of a tuning fork.

The Potential Energy Graph demonstrates the place during a vibration where energy is being absorbed by the vibrating system and the region of the cycle where the absorbed energy is released into the vibrating system. Here, it can be seen that energy is absorbed in the first quarter of the vibrational phase and released in the second, to complete the compression half cycle of the vibration by releasing energy. The released energy is then again absorbed by the system during the rarefaction phase in the third quarter of the cycle, to again be released into the system in the forth quarter of the cycle. There is therefore absorption and emission of energy during any vibrational cycle. Thin lines represent absorption of energy by the system and thick lines, the release of energy from the system into the environment.

The Kinetic Energy Graph demonstrates the vibrational energy state during the absorption and release of the energy by the vibrating system. The important feature to note is that in this case, the absorbed energy has minimal kinetic energy at position "a", the antinode in the cycle and is at its maximum value at position "b" the 2nd and 3rd nodes. It is the kinetic momentum of the vibrating members that forces the vibration to traverse the null energy flux sites at the nodes and impart energy to the participating molecules of the vibrating system during the regressive phase of the cycle. The imparted kinetic energy displaces the vibrating limbs to its regressive maximum value at "c" and there is again a release of energy into the system during the last quarter of this phase.

The next graph links the potential and kinetic energy of the vibrating system to the Kinetic Momentum of the vibrating members and as can be seen from the graph the kinetic momentum is at zero when the tuning fork limbs are at their maximum displacement i.e. there is at this point of time no movement of the limbs. When the energy is being discharged into the system the kinetic momentum reaches its maximum value at the "Null Energy" points of the cycle at "b", the nodes. Energy from the participating energy vibrations is at its maximum value at these sites of the vibrating cycle because the vibrating limbs have discharged their energy into the vibrating system.

The fine detail of these energy exchanges relate to the state of the molecular configurations of the vibrating system. When the limb is displaced to point "a" on the graph the molecules of the system are in their most stretched positions and that induces the maximum stress on the molecular bonds. This high energy state reflects in the maximum potential energy of the system, minimum kinetic energy and no movement of the limb. As the vibrating limbs move away from this maximum displacement position they release energy into the system and the limbs move, to gain kinetic momentum and release energy during this second quarter of the cycle. At the nodes, the molecules have discharged their potential energy to attain their thermodynamically stable positional configuration so that the node can be considered as the "ground state" of the vibrating system. At these points in the cycle the limbs of the tuning fork have discharged all their energy and are in the Null Energy state. It is the kinetic momentum of the limb mass that forces the molecules of the limb material into a distorted configuration by absorbing the energy of the kinetic momentum. The molecules distort into a state of tension because the molecular bonds of the tuning fork material are stretched. There is a cyclical release and uptake of energy in vibrating system which can be varied with additional energy input at the node points.

The state of the energy flux in the vibrating period is of considerable importance because the place along the forth dimension, the time scale of the cycle, at which additional energy is superimposed on the fundamental vibrational phase has a major effect on fundamental frequency characteristics. All of Tesla's work on controlling the energy superimposition of the frequency he was modifying depended on superimpositions of energy to be timed precisely. A further explanation of the energy flux is consolidated in Fig 5 to demonstrate where the rarefaction and compression occurs in any given vibratory cycle.

Most text books on Fluid Dynamics state that compression and rarefaction phases during a vibrational cycle are positioned at the antinodes. The compressive phase is considered to be at the antinode of the +ve phase of the vibration and the rarefactive phase, at the antinode of the negative phase of the vibration[1]. This Thesis argues that the compressive and rarefactive phases of the vibration must be considered in terms of the energy flux of the vibrating media and not its potential energy maxima. Indeed, all of Tesla's 3:6:9 calculations are related to the energy flux at the maximum measured kinetic momentum of the vibrating media and that position is at the nodes of any given vibration. See Fig4 & 5.

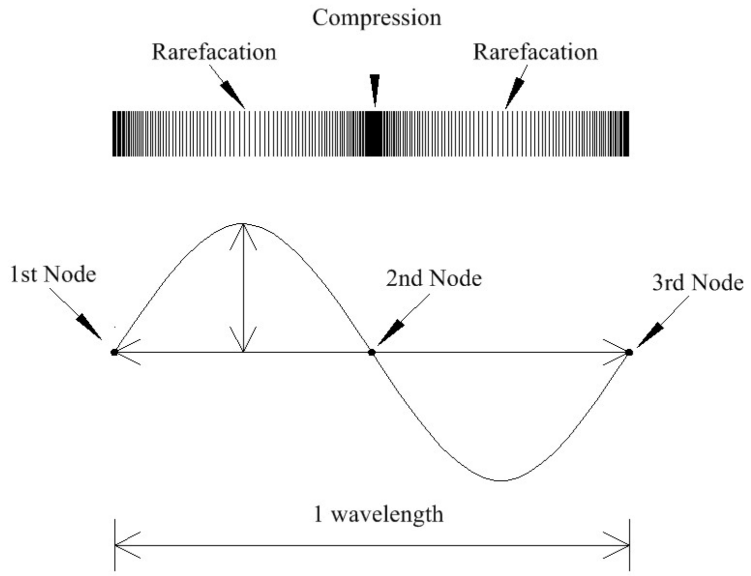

Fig 5

Energy characteristics during a cycle of a given vibration.

At the first node energy is being added to the vibrating system but as the vibration precesses along the time line no further energy input occurs at the antinode. As the charged apparatus releases energy into the vibrating medium the released energy achieves its maximum output at node 2. At this site (see kinetic momentum graph Fig 4) the imparted energy attains its greatest flux and it is at these sites that energy synchronisation achieves its best effect. In the above representation the energy flux of the medium imparts energy to the vibrating elements. The vibrating mechanics are again stressed to attain maximum potential energy at the (–ve) antinode, to then release energy into the medium, in the last quarter of the vibratory cycle.

The energy uptake and release during any cycle is of the utmost importance to synchronous coordination of frequencies. Fig 6 exemplifies the energy uptake and release during a typical vibrational cycle. The clear areas of the cycle are durations of the vibratory workings during which energy is absorbed by the vibratory mechanics and the shaded areas are regions of the cycle where energy is released from the vibrating mechanics into the environment.

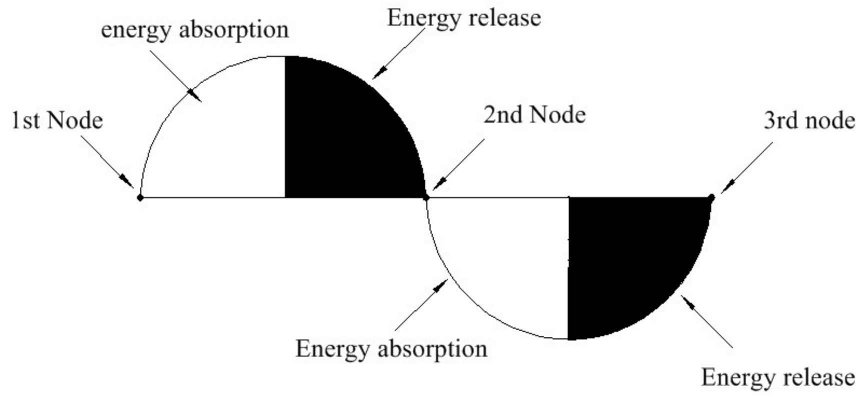

Fig 6

Vibrating system absorbing and releasing energy during 1 cycle.

And so Tesla describes the energy throughput of a vibration in an attempt to synchronise energy transfer from calculated frequencies to existing vibrating systems. He worked out a means by which energy can be added or removed from the vibrating arrangement by the exact interaction of energies across null energy flux sites to control the work done by vibrations.

In further experimental trials on standing waves, Tesla determined that control of energy transfer at the nodes can be managed so that only a half of the vibratory cycle is used to add energy to the working frequency. He discovered that adding the energy of half a cycle of the vibration, resulted in 100% more energy being transferred from the calculated frequency compared to the addition of the energy flux of a whole vibration. He continued to experiment and worked out that when the synchronisation between the calculated frequency and the working frequency was so controlled that only the energy released from a quarter of the vibratory cycle, that the energy transfer was 3 times greater then that of the whole cycle?

After decades of strenuous effort Tesla had optimised a system to allow him to precisely synchronise vibrating system and control energy output of any vibration. His “Golden Ratio” of 3:6:9 relates according to this discussion to a way of adding energy, when applied in phase, to any vibrating system. To further exemplify the ratio Fig 7 describes how the calculated frequencies match exactly the in phase transfer of energy via the node sites of the vibratory cycle.

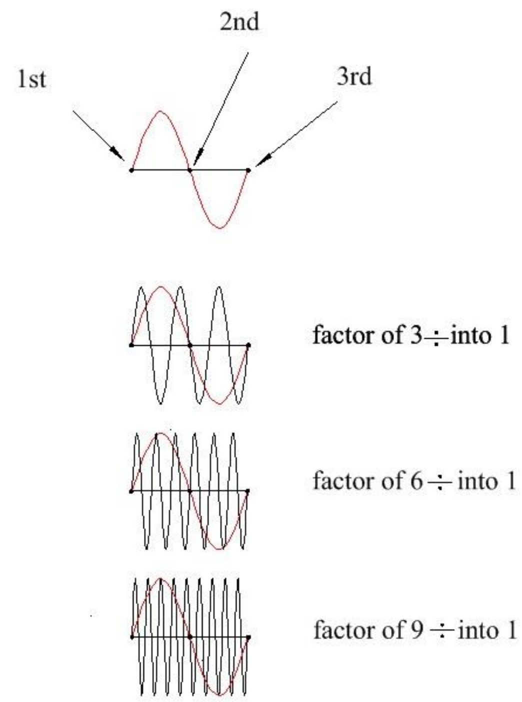

Fig7

A fundamental frequency divided by Tesla's 3:6:9: factors.
Note that all calculated frequencies traverse the nodes.

When Tesla extended his analyses of the 3:6:9 ratios to calculate longer wave length values he discovered that the ratio applied equally as well to longer wavelengths so that this magical ratio allowed the manipulation of energy variation to shorten fundamental frequency periodicity and calculate extended wavelengths he wanted to work with. As an example of his calculations it was confirmed with detailed graphical examples, that the ration again traversed all the node positions of the fundamental wavelength he was working with. Total synergic compliance was achieved with his 3:6:9 calculations.

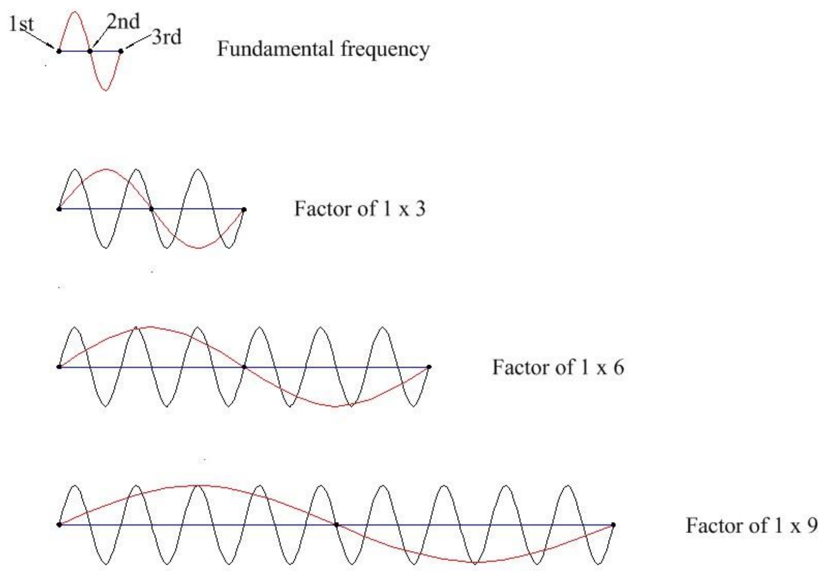

Fig 8

Calculated wavelengths and the fundamental frequency wavelength pass through the 1st, 2nd and 3rd nodes to impart energy to the ff.

Good science is reproducible and stands the test of critical inspection and as a means of looking more closely at the point at which the 3:6:9 frequencies traverse the nodes on the 1st, 2nd and 3rd intersections of the worked frequencies, an exact graphical representation was drafted using Professional CAD software, accurate to 6 decimal places, a scaling and snap facility to precise grid positions, to plot the intersections between the ff and the calculated frequencies. As an example only, a Tesla's factor 9 scaling calculation was used to plot the graph in Fig 9 and when analysed at great magnification, the null point energy flux intersection on the time scale, demonstrated remarkable synergy between the ff and the calculated value! The greater the enlargement the more accurate the cross over synergy between the energy fluxes is apparent. All this was available to the world in the 1890 when Tesla presented and used the development but none of it was transferred into the public domain and all subsequent attempts by researchers to apply the know how was smothered?

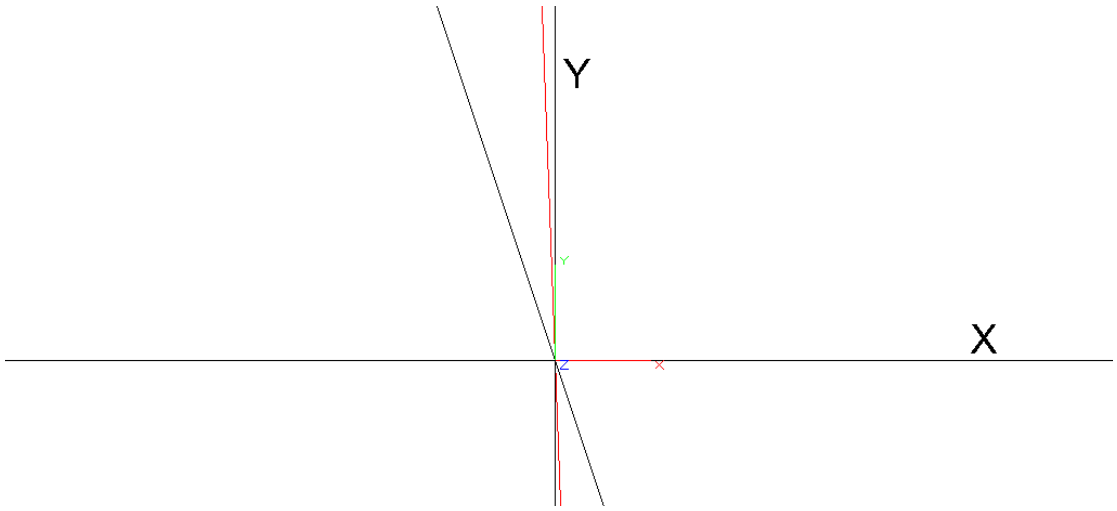

Fig 9

The red line is the fundamental frequency vibration and the black the calculated value. NB that at this extreme enlargement both vibrations traverse the time scale at a node, the null point of the energy flux of both vibrations.

More recently, a Professor of music, Anthony Holland in the USA, was conducting trials in a well established modern medical laboratory, using the best equipment available and working under strict scientific protocols, working to test the effectiveness of Dr Rife's 100% cure for cancers. Dr Rife refined and used this resonance methodology to shatter cancer cells to great effect as far back as 1935, so Holland repeated those experiments and demonstrated that not only was this methodology scientifically sound but that the effectiveness of Rife's frequencies could be substantially made more effective by synergically adding the 11th harmonic to the ff used. In great anticipation, results are awaited from trials which apply the Tesla 3:6:9 calculations instead of the 11th harmonic, to compare how effectively the Tesla calculations destroy cancer cells. Cancer morphology is variable and each classification of the disease requires that frequencies applied be identified and confirmed as useful in treatment.

The addition of such synergic energy vibration resulted in a very substantial improvement in the rate and extent of cancer cell destruction. Here too, was a vibrational energy source that seemed to be well matched with the vibrational energy of the ff used and a CAD drawing scaled to the exact parameters specified in the Tesla 3:6:9 ratio, demonstrated graphically the synergic relationship between the worked frequency and the calculated frequency Holland used. When used with the 11th harmonic synchronised to traverse the 1st, 2nd and 3rd nodes of the ff, the two energy vibrations intersected the null point energy site in "almost" the same place. The 11 harmonic substantially fortified the ff vibrations to make the bombardment of cancer markedly better at destroying cancer cells but the harmonic was not a perfect synergic synchronicity observed with the 3:6:9 Tesla Ratio. Over time the frequencies misaligned and the efficiency of the combined energy sources faded. See: http://www.ebritic.com/?p=643875

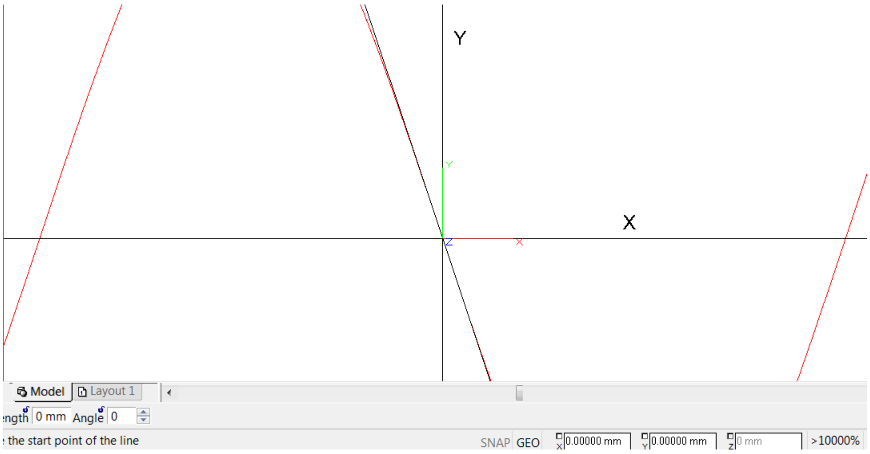

Fig 10

Anthony Holland's 11th harmonic initially traverses the node positions of the ff use but is not as accurate as the 3:6:9 calculations.

Many other examples of using the ratio can be quoted because there are a number of ongoing research projects to identify the use of 3:6:9. Several projects are looking at the use of this ratio, said to be buried in the numerical values Tesla worked with. Tesla was held prisoner by the nefarious Mafia encircling him and because he could not escape their strangle hold he buried false date and secreted it away knowing it would be found and acted upon and there are many examples where it can be identified that Tesla tried to hide what he was researching. But he was so prolific and generated such a flood of money making projects that the self interest, vigilante Mafia, whose credo was one where succeeding and becoming rich by theft and criminal activity was acceptable and indeed lauded, went to great lengths to spy on Tesla and made sure that nothing he developed was hidden from them[2].

The abuse Tesla experienced is in today's times very much more sophisticated and theft of Intellectual Property[2] is so extensive that most innovators no longer bother to innovate and submit patent applications. As an example, statistics available from the UK IP Office show that in the 1970s, there were on average well in excess of 40000 granted patents each year but the most recent statistical data available, shows that only some 6000 odd patents were granted to innovators. A catastrophic collapse in innovation and not only because innovators cannot protect their work nor can they enforce their patents in the Civil Courts of Law[3]. And yet, most industrialised societies state that innovation is the driving engine of successful economies?

Modern technology facilitates incursion into people's computers and thieves can download anything being worked on without the individual being ware and as all phones can be tapped, emails intercepted, faxes downloaded, mail opened and read before being delivered, bank accounts examined, medical records retrieved by nefarious interests etc it becomes obvious that individuals cannot prevent theft of their work. The Law, established to ensure justice for all, no longer works[4]?

Refusing to stop working and reveal the whereabouts of his research the Mafia murdered Tesla and ransacked his belongings, stealing whatever information they found. To date, only some of the names of those directly involved in the torture and murder of Tesla are known but it seems to many, that the same self appointed Mafia is more active today than it has ever been?

Given that Tesla set false trails relating to his research the synchronicity application seems to be very applicable to the mechanics of the universe and to test the concept and apply it to known phenomena, a useful test of applicability is to superimpose the calculated values on established examples. Of particular interest is the fundamental resonance hub of the Universe and the stated fundamental resonance of heavenly bodies. Tesla calculated the ff of our planet and stated that it was 7.83Hz and that not only the planetary mass vibrated at that frequency but all else on the planet as well. Given that our bodies also vibrate synergically at this frequency it is of considerable importance to examine the ff of the planet and superimpose its cyclicity on the Universal Hub Frequency of 432Hz.

Tesla curtailed his effort to determine the precise value for the fundamental vibrational frequency of earth presumably because of factors not available to researchers at the time and he settled for a calculated value of 7.83HZ. Some 50 years later, Schumann also attempted to calculate this frequency but gave up and settled for the already established Tesla frequency of 7.83Hz. Note that neither researcher attempted to provide a more accurate value than two decimal places?

Using the above described synergic compliance of calculated and experimentally determined resonance frequency, the frequency of earth was superimposed onto the Tesla specified Universal Hub of 432 Hz and when the calculated value is superimposed on the universe's resonance hub, it became clear that there is no exact synergy at the nodes between the 432Hz and 7.83Hz vibrations. It seems clear that there are unknown factors which need to be taken into account when estimating the value of the vibratory frequency of planetary masses. Further calculations using the node synergy only, gave a closer match between the intersecting nodes at a calculated value of 7.854(2^)Hz. The figures of ~54 repeated twice further down the decimal scale but as Tesla stopped his calculations at two decimal places, no further calculations were undertaken. As a mathematical exercise, a colleague Branko Gasevic, showed that the ~54 figures, recurred for many decimal places beyond the original evaluations and well beyond the accuracy Tesla worked to, imparting unknown properties to the vibrating mass?

Accurate determinations of vibrational frequencies are possible using the node intersections between the determined and the calculated and we have yet to confirm that the 432Hz fundamental hub is correctly measured. Missing variables introduce impossible complexity so to date no one has tried to provide a more accurate fundamental resonance frequency for our planet. Using the synergic superimposition of frequencies does show that refinements to the 7.83Hz and 7.85Hz are required so further study is awaited.

It can be speculated, that the density of the planet varies as the planetary volume increases and contracts as it vibrates to dissipate energy via scalar dynamics so the missing variables related to knowing the exact dimensions of the planetary volume and its density during a vibration but those values are to this day elusory. If indeed the missing variables relate to the variance in density and volume of the planet then it is not clear how Tesla hoped to provide enough energy to increase the amplitude of mass displaced given that the frictional losses alone must be huge. Any increase in vibrational displacement must be large enough to be useful as a means of tapping energy on the other side of the world?

It seems that Tesla had indeed established the magical formula for control of energy transfer between vibrations and the Golden Ratio of 3:6:9 is a magnificently simple mathematical relationship that allows complete command of energy in vibrating systems. However, it has not been possible to confirm the above Thesis because there are no documents in the Tesla Museum Archives, which describe how Tesla applied the 3:6:9 ratios and there remain “many alternative proposals” that need to be analysed, in an effort to identify what Tesla developed the ratio for?

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B R Babic

SOCIO-PSYCHOLOGICAL ASSUMPTIONS OF THE INHABITANTS IN THE KLIS AREA FOR THE USE OF MEDICINAL HERBS AND HERBAL PREPARATIONS

Darinka Mrčela[2]; Boris Dorbić[3]

Abstract

Because of the diverse climate in Croatia, it has been recorded a large number of medicinal and aromatic species (herbs). In recent times, regardless of the place of residence, inhabitants are increasingly turning to a healthier lifestyle and the use of medicinal herbs, and therefore today there are many products placed on the market but of different quality based on the latter on. The aim of this study was to test attitudes and behaviour related to the use of medicinal plants and herbal products of the Klis area. The results showed that Klis inhabitants possess mediocre knowledge about the usage of medicinal herbs. They consider that treatment with natural preparations is effective, and they get the most information about the use of medicinal herbs through friends and the Internet. Generally, they do not collect plants in nature, and the most consumed are teas and other preparations. This preliminary research can be exploited for the more extensive research on a given topic, when introducing and popularizing new products on the market.
Key words: medicinal herbs, herbal preparations, attitudes and behaviours, Klis.

INTRODUCTION

Today, between 160 and 170 indigenous, medicinal and aromatic plant species are collected and cultivated in Croatia (Šiljković and Rimanić, 2005). Because of the diverse climate, in our country is growing a large number of medicinal and aromatic herbal species. Most of these species have been recorded off the coast and on islands. The use of medicinal herbs for the medical purposes requires products that are not contaminated with pesticides and similar substances (Roša, 2010).
The greatest practical application of medicinal herbs in human life was encouraged by the Charlemagne (742 - 814); in his work ''Capitulare de villis'' he described the instructions for farming of such plants. Also, the Benedictines during the 6th century had started to grow medicinal species (Kolak, et al., 1997). In terms of the Franciscan medicine, the beginnings of the herbal medicine are traced in neighbouring Herzegovina in the 13th century and such practice lasted to the beginning of the 20th century. The Franciscans used various books, codices and pharmaceutical supplies from Italy and the Republic of Dubrovnik (Mandić and Tomić, 2020).

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Grlić (1990) cited in Krželj and Vitasović Kosić (2020) quotes experiences from times of scarcity and world wars that has shown that people have often died of hunger without paying attention and without knowing of the available source of food, i.e., the wild plants. In the modern period, man returns to the collection of wild plants due to the popularization of "healthy diet" (Krželj and Vitasović Kosić, 2020). The time of harvesting medicinal herbs should coincide with the period when the plant has the highest content of active ingredients. Usually are picked: flowers, leaves, fruits, seeds, bark, rhizome, roots, tubers or bulbs (Kantoci, 2009).

In the struggle for survival set in unfavourable conditions, for instance because of the lack of water or nutrients in the soil and unfavourable climatic conditions, plants produce secondary bioactive metabolites, and that may have positive implications and to reduce the risk of various diseases (Skandamis, 2001., cited in Jurica et al., 2018).

The use of medicinal herbs needs to be constantly encouraged, and knowledge about it must be passed on to the future generations. There is also literature data on the creditable implementation of some projects, such as ʻʻFolk medicine-With the use of medicinal herbs to health" where preschool children are introduced to the diversity and application of medicinal herbs (DV Budućnost, 2002). Although the inhabitants of the City of Klis in the modern times due to the enhanced way of life are less attached to nature and plants, as well as the majority of residents in larger Croatian cities, recently, more and more of them are trying to return to the natural lifestyle and make the usage of medicinal plants. Therefore, the aim of this paper was to investigate the attitudes and behaviours of respondents related to the use of medicinal plants and herbal products in the Klis area.

MATERIALS AND METHODS

Area characteristics

The Klis municipality is situated in the coastal micro-region of the Split - Dalmatia County (SDŽ). Klis is best known for its fortress. Klis is 5 km away from Split, and when seen from Split, the top of Klis acts as a cliff where the Kozjak mountain massif stretches from the west and Mosor mountain from the east side. When observing the climatic conditions of the municipality of Klis area, such conditions can be divided and pertained to coastal and hinterland areas. During the vegetation period, prevail the small amounts of precipitation, and the majority of arable soils in the Zagorje (hinterland) area are located on karst-limestone substrates. In the Zagorje area of the Klis municipality, sub-Mediterranean deciduous vegetation is widespread (Development Strategy of the Klis Municipality, 2014-2020).

Figure 1. Research area.
(Source: https://www.openstreetmap.org/)

Survey research

Survey research was used as a source of collecting primary data during the preparation of the paper. Professional and scientific publications and papers were used for the obtaining of secondary data. The aim of the survey was to examine attitudes and behaviours of respondents related to the use of medicinal herbs and herbal preparations in the Klis area. The survey was conducted during the second half of 2020 on a sample of 40 respondents (35 % men and 65 % of women) originating from Klis area. The age structure of the sample was as follows: respondents up to 20 years of age (5 %), from 20 to 30 years (27,5 %), from 30 to 40 years (25 %), from 40 to 50 years (12,5 %), from 50 up to 60 years (12,5%), 60-70 years (7,5 %) of respondents and those of more than 70 years of age (10 %) of respondents. In terms of level of education, the sample structure would be as follows: the percentage of respondents with the primary school (10 %); those with the secondary education (32,5%), higher education (20%), and those with the university degree amounts 37,5 %. Processed data are expressed as percentages (%). Statistical data processing was performed using the SPSS 14 program for the Windows interface.

RESULTS AND DISCUSSION

In Table 1 are presented the results of the attitudes and behaviour of the respondents related to the use of herbs and herbal preparations on the Klis area.

Ord. number	Questions	Offered answers	Replies (%)
1.	From where do you get information about the use of medicinal herbs?	a) books b) friends and acquaintances c) the Internet	a) 25,0 b) 35,0 c) 40,0
2.	Do you collect medicinal herbs for your own use?	a) very often b) occasionally c) almost never	a) 25,0 b) 27,5 c) 47,5
3.	Do you use herbal preparations from herbalists and alternative doctors?	a) very often b) occasionally c) almost never	a) 30,0 b) 47,5 c) 22,5
4.	What types of herbal preparations do you use the most?	a) teas / brews / stews b) tinctures c) compresses	a) 75,0 b) 17,5 c) 7,5
5.	Do you find treatment with herbal remedies expensive?	a) distinctly b) mediocre c) insufficient	a) 30,0 b) 60,0 c) 10,0
6.	Do you think that treatment with the herbal medicines is effective?	a) distinctly b) mediocre c) weak	a) 65,0 b) 27,5 c) 7,5
7.	Do you think that the Dalmatian karst climate has enough medicinal plants for harvesting and use?	a) distinctly b) mediocre c) insufficient	a) 82,5 b) 15,0 c) 2,5
8.	Do you think that the wild medicinal herbs originating from our (Mediterranean) climate are more effective in treatment than the medicinal herbs of continental cultivation?	a) distinctly b) mediocre c) a little	a) 65,0 b) 27,5 c) 7,5
9.	Do you think that the inhabitants of Klis have enough knowledge about the use of medicinal herbs?	a) distinctly b) mediocre c) a little	a) 2,5 b) 57,5 c) 40,0
10.	Do you own professional and popular literature on the use of medicinal herbs?	a) a lot b) mediocre c) a little	a) 15,0 b) 30,0 c) 55,0
11.	Do you order herbal medicines from the European countries?	a) very often b) occasionally c) almost never	a) 7,5 b) 17,5 c) 75,0
12.	Do you use herbal cosmetics?	a) very often b) often c) sometimes	a) 25,0 b) 20,0 c) 55,0

13.	Did you know that your ancestors more often used medicinal herbs?	a) yes b) no c) I don't know	a) 75,0 b) 5,0 c) 20,0
14.	Have you attended workshops or expert gatherings on the use of medicinal herbs?	a) very often b) occasionally c) almost never	a) 2,5 b) 25,0 c) 72,5
15.	Are you satisfied with the offer of products, based on medicinal herbs, on the Croatian market?	a) distinctly b) mediocre c) weak	a) 22,5 b) 60,0 c) 17,5

- Two-fifths of respondents obtain information about the use of medicinal herbs from the Internet, while a third of them find out such information's from friends.
- Slightly less than half of the inhabitants of Klis almost never collect medicinal herbs for their own use, while a quarter of them do so only occasionally, and only 25% of respondents do so very often.
- The largest number of respondents, slightly less than a half, use herbal preparations from herbalists and alternative doctors, while a third of respondents do so very often.
- To the greater extent, the respondents use teas, and only one fifth of the respondents also use tinctures.
- The largest number of respondents, three fifths of them, think that treatment with herbal medicinal preparations is moderately expensive, but slightly less than one third of the respondents consider that it is very expensive.
- Two-thirds of the respondents think that the treatment with herbal medicinal preparations is extremely effective, and a quarter of the respondents perceive that the mentioned treatment is only moderately effective.
- More than 80% of respondents believe that the Dalmatian karst climate has enough quantity of medicinal plants for harvesting and usage.
- More than 65% of respondents believe that medicinal plants of the Mediterranean climate are by far more effective than medicinal plants applied to the continental cultivation.
- Two-fifths of respondents believe that the inhabitants of Klis have scarce knowledge about the use of medicinal herbs, while slightly less than three-fifths of them believe that the inhabitants have herbal mediocre knowledge, respectively.
- Slightly more than half of the respondents have little literature sources on the use of medicinal herbs, while a third of them possess a moderate amount of literature.
- Three-quarters of respondents almost have never ordered any of the herbal medicines from the European countries, while 17,5% of the surveyed respondents orders them from time to time.
- A quarter of the respondents very often use cosmetic preparations based on medicinal herbs: one fifth of them do it very often, and sometimes more than half of the respondents (55 %) use them.

- Three-quarters of the respondents believe that their ancestors used medicinal herbs more often, while one fifth of the respondents do not know whether their ancestors did so.
- The majority of respondents almost have never attended workshops or conferences on the use of medicinal plants. However, occasionally do attend them the quarter of the respondents.
- Slightly more than a fifth of all of the respondents are extremely satisfied with the offer of products based on preparations of medicinal herbs placed on the Croatian market. Three-fifths of the respondents is averagely satisfied, but 17,5 % of them are not satisfied with the above mentioned.

It should be emphasized that in the course of the last decade there has been a growing interest in the production, processing, use and marketing of medicinal plants in Europe, as well as in our country (Kolak et al., 2002).

The man has never really abandoned the use of wild plants and collect it today as it has in the time of poverty and hunger when it has been a means of survival, and such knowledge is transmitted from generation to generation (Krželj and Vitasović Kosić, 2020).

Similar research by Dorbić et al. (2018) showed, for the example that Knin residents are looking to supplement to their own diet with herbs and their products. They get the most information about it through the use of the Internet. The most popular herbal preparation is tea. These products are poorly ordered with the use of Internet and is considered that residents of Knin have limited knowledge on the use of medicinal herbs. Some other research done by Dorbić et al. (2019) showed that the respondents also highly evaluate mint and chamomile teas, which are traditionally used in the Klis area as well.

Natural, i.e., ecologically acceptable cosmetics are becoming more and more popular and represented on the market today, with the great potential for growth (Malenica and Dorbić, 2014).

Although medicinal and aromatic herbs are intensively used in food and cosmetics industry, one of the most important applications of these herbs is found in the pharmaceutical industry (Jašić et al. 2014, cited in Dorbić et al. 2015).

CONCLUSION

In recent times, even more residents are inclining to a healthier lifestyle and consequently reach out for the use of medicinal herbs. Therefore, this research was conducted and it was found that the residents of Klis acquire the most information about the use of medicinal herbs throughout the Internet and from their friends. They generally do not collect plants in nature. Most of them sporadically seek the services of herbalists. They mostly use tea as a form of herbal preparation. They are also convinced that treatment with the natural medicinal preparations is effective. The Klis's residents have only a mediocre or little knowledge of the use of medicinal herbs. Only occasionally do they use some of the herbal preparations. They are moderately satisfied with the offer based on medicinal herbs on our market. They believe that their ancestors used medical herbs to a greater extent.

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THE RISE AND DEVELOPMENT OF ENGLISH INTO THE WORLD LANGUAGE

Slobodanka Đolić[4]

Abstract

The English hegemony of the world in terms of language has become the sine qua non of the modern way of life. International communication depends on knowledge of the English language, and digital evolution has contributed to that to the greatest extent. Today, we can say that the whole world is digitally connected into one networked system of interplanetary communications. English has thus become the world's lingua franca language in the business world on a global scale. The question is whether we can predict the further spread of this language or its stagnation, perhaps even its replacement with some other world language?

In this article we want to point out as well as give a basic theoretical overview of the phenomenon of the English language. In the discussion, we rely on the opinions of English linguists to support our idea about the strength of the English people to expand, partially impose, their achievements of civilization by spreading the language worldwide. The world citizens have found the knowledge of English an essentially important element of life. English, therefore, has become a part of everyday life.
Key words: English of the world, digital communication, theoretical overview

INTRODUCTION

The rise of English on the soil of present-day Britain is related to the mid-5th century AD. It was a time when the Roman legions completely withdrew from the British Isle and left the Britons unprotected ready for the savage attack and occupation by Germanic tribes. Very soon the Celtic tribes were enslaved, killed, or exiled. The new Germanic age started to appear and Latin was replaced by the language brought to the Isle by the intruders. English was at the dawn of its birth.

Robert McCrum (2010) developed an interesting idea by saying that English did not originate in Britain but can be traced back to the language spoken in today's north-west Germany.

Another author - linguist writes that "the English language proper belongs to the people who dwell south of Hadrian's Wall, east of the Welsh hills and north of the English Channel" (Bailey, 1991:157).

The historical overview of English development led us into the story when the language grew up into a strong and powerful variety that started to show its mightiness out of the borders of Britain. The support for spreading over three

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continents – North America, Australia, and New Zealand was found in the rising political, economic and social supremacy on the Earth.

The development of the British Empire started in the 15th century without stopping to advance and spread influences across languages to the rest of the continents. As a result, English is considered the world, global, international, and the language of lingua franca.

WHAT CAUSED THE ENGLISH LANGUAGE START ITS DEVELOPMENT INTERNATIONALLY?

"The English language is like London: proudly barbaric yet deeply civilized, too, common yet royal, vulgar yet processional, sacred yet profane. Each sentence we produce, whether we know it or not, is a mongrel mouthful of Chaucerian, Shakespearean, Miltonic, Johnsonian, Dickensian, and American. Military, naval, legal, corporate, criminal, jazz, rap and ghetto discourses are mingled at every turn. The French language, like Paris, has attempted, through its Academy, to retain its purity, to fight the advancing tides of Franglais and international prefabrication. English, by comparison, is a shameless whore."

Stephen Fry, *The Ode Less Travelled: Unlocking the Poet Within*

„Language, be it remembered, is not an abstract construction of the learned, or dictionary-makers, but is something arising out of the work, needs, ties, joys, affections, tastes, of long generations of humanity, and has its bases broad and low, close to the ground. Its final decisions are made by the masses, people nearest concrete, having most to do with actual land and sea. It impermeates all, the past as well as the present, and is the grandest triumph of the human intellect" (Crystal, 1995:86).

Languages are born and develop change through time. Depending on extra-linguistic influences they might die or become supplanted by other languages as, for example, happened with Celtic languages that were supplanted by English and French on the territory of Britain. Languages always have some parent language from which they have descended. Later, through the process of developing, languages grow or die which, in many respects, depends on several factors, of which we will single out the purpose of use and the number of people who speak the particular language. Such is the example of English that developed into the international language during the era of IT communication facilities and started to be applied as an inevitable aid for various purposes while spreading all around the Globe.

"The Sunday Times" in an article published in 1999 develops the current statement about the role of the English language in Britain and around the world. "We seem to be moving … towards a social and linguistic situation in which nobody says or writes or probably knows anything more than an approximation to what he or she means" (The Sunday Times 1999).

The complexity of English language pronunciation and orthographic representation of words is mostly caused by the great impact English suffered from during its long-time history. Since its birth, it has been exposed to various linguistic influences coming from the country's invaders who occupied and settled on the British territory. "English used to be a language which foreigners couldn't pronounce but could often understand. Today, it is rapidly becoming a language which the English can't pronounce and few foreigners can understand" (The Daily Telegraph 1968).

There is a long way to go for one language to become a worldwide-spoken language variety. Since its birth in the far-away past, English has experienced great temptation for survival when influences of other languages threatened to suppress it and change the course of its development. The English language not only exceeded its threats but strengthened its linguistic power over all other world languages to become the language of the world by the end of the 20th and the beginning of the 21st century. Since English has almost reached the peak of its growth, it stays the matter of future external events to unwind its future story. With Brexit, the consequences of English spread could be dangerous and might reflect in its less predominance within the European Union members, even replaced by another language spoken within nations as members of the European Union (EU). It is the future to tell the destiny of English.

ENGLISH TO BECOME A GLOBAL MEANS FOR COMMUNICATION

The fact is that English has become a global means of communication among people on earth. But, do we ever stop for a moment and wonder what caused this language-speaking phenomenon. Why has English become a world favoured language? Do we have to look for causes in the historical tradition of political relations between nations, or in the desire for a developed commercial, technological or cultural contact? Whatever the reason, language has a role to play in connecting people, especially if we are talking about English in international terms.

International communication is incorporated and involved in inter-lingual, political, economic, healthcare, publishing, entertainment, and multiple more disciplines that require communication for mutual understanding, business discussions, or studying interactions with students and mentors. Academic scholars are broadly involved in taking digital lectures and in providing a communication channel with a wide audience from various parts of the world. It is about breaking through state borders and all kinds of restrictions that can, in one way or another, diminish the level of knowledge and opinion exchange. With the emergence of digital technologies, the spread of international communication globally becomes a part of real-life and a necessity we can hardly imagine living without it.

"International communication (also referred to as the study of global communication or transnational communication) is the communication practice that occurs across international borders. The need for international communication was due to the increasing effects and influences of globalization" (Wikipedia).[5]

World War Two was the time when the American government was greatly involved „in fighting Nazi propaganda" and WW2 „paved the way for the rise of the United States to world hegemony" (Ibid:6). Political power, with economic growth and strong technological development, have made America take the lead over other countries, and the English language has begun to expand into a major language in the world. The English language thus becomes a means of power by which, indirectly, the

[5]https://en.wikipedia.org/wiki/International_communication

development of the world and all nations on the Earth are brought into an interdependent position from English that unites them globally.

The Third World countries started to involve more English classes into the education system than it was the matter with other foreign languages as, for example, German, Russian or French. America has taken the lead in every aspect, and so has imposed a linguistic variant of American English, first through the media and film production, which are still among the most developed in the world today. As a result, English has become the language of lingua franca. Business companies worldwide cannot imagine any business activity without the mediation of English.

The political commitment leads a nation to choose a favourable foreign language to become a part of the education policy in the country. We would say that English managed to pave the way to its internationally recognized language for communication, because it is used and understood by the majority of the world population thanks to widespread former colonies of Britain and by transmitting English to the American continent, which is becoming so powerful that it spreads its power across the globe. Also, even when chosen, the "presence" of the language in education varies, depending on the extent to which a government is ready to give adequate financial support to a language-teaching policy. As for learning English in non-native English speaking parts of the world, the language is favoured as lingua franca in managing business activities, promotions of innovative products in the industry, and technological development worldwide.

When a language becomes a global language, it is usually because of some power coming from the country where it is spoken as a mother tongue. Becoming a global language has nothing to do with the number of people who speak it. It is much more to do with who those speakers are (Crystal, 1999). Chinese is spoken by the world majority of people, but still Chinese is not a global language on the Earth.

Language dominance is in the closest link with economic, cultural, and technological power. This relationship has become clear in the history of English varieties –World Englishes when they started to develop. To succeed as the language on the international stage is to succeed as a nation that speaks the language. This is a causal relationship. When particularly political and military power of the nation fails, the language in its international development fails, too.

English has been converted to serve hundreds of millions of people around the world to share one language, one speech, which would help them reach goals to expand their knowledge globally. More than 350 million people on the Earth speak English as a mother tongue, whereas more than 430 million people use English as their second language. All other nations learn English as their first foreign language or use it as an official one in diplomacy, for government issues announced worldwide, at scientific conferences, or for exchanging ideas and thoughts among business partners, etc.

Global understanding and communication are spreading at such a speed that threatens to end up and fulfill every single part of our planet. The positive side of the matter is that one major world language knows no boundaries and the people get closer in all aspects: they develop socially, scientifically, technologically, etc. IC technologies are the leader in promoting mutual people's connections in the worldwide network. „Time is money" is the current motto for the New Era. Everything must go fast. The flow of information from one end of the world to the other is measured in seconds. This speeds up the transfer of knowledge and information and enables peoples to prosper faster. Businesses started to grow and bring the world nations strength and power. The world market becomes recognized as a busy centre for goods and currency exchange. Advanced technologies started to be exchanged among people who benefit from this phenomenon. Selling and buying on the market with no limits becomes part of everyday life.

English has opened doors wide in the academic world. It penetrates all fields of science. With the help of English, knowledge spreads across nations, and opportunities to study with the top scholars are becoming attractive enough. A good command of English is seen as a must in the academic world but also in the world of journalism where English started to be an increasingly useful skill. The exchange of essential information is far more rapid and helps improve social life and its development. "Speaking English accurately will ensure you are able to communicate with clients and suppliers all over the world”[6].

One gets the impression that without the knowledge of English, all significant activities in the world would be stopped in an instant. Jobs that depend on a good command of English are booming and all life seems to require proficiency in this world language.

At the individual level, many people take learning English as their primary strategy in managing the knowledge of English. They believe that English proficiency will bring them to benefit in one way or another. If we think sports, fashion, entertainment, and the like have little to do with the spread of English, we are mistaken. How would fashion news be known if there was no communication? Tennis matches are watched around the world and are attention-grabbing. However, if there was no common known language for communication and transmission of news and data, one would not know what is happening on these grounds in the world. Therefore, English is responsible for everything. Media, radio, television, press, and film production rely all on sources of information that people receive through the establishment of communication technology networks. IT communications technologies may be most responsible for the effects mentioned, but spoken or written words have tremendous power, even though they are transmitted from person to person in a traditional, classic way, or through meetings, messages, and through letter writing in rare cases today. What characterizes them all together is a common language that everyone in communication understands.

If we do not use English words as borrowings in everyday communication to explain something that we think "it sounds better" with the help of a foreign, English word instead of, for example, native Serbian, communication is not considered as "in" or “cool”. So, what is the purpose of such communication? Maybe we want to show up as persons who know-how and in what context to use foreign words, or as someone who demonstrates "knowledge" of English, or as someone who goes beyond the "ordinary" citizens because he knows more than them, and his price is higher because

[6]https://www.thehistoryofenglish.com/issues_global.html

he values more? Whatever the reason, foreign, English borrowing or loanwords, are in massive use with the tendency to expand more. The spread of English borrowings is in expansion, and such behaviour is especially emphasized in the younger population who try to distance themselves from the elderly and differentiate, among other things, through the use of foreign words and collocations. To conclude, daily life and business depend on a language that is familiar to all of us to the extent that it allows smooth communication and business actions.

CAN WE PREDICT THE FURTHER DEVELOPMENT OF ENGLISH?

Education is the most powerful weapon which you can choose to change the world.
Nelson Mandela

Many linguists were engaged in attempts to make predictions concerning the further development of English during the 21st century. We will mention some of them, for example, Sandra Jansen (2017), Quirk (1972), Graddol (1997), Kortmann (2001), Mair (2013), and many others. They all had in common a great desire to predict the English language changed in the future that will make its development in an ascending line towards the language that will expand to become a major world language. Mair (2013:314) said that „despite the known risks involved in the task, there is no dearth of prophets in the linguistic community".

The historical overview of the development of English shows a great expansion in the number of speakers of English due to the spread of the language all over the world. The expansion of the English language worldwide is down to political, social, cultural, and scientific reasons. Wars and conquests are „the most powerful arbiters of the fates of human languages" (Kiernan in Burke, Porter, eds.1991:191). They bring languages into contact by force and their degree of influence on each other depends on whether the country is being controlled from the outside or is occupied for settlement.

English, like any other world language, is in continual change and development because, like a living thing, it constantly spreads and evolves. English change and development depends on the language characteristics not only of the other languages it comes in close contact with, like for example English in India influenced by some Indian native languages like Hindi, or English spoken in Singapore, on the Caribbean Islands, in the Bahamas, in Taiwan, Hong Kong or Japan, but also of individual characteristics of language use among different social groups, different occupations, or „the whole speech-community with scientific detachment" (Barber, 1993:278).

English is spoken widely in the world for different purposes in different social contexts. English spoken in South Africa or India developed into the first language of a small population, but a second language for millions of people living in India. English as a second language is used for communication between the people of different language groups belonging to the same community. It has become the official language used for administration and commerce, as in Nigeria. When English is used for communicating with foreigners, as with Germans, Italians, it becomes a foreign language.

Martina Maria McCarthy (2014) remarks that "it is conceivable to envisage a future with at least two Englishes. One will be global English (or WSSE), and the others will be increasingly marked (either morphologically, syntactically, or otherwise) geographic or social dialects of native English speakers who may or may not be diglossic in WSSE". Whether English will keep its global existence in the future depends on the number of people who use the language as second language speakers, which can be predicted because "diglossia may become a means of survival by 2050" (McCarthy, 2014). The written form of English will survive in "the tolerance spectrum" (Crystal, 2006:115).

Rick Noack, the newspaper reporter, wrote in The Washington Post on September
24, 2015, that the future of the English language "will be more complex, more demanding and more challenging for the position of native-speaking countries than has been supposed". "Those who speak English alongside other languages will outnumber first-language speakers and, increasingly, will decide the global future of the language". (Graddol, 1997:11).

Predictions of the English language's further development in the position of the first world language can hardly be certain because many factors determine the language change for better or for worse. "Predictions vary, depending on your location and purpose" (Noack, 2015). "Scenarios are not predictions. The point of scenario-planning is to help us suspend our disbelief. Then we can prepare for what we don't think is going to happen", wrote Peter Schwartz in his book *The Art of the Long View: Planning for the Future in an Uncertain World* published in 1997.

Truly, we expect a turning point to occur once England left the European Union as its member. It may have an impact on the spread of English over the languages in Europe. As the universe is not static but a changing thing, the development of English is still in progress in Britain and the rest of the world.

In the postscript, we can say that the future of English progress or decay depends on the position and role of English political power. This refers to England and America as allies and the power they have started to lose in recent years. Brexit is one thing that is shaking Britain a great deal. Adding to this the political-social disruption in America and the loss of power in the world can lead us to the conclusion that the power of English globally can be diminished and may even be replaced by some other world language as the language of lingua franca, as has happened in cycles with other languages in the history of the world. This "ever-whirling wheel of change" (Aitchison, 2001:3) occurs without stopping.

"Language, like everything else, joins this general flux" (Ibid). We believe that social and psychological factors will determine the future of English language development. Time is an important indicator of language change, which makes all the difference in either language progress or language decay in its final phase.

CONCLUSION

Globalization spreads to all segments of society and becomes a sociocultural phenomenon. This concept turned into the "global flow". It involves knowledge and teaching, which become transmitted over "open" borders. Knight and de Wit (1997:6) define globalization as "the flow of technology, economy, knowledge, people, values, and ideas across borders".

Arjun Appadurai, an Indian-American anthropologist, also known as one of the major theorists in globalization studies, refers to globalization as "a dense and fluid network of global flows". Such definition considers globalization as a process that generally embraces all spheres of social life. What is common to all areas of social life that are embraced by globalization is a language that enables them to understand and pursue common interests for social progress.

The network of global flows must include the cultural dimension because communication is based on an intercultural component. Inda and Rosaldo (2006) underline the significance of "interconnections" and "intercultural communication". Understanding cultural characteristics is important for letting the flow of uninterrupted communication. Therefore, language and culture cannot be separated.

Lee in his provocative book titled "*Internationalizing 'International Communication'*" (Lee, 2015:19) develops criticizing cultural imperialism, which, in our opinion, goes "hand-in-hand" with linguistic imperialism (Phillipson), and argues "that we should understand international communication as being shaped by the cultural consequences of imperialism". Imperialism here refers to capitalism as a "pronounced feature of the contemporary world system" (Ibid). Lee refers to Colin Spark's statement that international communication "tends to colonize countries globally through direct or indirect uses of media" (Ibid).

The logical conclusion is that with the spread of English on a global scale, the cultural component of this lingua franca world language is also expanding. It is an inevitability that must not be overlooked when considering the role of English as a lingua franca in the world and in the context of international communication. However, it is important to emphasize "mutually interactive characters of modern culture" (Lee, 2015:20).

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CREATING A COMPETITIVE ADVANTAGE THROUGH DIGITAL COMMUNICATION CHANNELS IN FINANCIAL INSTITUTIONS

Marina Guzovski[7]

Abstract

The impact of technology has greatly affected the development and supply of products and services in financial institutions, especially in the banking sector, as well as their availability. Understanding customers and their needs, individualized approach and meeting expectations in terms of benefits and values of offered products and services are the basis for creating competitive advantage, retaining customers and transferring positive experiences, gaining new customers and positioning products and services as well as institutions in the target market. The benefit and value of products and services is greater the more the client uses them and has confidence in the product/service, and the price perception must be less than the created value of the product/service, which makes a satisfied and loyal client who has confidence in the financial institution user experience.

Digital technologies are changing the habits and needs of the customer, and expectations from products and services are rising. An effective customer-oriented marketing strategy is based on identifying and profiling different customer groups that differ according to their needs and preferences (market segmentation), is focused on target markets and positioning not only products and services but also institutions.

The purpose of this paper is to point out the importance of developing digital marketing strategies and digital channels of communication with target groups as a basis for creating a competitive advantage based on optimal user experience through brand experience, transaction experience and interrelated experience that contribute to customer satisfaction.

The aim of the research is to show how important customer orientation through digital communication channels is for customer satisfaction and user experience, customer retention, meeting his expectations, availability of products and services and creating a competitive advantage.

Keywords: marketing strategies, digital distribution channels, competitive advantage, marketing of financial institutions

JEL classification: M31

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1. INTRODUCTION

In the last twenty years, numerous transformations have taken place in banking as a result of political, economic and demographic changes, and especially as a result of technological innovations. Due to its specific characteristics such as speed, availability, adaptability and low price, the Internet is an ideal distribution channel for banking services (Milanović Glavan and Ćibarić, 2015: 69).

In order to successfully overcome the impacts of a changing macro environment, ensure long-term survival, prosperity and competitiveness and respond to customer requirements and needs, banks must strategically plan; develop digital marketing strategies and communication channels with clients based on individualized approach with microenvironment stakeholders (potential customers, employees, strategic partners, suppliers, etc.). The basic goal of strategic planning in banking is to increase the value of the bank. Unlike operational planning, which deals mainly with projections of current operations (up to one year), the strategic approach emphasizes the long-term survival of the bank in an increasingly competitive and uncertain environment. Strategic planning as a tool of (strategic) management helps guide members and parts of the organization towards the same goals. The most important questions that this concept seeks to answer are: what should the bank do in the future, what should be done today to prepare for an uncertain tomorrow, what activities should be focused on in the long run, how to develop business activities to achieve sustainable competitiveness? (Sekso and Sekso, 2011: 2).

Customer satisfaction stems from meeting his expectations based on his perception. Expectations as well as satisfaction are variable categories and due to this fact, it is necessary to continuously monitor and listen to customer reactions, respond in a timely manner and adjust products and services in accordance with customer requirements and needs. Satisfied and loyal customers represent a real wealth of the company because they are:

- customers who prove that the company's customer and relationship orientation was successful,
- customers with whom the company has successfully created a relationship that is then successfully maintained and developed,
- customers who repeat purchases and from which future purchases can be expected with high probability,
- customers with whom it is easier to communicate due to the established relationship,
- customers who will be interested and buy services from the entire range offered by the company,
- customers from whom can be collected an extremely important information for business success (their satisfaction, remarks, complaints and reclamations, needs and wishes...) (Alerić, 2007: 53).

The paper presents the results of research on the importance of developing digital marketing strategies and digital communication channels for customer satisfaction and user experience, customer retention, meeting his expectations, availability of products and services and creating a competitive advantage.

2. METHODOLOGY

The methodology used in the paper explains the purpose, goal and structure of the paper. The paper in the first part talks about the specifics of marketing of financial institutions and the characteristics of products and services they offer as well as the client's experience which is of particular importance for marketing of financial institutions because it creates value for the client, affects his satisfaction and loyalty.

The second part deals with the importance of relationship marketing for developing customer relationships and its importance for creating a competitive advantage, while the third part points out the importance of developing digital marketing strategies and communication channels to influence customer experience and all the benefits of such communication.

The results of the research conducted through a questionnaire are presented in the continuation of the work, and relate to research questions:

1. How important is the availability of products and services to users through digital communication channels?
2. How do digital communication channels affect user experience and customer satisfaction?
3. Did the marketing campaigns of the product/service that is new in the offer meet the expectations of the clients?
4. How much did digital marketing strategies affect the image of the institution or the choice of the client?

In the concluding part of the paper, the main conclusions of the paper based on the conducted research are presented.

3. SPECIFICS OF MARKETING OF FINANCIAL INSTITUTIONS

The (un) attractiveness of financial products/services represents a special challenge for developing marketing strategies of financial institutions. Financial institutions are oriented towards the client who has his role in the service and cocreating value as well as the fact that the client creates his own value based on how to use the service, which is one of the key assumptions in marketing financial products/services.

Marketing itself faces a number of challenges in relation to the products /services that financial institutions offer/sell because it is difficult to differentiate between a wide range of financial institution products and its competitors given that customers themselves find it difficult to spot differences and usually make decisions depending on price. It is this asymmetry of information about products/services and the fact that the financial institution has a better understanding of products/services than customers that seeks to reduce through marketing activities by grading differentiation and introducing product levels that include key product benefits (functionality, performance, price) to properties (brand, quality, advice) and improved offers (communication, relationships, delivery channels). The general characteristic of financial products derives from the fact that these products are not purchased as a subject of final use but to achieve some other outcome. One of the forms of creating value and benefits for clients is the packaging of products that achieve mutual benefits for both the client and the financial institution. The client realizes special benefits and advantages according to his specific needs, and the financial institution realizes the differentiation of products and services in relation to the competition as well as the creation of a package of attractive and somewhat less attractive benefits that should increase overall sales of more products/services.

The client experience is of particular importance to the marketing of financial institutions as it creates value for the client through brand experience, transactional experience and financial institution relationship experience. Ease of access, developing customer relationships, trust in the institution, product and service offerings, staff quality, web interactions, digital communication channels, product and service availability, customer support are just some of the elements that affect customer experience and customer value more than the product itself.

Customers base a product/service on the quality based on evaluating the levels of service they expect. Meeting customer expectations is the task of marketing either in traditional or digital form. When clients evaluate the quality of service, they evaluate the following components such as: tangibility, reliability, speed, security, empathy (identification) and these elements are used to build differentiation in relation to the competition. The components of quality or experience also contribute to customer satisfaction: their retention, developing loyalty and attracting new customers.

The user evaluates the service by comparing perceptions with expectations. Perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful picture of the world. It can be described as the way we see the world around us (Schiffman and Kanuk, 2004: 141). The image of what a product leaves in the minds of consumers - i.e. its positioning - is probably more crucial to its ultimate success than the actual characteristics of the product. Bidders try to differentiate their product by emphasizing properties that they believe will meet consumer needs better than competing manufacturers' brands. Positioning strategy is at the core of the marketing mix; it complements the company's segmentation strategy and selection of target markets. Positioning communicates the concept, or meaning of a product or service in terms of the way it meets the needs of the consumer himself (Schiffman and Kanuk, 2004: 141). Satisfaction is a subjective value that differs from user to user depending on the perception or expectations in relation to the service itself. The competitive advantage of one institution over another is achieved in the part of creating the highest possible subjective value of the service for users (Guzovski and Smoljić, 2017: 509). When designing a marketing strategy for services, one should start from the specific characteristics of services: intangibility, indivisibility, incompatibility, heterogeneity and absence of ownership, as well as understanding the relationship between the financial institution and the client.

Customer requirements change under the influence of globalization, changing environment, changed lifestyle and changed needs, so all businesses, including financial institutions must monitor and adjust the way of doing business, identify newly created needs and trends to shape such a product/service offering that will meet customer requirements and meet their expectations.

4. RELATIONSHIP MARKETING - A KEY ELEMENT OF CUSTOMER RELATIONSHIP DEVELOPMENT

Customer relationship marketing is the key to customer retention and involves building financial and social benefits, as well as structural relationships with customers. Customer relationship marketing systems integrate strategy, IT and relationship marketing in delivering value to customers and take them into account individually. Companies need to decide at what level they want to build relationships with different market segments and individual customers, choose between levels such as basic, reactive, responsible and proactive to full partnership. Which is best depends on the lifetime value of the client in relation to the costs required to attract and retain that client (Kotler, Wong, Saunders and Armstrong, 2006: 485). Building long-term relationships with customers and influencing their behaviour with the application of integrated marketing communication (advertising, personal sales, sales promotion, direct advertising, etc.) achieves a synergistic effect that affects business improvement, thereby increasing value and benefits for customers by improving products and services.

Given that clients differ in their characteristics, preferences, habits and have different needs and desires, marketing strategies and activities of financial institutions must be aimed at creating satisfaction and meeting or exceeding expectations. In order to do that financial institutions apply marketing relationships and create databases about their clients depending on their desires, needs, habits, requirements and the like aware of the fact that it is not enough just to attract a client, but it is extremely important to keep him. The cost of winning new customers is high, and dissatisfied customers rarely complain, but rather simply turn to another competing institution with a similar or the same product/service offering. The application of CRM (Customer Relationship Management) increases sales per customer, the loyalty of existing customers and develops relationships because it takes into account the needs and desires of customers through two-way communication and all the benefits of digital communication channels. Relationship marketing affects: strengthening competitiveness, making additional profits through alternative sales channels, setting barriers to market entry, the ability to develop new products and services, and thus faster conquest of new markets (Merlin and Woodcock, 1996: 57).

For the client, the choice of product/service is an important process that includes a series of sub-processes from recognizing the need, seeking the necessary information, evaluating alternatives based on the information collected (choice) and the purchase of a particular product or use of a particular service. In the process of making a purchase decision, the client forms his expectations, which in the post-purchase process as the last phase of the purchase process evaluates and expresses his satisfaction or dissatisfaction with choosing among all other alternatives that he had a choice and disposal. Post-purchase dissonance is the difference between customer expectations and choices in the buying process. If the difference is greater in the post-purchase process, there is dissatisfaction that the client expresses through negative communication or giving up future purchases.

Developing relationships with customers and continuous work on their satisfaction, repeat purchases, loyalty activities are marketing strategies that companies apply in the post-purchase period through: providing information and assistance (instructions) related to product use and providing information on its application and system development feedback on the product itself, guarantees confirming product quality and consumer rights within the warranty period, meet customer expectations or provide them with higher-than-expected value through loyalty programs, complement basic services, adjust relationships to individual consumers, adjust prices to expectations, develop basic service that will affect the creation of long-term relationships. Every customer strives to maximize his satisfaction. He will most often opt for the bidder who offers him the maximum benefits from the product (Gutić and Barbir, 2009: 334).

5. DIGITAL MARKETING STRATEGY AND DIGITAL COMMUNICATION CHANNELS

The growth and development of technology has influenced the development of new forms of communication with customers as well as the availability of products / services and the development of new forms of distribution. Under the influence of technology and modern lifestyle, consumer habits, their needs and desires have changed, they are increasingly informed and demanding in search of those products and services that will give them the greatest value and benefit for a certain price and meet their expectations. In order to respond to the requirements of their customers, and due to the specifics of products and services offered by financial institutions must quickly adapt to a dynamic environment to be competitive in this market and develop customer-oriented marketing strategies using the benefits of digital communication and distribution technologies products and services.

Digital transformation, as a transformation of a company's business based on digital technology, is an unavoidable part of the company's business cycle. It signifies change and transformation of the business model of the company by using different digital technologies (Pihir, Križanić and Kutnjak, 2019: 126). The application of digital technology enables faster and easier identification of the target group, market segmentation and adaptation of all marketing activities to the target segment according to their preferences, characteristics, needs and direct communication. The digital revolution has brought new technologies into all, both private and business, aspects of people’s lives. Accordingly, marketing approaches and ways of its operation are changing. New technologies in marketing are already popular, and their potential in the future is guaranteed (Šestak and Dobrinić, 2019: 251).

Marketing campaigns through digital technologies enable accurate selection of segments and targeting of ads according to specific characteristics such as age, occupation, gender, certain habits, frequency of use, preferences, etc., and with the help of analytical tools the effectiveness of the marketing campaign is measured in number of new users and similar depending on the goal of the promotional campaign itself. In marketing campaigns, various forms of integrated marketing communication are used, which provides the client with as many experiences as possible of the product/service being promoted. In terms of promotion, interactive marketing has the ability to process data in digital form, multimedia, interactivity that allows communication between two or more people and the ability to connect information.

Implementation of the Act on the Implementation of the General Regulation on Data Protection (OG 42/18), the Electronic Communications Act (OG 73/08, 90/11, 133/12, 80/13, 71/14 and 72/17), the Protection Act consumer (OG 41/14, 110/15, 14/19) any direct communication requires well-thought-out action which must have a legal basis. Direct communication for marketing purposes via e-mail, telephone, SMS, social media profiles, etc. for promotional purposes or sales must give the possibility to unsubscribe, especially if the legal basis is a legitimate interest in the user by the advertiser, not consent. Thus, some of the banks have designed their own channels of communication with clients in order to protect their clients, but also themselves from possible misuse of personal data and take advantage of digital technology and the possibility of developing their own digital channels of communication with clients.

Some of the forms of direct communication with clients and digital marketing that banks use are social networks, e-mail communication; newsletters, chat (conversation with the agent - customer support), user suggestion (user opinions and evaluation of experience) or social share or sharing information via social networks (Facebook, Twitter, Instagram, etc.), virtual branches and more. Collected information about clients and communication builds relationships in the long run, retains clients and affects satisfaction and loyalty, especially if the bank listens to the reactions of clients and meets their requirements, which is the main goal of this communication. Two-way communication through digital communication channels, among other benefits, motivates customers to use products and services, achieve greater values and benefits, and personalized communication allows monitoring the customer life cycle, which is again used in creating new forms of products and services for customers.

Competitiveness has a direct impact on customer demand for services. The more the service is adapted to the needs and wishes of users, the more it will enable the company to fight the competition on an equal footing and to survive in the market in the long run. In this way, several goals are achieved from key to the success of the company's business: getting to know the user better; services tailored to individual users are created; access to each individual user is unique and tailored to the individual user; user problems are solved better (Alerić, 2007: 56).

6. RESEARCH - THE IMPACT OF DIGITAL MARKETING STRATEGIES AND COMMUNICATION CHANNELS ON CUSTOMER EXPERIENCE

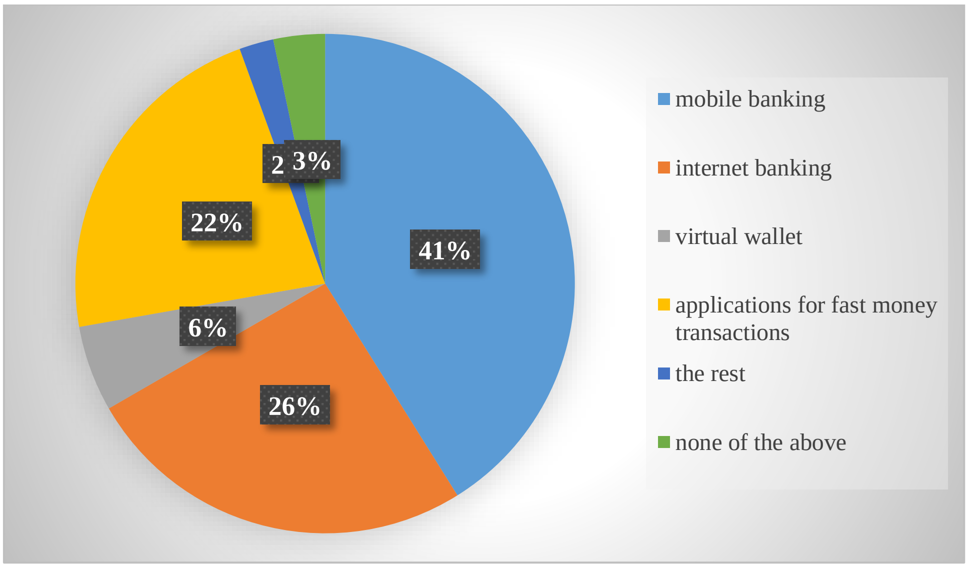
The results of research on the importance of developing digital marketing strategies and digital communication channels for customer satisfaction and user experience, customer retention, meeting their expectations, availability of products and services and creating a competitive advantage conducted in the period from March 20 to April 1, 2021 are presented tabular and graphical followed by interpretation of results. The research was conducted through a random sample survey in the city of Vukovar, Republic of Croatia.

The study involved 90 respondents, of which 60% were women and 40% were men. Between the ages of 19 and 25 participated 10 respondents (11%), from 26 to 35 years, 23 respondents (26%), from 36 to 45 years, 26 respondents (29%), from 46 to 55 years participated 16 respondents (18%), from 55 to 65 years participated 12 respondents (13%) and from 65 years and older participated 3 respondents (3%).

Regarding the level of education, 36% of respondents have completed secondary education (SSS), 29% of respondents have completed higher education (university degree), 30% of respondents have a university degree (VSS), and 5% of respondents have a master's degree or doctorate (M.Sc. (Ph.D.). 76% of respondents are employed, 21% of respondents are unemployed and 3% of respondents are retired.

In the continuation of the questionnaire, the respondents were asked the question: What type of digital communication channels do you use? Only 3% of respondents do not use digital communication channels while 97% use them in various forms. They are mostly used by mobile banking (41%), Internet banking (26%), applications for fast money transactions (22%), virtual wallet is used by 6% of respondents, and 2% of respondents use other services through digital communication channels. The structure of responses is shown in Figure 1.

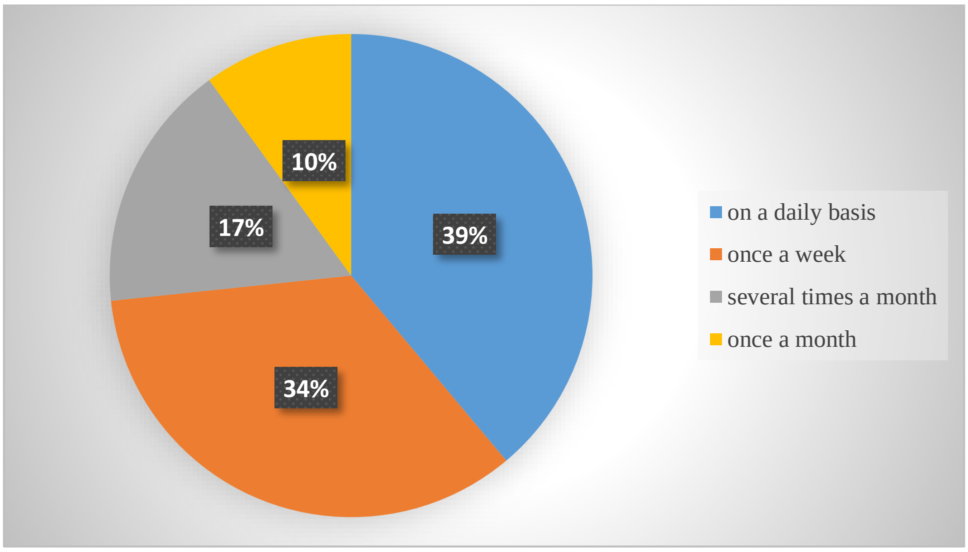
Figure 1. Forms of using digital communication channels



Source: author's research

Given the frequency of use of products/services through digital communication channels from the structure of respondents' answers, it can be seen that 73% of respondents use products/services daily or once a week, while the other 27% use products/services once or several times a month. The structure of responses is shown in Figure 2.

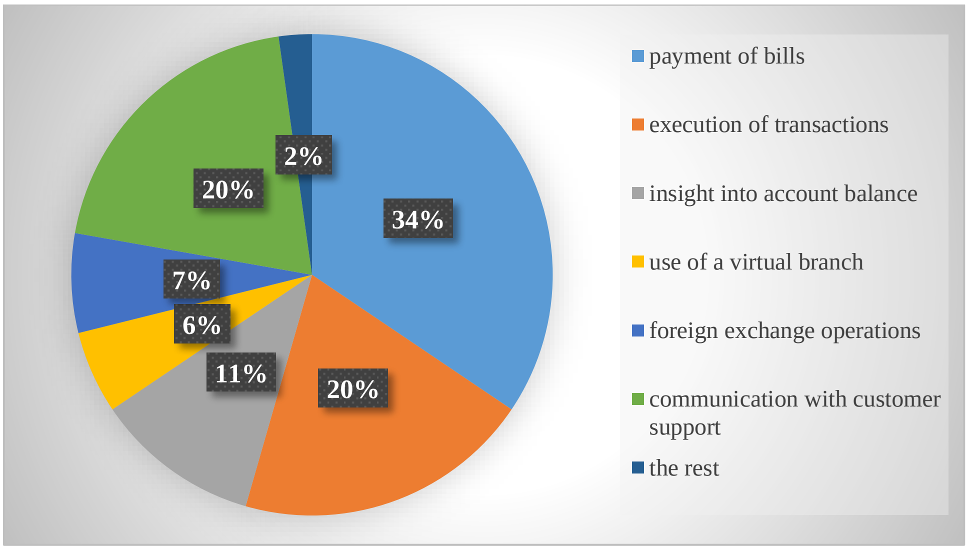
Figure 2. Frequency of using products / services through digital channels



Source: author's research

The most common reasons for using digital communication channels through the Internet and mobile banking are bill payment (34%), execution of various transactions (20%), communication with customer support (20%), insight into account balance (11%), foreign exchange operations (7 %), use of a virtual branch (6%) and other services (2%). The structure of responses is shown in Figure 3.

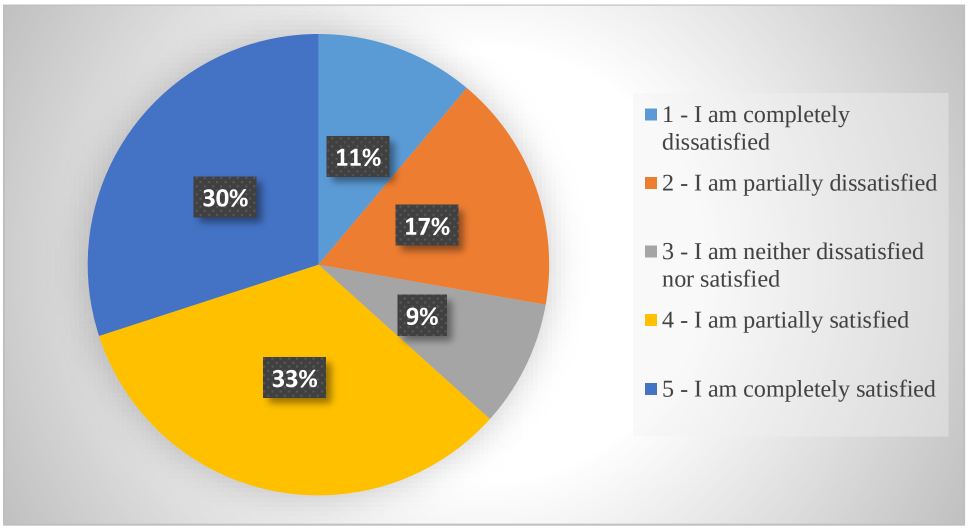
Figure 3. Reasons for using digital communication channels



Source: author's research

In the continuation of the questionnaire, the respondents assessed their satisfaction with the quality of products/services of the selected bank. 66% of respondents are satisfied with the quality of products/services at their chosen bank, while 28% of them are dissatisfied. 9% of respondents are indifferent, ie neither satisfied nor dissatisfied. The structure of the answers is shown in Figure 4.

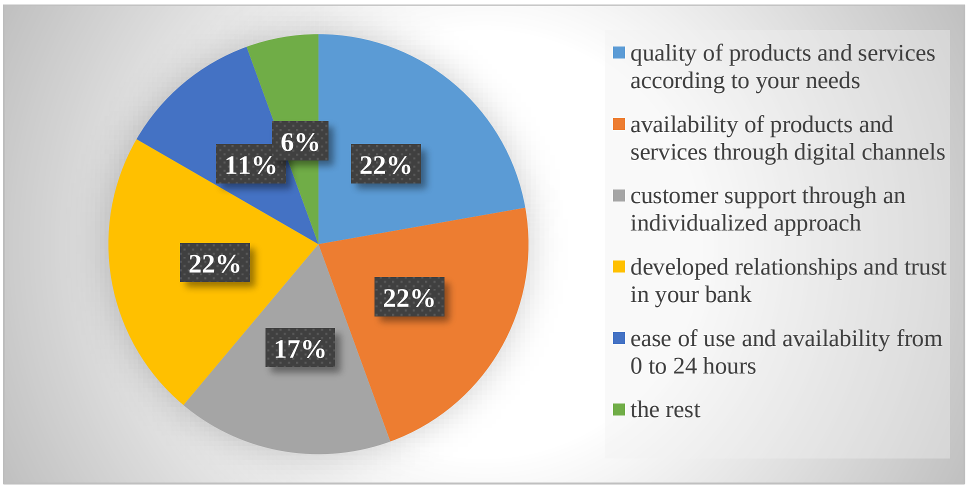
Figure 4. Assessment of satisfaction with the quality of products / services of the selected bank



Source: author's research

When assessing the satisfaction, ie the most important user experience of respondents in communication with the bank, respondents state in the same proportion that they care about: quality of products and services (22%), availability of products and services through digital channels (22%), developed relationships and trust (22%). Customer support and individualized approach was stated by 17% of respondents, and 11% of respondents stated ease of use and availability from 0 to 24 hours. 6% of respondents stated the answer remained. The structure of the answers is shown in Figure 5.

Figure 5. Assessment of the most important customer experience



Source: author's research

In the following, the respondents expressed agreement/disagreement with the stated statement where 1 means u do not agree at all, and 5 completely agree with the stated statement. Table 1 shows the response structure.

Table 1. Respondents agree / disagree with the stated statements

Claim	1	2	3	4	5
Digital communication channels influenced my bank's choice	11,11	13,33	16,67	34,44	24,44
Availability through customer support is extremely important to me	2,22	20,00	13,33	22,22	42,22
An individualized approach to communication helps me choose products and services	7,78	16,67	22,22	25,56	27,78
Availability in communication instils confidence and security in me	3,33	8,89	18,89	36,67	32,22
Following trends in the offer of products and services affects my satisfaction	2,22	10,00	15,56	38,89	33,33
Marketing campaigns have met my expectations in terms of benefits and value	4,44	15,56	27,78	22,22	30,00
Although sometimes I am not completely satisfied with the product or service, trust, security and relationships are more important to me and I will not change the institution.	6,67	5,56	16,67	46,67	24,44
The positive experience of my close ones (friends, relatives…) also influenced my choice of the same institution	11,11	18,89	32,22	20,00	17,78

** data in the table are in%*

It can be seen from the table that the majority of respondents agree with the stated statements. For 59% of respondents, digital communication channels and the availability of products and services through digital channels are important, and they also influenced the choice of the bank. Accessibility through customer support is important for 64% of respondents, as well as accessibility in communication that instils confidence and security, and was emphasized by 69% of respondents. When choosing products and services, an individualized approach is important for 53% of respondents. Satisfaction of 72% of respondents is influenced by monitoring trends in the offer of products and services, and marketing campaigns met expectations in terms of benefits and value for 52% of respondents. 71% of respondents agreed with the statement that although sometimes they are not completely satisfied with the product or service, trust, security and relationships are more important to them and will not change the institution or go to the competition. The positive experience of relatives influenced the decision to choose an institution on 38% of respondents.

CONCLUSION

The development of digital marketing has had a significant impact on the continuous development of banks and the growing demand of customers for digital access seeking simplicity, security, uninterrupted use of digital services and the ability to access wherever they are. Developing digital marketing strategies as well as digital communication channels to build relationships with customers as well as the availability of products/services and monitoring trends in technology development and proactivity is important for the visibility of a financial institution.

The conducted research shows that 97% of respondents use various forms of digital channels from Internet banking, mobile banking, applications for fast money transactions, virtual wallet and other forms of products/services mostly on a daily basis (73% of respondents) for: bill payment (34%), execution of various transactions (20%), communication with customer support (20%), insight into account balance (11%), foreign currency business (7%), use of a virtual branch (6%) and 2% other services.

Respondents' satisfaction in their user experience is influenced by quality and availability of products and services through digital channels, developed relationships, trust and security, customer support, individualized approach, ease of use of products/services and availability from 0 to 24 hours, tracking, application of the latest technology and meeting product/service expectations in terms of value for money.

The use of data collected from various channels of communication with clients are the basis for creating a positive user experience in order to create a loyal customer base and attract new ones through their positive experience.

All highlighted elements by respondents are the basis for developing digital marketing strategies and digital communication channels to target groups, listening to reactions, meeting expectations and shaping product/service offerings in accordance with customer requirements and needs as a basis for positioning, differentiation, recognition and competitive advantage target market.

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NEOLIBERALISM AS A NEW IMPERIALISM

Slobodan Milić[8]

Abstract

In this paper, the author deals from a socio-economic perspective, with the neoliberal doctrine that has occupied society for more than thirty years. As the leading ideology of modern society, neoliberalism has become the main target of criticism by many authors for the increasing inequalities in the world. Despite the growing inequalities affecting today's world, we live in a consumer society. A society where *man is a wolf to man*, in which multinational corporations determine what is in trend and what is not, in a world where consumerism has long prevailed. And while we, purchasing various, often redundant goods, satisfy our own needs, multinational corporations are privatizing what we cannot buy, and those are the natural resources of our countries. Workers who lost their jobs or today work as *cheap labor* felt the best what is the cruel world of multinational corporations. In this regard, the author views neoliberalism as a new type of imperialism, i.e., (neo)imperialism, which served the purpose of multinational corporations, and that the story of freedom is just a *myth* of neoliberal dogma.
Keywords: neoliberalism, multinational corporations, imperialism

The history of all hitherto existing society is the history of class struggles.

Karl Marx

INTRODUCTION

Neoliberalism has been the dominant economic and political ideology for the last thirty years. Few countries have resisted or decided to change this economic system. With stories about a better, freer life and society and, most importantly, a free market, many socialist or "communist"[9] authorities suffered a political change. On the wings of neoliberalism, governments, one after another, fell first in Chile, then in Great Britain and America. And finally, with the fall of the Berlin Wall, the Eastern bloc led by the Soviet Union fell. The last country in Europe to fall before neoliberal imperialism was Yugoslavia, which consisted of Serbia (with Kosovo in its composition) and Montenegro.

However, the changes that took place were not non-violent, quite the opposite. In many countries, "democratic" change came after revolutions, primarily supported by the United States, through military intervention or non-governmental organizations (NGOs). The replacement of government was followed by a change in

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[9] In quotation marks, because the author's opinion is that no "communist" country reached true communism, but it was mostly communist countries of the Stalinist totalitarian type.

the economic system, which implied privatization, liberalization, and deregulation (the holy trinity of neoliberalism). In the end, it was necessary to deal with the unions, as the last bastion of defending the workers from the capitalists, to put the workers in an oppressed position and to quell any dissatisfaction in the future accompanied by organized rebellion or strikes.

With the destruction and sale of state property and natural resources, many countries of the so-called "third world" have reached (neo)colonial status. With the privatization and liberalization of once "closed" markets in post-socialist countries, large corporations came in on the great door. They held a monopoly on the world market, so this transition destroyed any hope for small and medium-sized enterprises and producers. That insidious and inhumane plan was implemented through ten points of the so-called *Washington Consensus*, all under the auspices of the International Monetary Fund (IMF) and the World Bank. By the Washington Consensus, and the last obstacle in limiting foreign capital was officially removed.

Right-wing parties played a considerable role in the implementation of neoliberalism in post-socialist countries that resisted the new imperialism. Under the slogan of nationalism (which helped them in this case), various neoliberal laws were implemented (and are still being implemented), such as those laws on education, work, health, etc. The right-wing governments have received enormous help in enforcing these laws from the mainstream media (which are under the direct control of large corporations), which have satanized the notion of *the welfare state* or *social state* with the dirtiest form of propaganda.

Where is the left-wing in that story? The left has almost disappeared from the breakthrough of neoliberalism. Unregulated in recent events and with constant recompositions, the left has lost the strength it once had. Hope in the left appeared several times, like the one with Syriza in Greece, but it quickly vanished. By flirting with capitalism, the left lost trust and was left without the support of those for whom it once fought, the working class. They were accepted with open arms by the right, which gained their trust with its inflammatory nationalist rhetoric. Thus today, we have a paradoxical situation where the apologists of neoliberalism care about social policy and workers' rights. We can only ask ourselves: How did we get into such a position?

NEOLIBERAL IMPERIALISM OR (NEO)IMPERIALISM

Imperialism originated from the Latin word imperialis, which means imperial or something that refers to imperial power, namely, commitment to the kingdom (Vujaklija, 1986: 331). In his work, *Imperialism as the Highest Stage of Capitalism* (Imperijalizam kao najviši stadij kapitalizma), Lenin (Lenjin) points out that "imperialism grew as a development and direct continuation of the basic features of capitalism in general." And that "capitalism became capitalist imperialism" at a time when some basic features of capitalism began to turn into their opposite" and this, of course, was not possible until capitalism reached "a certain, very high stage of its development" (Lenjin, 1960: 108). In economic terms, it is the process of "replacing capitalist free competition with capitalist monopolies" (Ibid.). So we can say that, according to Lenin, "imperialism is in its economic essence monopolistic capitalism" (1960: 149).

When we talk about neoliberal imperialism, it is clear to which empire it is committed, the empire of a free competitive market. However, we would not be mistaken if we renamed that free-market empire a *monopolistic market*. Namely, it is clear that by opening the market and entering the same, the fight cannot be equal because the "law of the stronger" clearly rules the market. Everything is reminiscent of the famous biblical story of David and Goliath. Only, in this case, slingshot will not be enough for David to defeat Goliath. While small businesses face a daily struggle to survive in terms of taxation costs and government regulation, large corporations, given their power and high and stable monopoly profits, view government program costs as something they can afford (Kotz, 2002). Small businessmen and small companies have nothing to look for in this race because large corporations will literally "eat" them.

Naomi Klein confirmed this thesis in her work *The Shock Doctrine* (Doktrina Šoka), where she conveys the shocking confession of a tobacco grower from the Argentine Agrarian League, who was tortured and imprisoned for five years with his wife, friends, and closest family members (Klein, 2008: 129). Interestingly, this tobacco grower decided to list the names of foreign and domestic corporations, instead of the soldiers who tortured him, where he says: "Foreign monopolies impose yields on us, impose chemicals that pollute our land, impose technology and ideology. All this with the help of an oligarchy that owns the land and oversees politics. But we must remember - the oligarchy is controlled, and precisely by these monopolies, by those same companies: Ford Motors, Monsanto, Philip Morris. We need to change the structure. Well, that's what I came to report. And that's all'' (Klein, 2008: 129-130). From this confession, we can conclude that freedom of choice is almost non-existent, but everything has been imposed on us "from above" by someone much stronger financially. So the market struggle can never be equal and competitive because it is controlled by large corporations.

In his work *Change the World* (Promeni svet), Jean Ziegler (Žan Cigler) cited the example of monopolization in countries where multinational and national corporations have seized arable land. He points out the following: "In Guatemala, in 2013, 1.86% of the population owned 57% of arable land. There are 47 large agricultural companies in this country, each owns about 3,700 hectares or more, while 90% of farmers have to somehow manage with one hectare or even less land" (Cigler, 2017: 53). This example is no different from the previous example of a tobacco grower from Argentina. Both examples clearly show us what an inhumane (neo) colonial order this is. While on the one hand, we have various multinational corporations, banks, industrialists, and their mercenaries who have seized most of the land. On the other hand, we have "ordinary" people who live from their work and depend directly on the mercy of exploiters who get rich through their work.

Large multinational corporations largely determine the fate of small and underdeveloped states, which are in an unenviable position and do not have the power to oppose them, but by force of circumstances surrender to their disfavor. Mirjana Dokmanović, in her work *The Influence of Neoliberalism on Economic and Social*

Rights (The impact of neoliberalism on economic and social rights), emphasizes the following: "The influence of international, informal centers of power is growing to the detriment of legal, international institutions. Small states lose the right to decide and begin to disintegrate, and the world's financial centers of power and multinational corporations gain the opportunity to impose their will on them with the power of their (financial) strength and dictate the conditions for the development of national economies and world market competition" (Dokmanović, 2017: 16). It is apparent that if any state decides to oppose their will, various pressures will follow, in the shape of sanctions and even military interventions.

Also, Noam Chomsky described the power of large corporations in his book, Profit Over People. Namely, Chomsky points out that "large corporations are the "principal architects" of the neoliberal "Washington Consensus" who control most of the international economy and have the means to dominate and shape politics"(Chomsky, 1999: 20). Veselin Drašković notices that large corporations have enormous power, that an unjust battle is happening on the market, we can even say till destruction, especially small businessmen. In his book, *Neoliberal Metaphor* (Neoliberalna metafora) points out the following: "A large number of authors believe that globalization is theoretically, ideologically, profitably based on the notions of market neoliberals, controlled by large corporations, that markets are seldom competitive" (Drašković, 2014: 41). Draskovic further points out that "faith in the neoliberal pattern has cultically elevated to myth" (Ibid.)

Large corporations have a significant role in supporting and spreading the neoliberal doctrine, which they implement with the help of projects that are well known to everyone as the *Washington Consensus* and the *Structural Adjustment Program* (Kovačević, 2019: 41). In his work, *Neoliberal Hegemony* (Neoliberalna hegemonija), Braco Kovačević singles out eleven rules based on which multinational corporations operate:

1. *The imperative of profit* - the basis of this rule is profit. Around profit, everything starts and ends in the neoliberal corporate world. Everything else, like population health, the position of workers, environmental protection, peace, etc., remains in the background. Profit is over the people in this case, as the title of Noam Chomsky's book reads.
2. *The imperative of growth* - corporations must "grow" not to lose market dominance. They have to look for resources in the most rural parts of the world and use them because that is the only way for them to reach the goal.
3. *Competition and Aggression* - The war that corporations wage against each other in the marketplace is relentless. Working in a corporation implies aggression towards a competing corporation, but also towards one's colleagues. It is a quite inhumane environment in which *man is truly a wolf to man*[10].

[10] An expression that Thomas Hobbes took over from Plautus.

4. *Immorality* - since corporations are not human beings driven by feelings but has exclusively driven by profit, they do not know ethics. The decisions they make are in complete contradiction with the health of the environment and the community, and they don't mind that.
5. *Hierarchy* - corporations are organized in such a way that everyone's responsibilities are well known. Principally, they are ordered: hierarchical, bureaucratic, and centralist.
6. *Countability, linearity, and segmentation* - as we said, corporations are mostly interested in profit, so they turn everything into numbers.
7. *Dehumanization* - Since feelings are an obstacle for making decisions in the corporate world, corporations depersonalize people, provoking the worst traits in them.
8. *Exploitation* - corporations generally open their branches in the so-called third world countries that are on the periphery of world capitalism, where workers work for wages that are below all dignity. In this case, large corporations profit by exploiting "cheap" labor.
9. *Ephemerality and mobility* - precisely because of "cheap" labor, lower costs, lower taxes, and environmental laws (in which they can easily find holes), corporations effortlessly move their branches from one country to another.
10. *Disharmony with nature* - for the sake of profit, corporations do not shy away from destroying nature. Deforestation and destruction of rivers by mini-hydropower plants are just some of the crimes against.

These eleven rules by which multinational corporations operate are a clear indication that they determine the market rules: Where will the next branch be opened, how many workers will be employed and how many of them will lose their jobs, what salaries will be paid to workers, which land is right for purchase and which forest is for logging, which river is suitable for mini-hydropower plants, etc. These are all things determined for us by multinational corporations, which demonstrate their power to us in this way.

INSTEAD OF A CONCLUSION

In the *Manifesto of the Communist Party* (Manifest komunističke partije), Karl Marx points out the following: " Let the ruling classes tremble at a Communistic revolution. The proletarians have nothing to lose but their chains. They have a world to win", where he continues with the famous shout, "Working Men of All Countries, Unite!" (1982: 46). Today, the proletarians or workers, whom Marx thinks of, and whom he thought would bring the revolution on his shoulders, are "disarmed" in every way, left in the lurch with no hope of a better future, with the fear of being left without it, the only job. "Work becomes inhuman and painful" (Andjelković, 2016: 18). Because in a world where workers are maximally exploited and underestimated, without any right to protection, we can hardly talk about a humane relationship. Today, organizing unions is more than necessary for workers, because today workers do not have their representatives, who will sincerely advocate for their rights. To organize the trade unions it is first necessary to strengthen the left political wing, well known, the *left*. However, the question is, where is the left today and does it even exist?

Talking about the left today in the 21st century is very complicated because the difference between the left and the right is almost non-existent. If we look into the past, we can see significant ideological differences between these two political spectra. In the past, the left fought for workers' rights, for the equal position of women in society, free health care, free education, for equality in society, in other words, dignified life. The right, traditionally in favor of large corporations, has always advocated privatization and capitalist social order. The moment the left embraced capitalism, it was clear that it had renounced its basic principles. Because, as Bakić explains: "there is no left without the fight against hierarchy…, against social privileges, i.e. the fight for the rights of members of wider social strata, those who live from their work, the poor and powerless, and for greater equality in society" (Bakić, 2015: 50).

To achieve greater equality in society, we first need to improve it, because the fact is that "in the capitalist consumer society of the West, people have become commodities" (Cigler, 2017: 119). Because of, as Andjelković points out in his work, *Towards a domestic economy* (Ka domaćinskoj ekonomici), today: "it has become more important for people to have (to receive, to get, to own, to acquire) than to be (to exist, to live)", and "to produce as much as possible and what spending more becomes the goal of life". (2016: 17-18) It is clear that neoliberal capitalism has brought us to an unbearable level, and it is necessary to make radical changes that would restore society on a more humane track. Hence, Stefan Hessel (Stefan Hesel), in his work, *Time for Outrage!* (Pobunite se!) points out that: "it is high time to take care of morality, justice, and sustainable balance" (Hesel, 2011: 25).

Namely, the World Economic Crisis, which hit the world in 2007, showed that the neoliberal doctrine set precariously. The fact is that the world economy has not fully recovered from that event. Also, the inequalities that have been created since then are making a tremendous gap between workers and capitalists. The question is: Why is there no change? In this case, the change would mean a return to the old, i.e., socialism. However: "The socialist counter-model to capitalist world domination also remains weak. Possible active subjects of such a transformation behave rather passively and/or their struggle in different parts of the world is not coordinated or united (Deppe, 2013: 324). It seems as if capitalism has defeated all its opponents for now.

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MELODRAMA AND MELODRAMATIC IN RAJKO GRLIC'S OPUS

Biljana Savić[11]

Abstract

If we were to classify all the films made by genre, the utmost content of celluloid tape would be on the side of melodrama. "Taken from cheap literature and boulevard theaters, melodrama has become the most popular type of film".[12]

Rajko Grlić's films enable theoretical considerations on the topic of melodrama and melodrama. Going into political, ideological, and sexual taboos, Grlić caused many controversies with his work. Despite everything, Grlić is an intense authorial individual, and his opus is original and autonomous. The topics he deals with, the tendency towards irony, the attitude towards morality. Also, the refinement in the portrayal of the characters places this director on a unique pedestal. "I often make love movies, love stories, they interest me because they're just an indication of who we are, who people are, who heroes are".[13]

He sets human destinies as a *puzzle* through which the entire social environment is observed. Inspired by the *Prague school*, Grlić's films directly reflect the reality of the time in which they were made without trying to turn films into a means by which they will express the bitterness and condemnation of the social community. The supreme connoisseur uses character and narrative in every dramatic situation primarily as a means and not as a goal of expression. The director, whose work is called provocative and unusual, turns to melodrama in his films: *You love only once* and, *It takes three people to be happy*, in which he elaborates earnest problems and has universal influences.

Keywords: Rajko Grlić, melodramatic format, melodramatic characters

INTRODUCTION

Melodrama is a tearful genre - a favorite of mostly female sentimental audiences. (...) Melodrama is a piece of life to which one reacts. The viewer is cunningly given a reason for happiness, comfort, and escape.[14]

"Melodrama tends to provoke empathy in the recipient, that is, sympathy with the dramatic character. And melodramas films are characterized by a plot that arouses emotions. The main feature of the melodrama is a complex set of norms related to the plot. Its emotional output, effects, mise-en-scène scenes, and excess. The melodrama format enables the characters to progress through their difficulties, which they

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[12] Vladimir Petrić: Development of film types: how film developed, Belgrade: Art Academy 1970, str. 155.

[13] http://www.youtube.com/watch?v=muu3WdyXZUI

[14] Nevena Daković: Melodrama is not a genre, Prometheus, Belgrade: Yugoslav Cinematheque, 1994, str. 7

overcome with their sacrifice and courage".[15] Grlić provokes emotions by acting directly on the subconscious. That is in that part of the human psyche, we cannot control, which is in the sphere of humans subconscious. The recipient is powered from a passive attitude, engaging him in events on the screen. Grlić's melodramatic opus is often imbued with the elements of melodrama. It has the ultimate goal: to elaborate the metaphysical dimension of passion, that is, the power of its influence on the life of the main character. The author also uses motifs that do not appear in classical melodramas. If we looked at them from the position of axiology of this genre, they could be considered obscene. For the melodrama, Grlić says that ''it has that stickiness and is full of universal places where you can incorporate your sentiment, your destiny, your experience. Melodrama is a set of situations in which something is more and farther than life and in which you incorporate your life and thus achieve a strong connection. Every film tries to escape from life and secretly hopes that it will become life itself. That is that it will become a document of life. On that seesaw, between life and someone bigger than life, every film, and in particular melodrama exists."

"In modern film, and even in the era of inviolable rule, the genre, as a prototype category, does not require strict respect, but allows for innovation and the introduction of personal style."[16] "I have never been burdened by genre, every genre cleans reality so that it can put its network, its composition together, and in that construction of the structure, reality falls away first. I have never seriously dealt with genres. I tell stories, so which genre do they fit into". says Grlić.

This author is playing with violating genre determinants. Such a change of fulcrum is ambivalent: legitimate and subversive. Subversion is based on sexuality, life ideology, as well as erotic scenes. Only rarely the brave ones, like Grlić, investigate the real relationships between men and women. Grlić's opus is in a complex interaction with all aspects covered by the author's policy, both in the theoretical sense and when it comes to creative practice.

MELODRAMATIC CHARACTERS

"In the dramatic arts, a character is a crucial concept, which preoccupies theorists and creators.''[17]

''The character as existence is the highest and most developed form of the dramatic face because it sublimates all features in itself. He is a type (psychological or social). He is a function (dramatic actions, or ideas), he is a character, and a person different from all others knows that, with unambiguous shapes of all its mental qualities.''[18] The correlation between the mutual relations of the characters, and the relations within the character itself, enables each subject to present itself as a set of distinctive features. This constitutive relationship between characters like, for

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[15] http://www.filmsite.org/melodramafilms.html
[16] Nevena Daković: Melodrama is not a genre, Prometheus, Belgrade: Yugoslav Cinematheque,1994, str. 23.
[17] www.komunikacija.org.rs/komunikacija/casopisi/ybornikfdu/5/d11/html_ser_lat
[18] Ibid.

example, sex differences enables a love intrigue whereby we characterize the characters with positive or negative traits. Grlić effortlessly polarizes duels and dialogues of authentic characters. He exalts them, and in each scene, the character grows. He emphasizes that the most important thing for a character is not to be a synonym of the materialization of some idea. Grlić's films are like classes in the anatomy of human destinies, in which he, in a specific way, opens the souls of human beings, like forensic scientists. A good connoisseur of male and female nature, he firstly proclaims the characters and then seals them. "I unclosed these people in dialogue, and the script and the film are a form of dialogue, not only in their ending but also in their creation. The human being is best seen in dialogue and, in general, events from multiple angles. I care about these people being alive because every movie hopes to become a document. In that endeavor, a man sometimes succeeds more, sometimes less but, an enormous part of that story is the actors because they didn't play those characters but became those characters, as much as they and I could do. Without that *existence*, there is no film character", pointed out Rajko Grlić.

"Emotions in pathetic speech seem not muffled and direct. The female character suffers, while the male character glorifies the human spirit and organizes the world through struggle. Pathetically using the banalest means..."[19] In the movies: *You love only once (Samo jednom se ljubi)* and, *It takes three people to be happy (Za sreću je potrebno troje)*, a male character suffers. About this unusual setting of melodramatic heroes, Grlić says: "I never thought about whether I would be crueler to a female or male character. I think that in my films I talk equally about the positions of men and women. In the film, *You love only once*, he burned out, because the fire was larger, not only towards her but towards time, towards space, towards politics, towards hope, towards everything, so that burned that man. In the film, *It takes three people to be happy*, the center is a love relationship. It is a film about quite ordinary, small little things, in which it could happen that the story has turned around, and a female character has suffered". Grlić did not intend to violate the rule of melodrama, for him, the relationship between the male-female position is just a coincidence from which it *turns*, like Almodovar towards *male* melodrama. He did not stage his films respecting melodramatic elements. After he made them, he said that he heard that they were films of the melodrama genre. The essential qualities and experiences that the recipients can perceive have projected on the characters in Gilić's film. The mystery of human destiny and the emotional narrative indicate that outside the essential feature, there is also the truth about morality, which we cannot fully understand. The characters change "... from the classic position of a passive victim, which awakens a feeling of pathos, to an active melodramatic character who threatens the conventions of the patriarchal world ..."[20]

"Each of Grlić's dramatic characters has its variations on the theme of their desperate behaviors and destinies that are causally consequential with life circumstances. Dealing with modernity, Grlić polarizes his attitude towards the

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[19] Nevena Daković: Melodrama is not a genre, Prometheus, Belgrade: Yugoslav Cinematheque, 1994, str. 55.
[20] Nevena Daković: Melodrama is not a genre, Prometheus, Belgrade: Yugoslav Cinematheque, 1994, str. 200.

characters from the tendency to get closer on one side and away from pretentiousness on the other. By opting for life marginals, he completes the circle of dealing with outsider personalities from modern life. In his films, he presents them in such a way as to give the impression that nothing more can be *learned* about them. His every character is formed of personal (internal) and interpersonal (social, public, professional) elements. A certain level of awareness is perceived, which his characters have, likewise the state in which the recipient is given an insight about the characters, more than the characters themselves have about themselves. Nearly, as in the classic Hollywood narrative, in which the recipient has got a privileged position, so he knew much more than the characters in the film".[21]

Often the image that Grlić's characters create of themselves and the structural reality of these characters differ. The author does not deal with certainties but with full ambiguous meanings.

In his rich opus, Grlić staged characters for whom feelings are more important than thinking, that is, characters whose feelings are directly related to the deepest emotions and who perceive the characters around them more than they judge them. In each of Grlić's characters, one of the three personalities clearly distinguishes: the savior, the victim, or the persecutor. No character contains only one of the mentioned characteristics, but at all times, one of the inclinations overpowers the others. It is about the degree, development, and mixing of these character traits into a special polyphony.

Grlić's characters are a set of structural functions that are fulfilled either by changing or stabilizing the dramatic situation. They can also define as the sum of contrasts and correspondences that connect them with other characters in the text.

Gilic's films are based on the relationship between the plot and characters. *You love only once* - The world is corrupted by human nature, and despite the knowledge that someone is a hero and has survived the impossible, a saint cannot remain because human nature cannot bear that such people exist. *It takes three people to be happy* - The thematic destiny of a marginalized lawyer, who is in two love triangles in parallel, with a parallel problematization of the present conformism and fatality for the man himself.

Only *noticeable characters*[22] become the object of our attention, whether they are part of our everyday life or roles from the screen. Although genre-diverse, the common denominator of recollections is the fact that the action in the story is created by personality traits. Meaning recipients often do not remember all the scenes in their favorite movies, but what remains permanently in the memory are the characters, their actions, moods, and personalities[23].

Gilić's female characters are impressive, almost like in the films of Almodovar, Antonio and Bergman, just as strongly as the scenes. The peculiarity of his director's handwriting is a strong male character, which is atypical for melodrama.

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[21] Endru Horton: Characters, the basis of the script, Clio, 2004, str. 57.

[22] Characters made up of personal (internal) and interpersonal (social, public, and professional elements)

[23] The character and the personality are different, the information we get about the character is limited, and, about the personality (mental and psychological characteristics), we can polemicize indefinitely.

His "hero" did not consciously make a mistake. He has no flaws in his character. His guilt stems from insufficient knowledge of people, wrong assessment, someway misunderstanding for which he does not bear moral responsibility. It is a game of illusion and reality, where people are not what they seem, so it is a melodrama and a story about revealing the truth. Grlić's melodramatic male characters range from misfortune to success and from defeat to victory.

The melodramatic opus in Rajko Grlić's films reveals the director's desire to present a simple dramatic form with close characters and situations (love and adultery), as well as the tendency towards a more universal and accessible film, dealing uncompromisingly and successfully with the relationship between man and woman. In each character, in their desperate behaviors and destinies, the intensity of various psychological frustrations is perceived, while Grlić's observation is directed towards their love relationships, more precisely, love defeat.

Characters for Gilić, like Bergman, represent *materials of vital importance* without which there is no success in the creative act and through which Grlić communicates. The real meaning of Grlić's work is in establishing contacts through characters with viewers. Through his work, the director tries to express emotional experiences and feelings that arouse different thoughts and reactions in the recipient.

Melodrama genre films, says Grlić, should have an *open ending*. The films are a symbiosis of reality manipulation and cliché manipulation. "I could never tell you whether the endings in my films are happy or sad, and I am afraid of interpreting my films because I believe it is wrong and contrary to what I offer."

CONCLUSION

Rajko Grlić's melodramatic work developed equally on social experiments and critique of an unconventional life in society, as well as on ethical principles. Encompassing series of social deviations (upper social stratum), as an artist, close to the world he is talking about, he assimilates autobiographical experiences in his films that Grlić does not deny.

His characters are often the bearers of deviant phenomena and amoral personalities who incarnate them, not getting an adequate reflection in their inner reaction, which *read* in their mere subtext. It is not a question of a standard relation - the author and the film as an action and the recipient as a receptor, which reacts to the film, but in the essence of the films themselves, as the integrity of its relationship. According to the debatable point of view, all the characters in the film are predisposed and prone to ethical corruption or latently contain it, while the *chances* for the fight are left to the positions of outsiders as the voice of *truth* from the lodge.

The constant in Grlić's work is dealing with male-female relationships and love, and thus eros, which is most pronounced in *You love only once*. In it, he shows how the repressive apparatus does not hesitate to enter the realm of intimacy. The immediacy and casual humor always close to the recipient (Billy Wilder's fascination) is present in all productions, whether melodramas or realistic social comedies of the Czech type, while the prevailing playfulness of the main characters often flirts with Balkan machismo, as opposed to the established grimly outlined impotent figure of an intellectual, torn by irrational suffering as a consequence of alienation.

Often the tragic destinies of heroes and their stumbles are the consequences of their maladaptation and non-conformity. The conflict with the environment and turning to the antisocial comes from misunderstanding small, and for unconventional heroes problematic goals through which the outlines of social and civil anemia are outlined.

Grlić's film *view* was never a priori offensive and potentially provocative. The controversy surrounding his films arose without real foundation as each of his socially critical films was primarily artistic and benevolent to all characters of the film, including antagonists, while most of the objections related to routine and excessive creative leisure in some performances.

The revaluation of the past, the generation of that time, in terms of narration, reveals the director's sensibility and fondness for melodrama, which underlines Grlić's *tragic feeling of life*. Returning afresh to the *little things that mean life*, as he says, Grlić returns to his obsession with creating an opus based on inconspicuous moral stories from life, again returning to the genre of melodrama. As in the film *You love only once*, he confirmed himself as a director, allowing himself to remain in the position of a moralist who deals with small life details with particular emotional warmth.

Grlić performs his works anatomically, precisely, with narrative sections, ironically and directly using all the possibilities that the media offers him on the meta-plan of the structure. With melodramatic elements, Grlić emphasizes the function of critical objectification of our everyday life and kitsch as the dominant lifestyle, imposing questions: how to achieve the security that provides a person with space to express himself in his human appearance, which Grlić does not declare, registering things as they are, noting how media kitsch spreads to all our senses, articulating as the identity card of each individual.The melodramatic elements also allow for the condensation of sketches in the emotional rifts that frustrate its entrants until the moment they try to break with all that they are or have been.

Grlić elaborates various models characteristic of modern artistic expression and modern understanding of reality. He plays with narrative clichés, leads the recipient to accept narrative currents, incorporates psychoanalytic clichés into the film's template, and intervenes with the genre matrix. He treats the topics as if they have considerably penetrated the consciousness of the global audience. In such a game, a unique being of the work is constituted, which should be able to be separated from the contradictory subdominants that served it as a building tissue. Grlić deals thematically with life's problems, offering a film pattern that at the same time adequately treats and affirms formed the real situation.

This director pleads on the world film scene as a director whose work significantly contributes to the intensification of poetic currents within the seventh art. He adds new attributes to every aesthetic idiom, building archetypes from certain aspects of modern life, making Grlić's opus paradigmatic when it comes to contemporary film.

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THE INFLUENCE OF MODERN TECHNOLOGY ON CHILDREN AND THEIR EDUCATION

Marija Simić[24]

Abstract

In this paper I will tackle an issue that many of us encounter today - the excessive use of the internet and social media, examine how it affects children and young people. The excessive use of gadgets such as: smartphones, the internet, games and social networks became a necessity for any child nowadays. As one can imagine it is becoming a global issue. This use of modern technology greatly reduces the time which the child should spend learning and receiving information, furthermore it prevented the children in question from receiving good quality education and it reduces them to experiencing mediocre education instead.

Firstly, I would like to point out that throughout my research - the children who were seriously invested in playing instruments and quality music, were far less likely to be addicted to games and gadgets compared to those who were not.

Playing the instrument itself contributes to the development and enlargement of the frontal cortex as well as the acceleration of the function of synapses in the brain [1], which is in direct opposition to what we see when we look at how the brain reacts to the addiction to games and the Internet (in this case there is a reduction of the frontal cortex and lack of short and long term memory [2]). The solution to this problem is the inclusion of musical cognition in the child's education, from the earliest age.

In order to achieve this in the best possible way, it is necessary to have certain factors in balance, which I will deal in this paper.

Key words: Music, education, innovations, youth, advancement, modern technologies

INTRODUCTION

This paper deals with the study of children and the young who have different combinations of the key factors. Here I will showcase what the key factors are for a child or young adult. These factors would ensure that he or she becomes a successful and mature adult. I will also introduce some common pitfalls or obstacles that should be avoided, as well as ways to overcome them.

METHODS OF RESEARCH: OBSERVATION AND COMPARATIVE ANALYSIS

Observation and comparative analysis in groups of children who have fulfilled all or most of the factors for progression in musical development. They have reached the

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desired balance, and examining those who did no fulfill these factors and who may not have as much support as they need.

Results:

Throughout the years of my pedagogical work and observation, I have come to the conclusion that fulfillment and balance of all the key factors (such as: having a a lot of support from the mother, in terms of her being supportive when the child decides to start playing the instrument; constant cooperation with the professor who also needs to be motivated to do the job right; recognition and respect of the environment that the child may need in regards to the space, instruments and such ; the financial stability of the child's family and perfecting the working conditions that are necessary to minimize the risks of an addiction to the internet and gadgets [2] in order to develop the child into a successful and mature musician.

Discussion:

As we all already see, we live in a time of gadgets and technical aids which we can no longer live without and can no longer separate ourselves from. The mobile phone is a great example of this because it connects the vast majority of tasks which we previously had to do separately - now we are connected to everyone, no matter if the person is at home or abroad, we can write documents and scan them for safekeeping, we can send emails, work and make appointments, use calendars, use different camera functions, have access to the Internet at any time, listen to selected or random music, use social media, play video games or chat with friends, real or virtual.

We should also be aware that the amount of gadget use also depends on our maturity level, for example: adults and mature individuals are using the internet and mobile phones to optimize time, to make their jobs and daily commitments easier, tome transactions in order to pay things with money, but also to make money.

For Musicians it is very valuable that we can listen to all the treasures of the world's classical music at any given time, previously we would have to work hard to find that same music or we would have to use complicated methods such as to tape them ourselves in order to have specific tracks recorded (complicated methods such as: magnetic tapes, Gramophones, vinyl records, cassettes and CDs) and in this way we can listen to music tracks that interest us at any given time. On the internet you can also find and print any musical text or notes, which is a huge help and it greatly saves time. It is also very valuable that we have phones to record our performances on - making so-called practice recordings - seeing ourselves from another perspective can help us realize what level are we at with a particular interpretation and we can have a better idea what remains to be done and how much more practice we need. We can also take recordings of our recitals and concerts which serve as beautiful memories to cherish. Now we can choose and post our best and favorite ones on the internet, later we can even use these recordings in order to get recommended or to get a scholarship, finances from the funds, and so to speak as our visit card.

In contrast, children are highly vulnerable to the downsides of easy and fast access to the Internet, in every family today there are fights concerning the amount of time the children of the family spend on social networks or playing games. These are the 21st century problems. The children sometimes even have issues distinguishing this perfect virtual world from the whole physical reality. That is why children have issues with socializing as well (socialization is known to be an immensely important factor for that age, and especially if it fails to establish its importance and status from parents or real peers) - they tend to play virtually through online games , and that's how they choose to interact with other players, usually in these online games you are represented by a specific avatar and you immerse yourself fully into this virtual role and virtual reality, which can too often lead to addiction and seclusion from the real world [2].

And this is where music is a very valuable tool which can help. It can be said that music is even a form of salvation for some. (in my previous work [1] I explained how many different centers in the brain are activated by music and how music helps many synapses function so that the children or teenagers rapidly develop all their abilities, related to other activities besides music, in contrast to gamers, where the size of their frontal cortex is reduced in size).

We will now study each of the factors necessary for a positive result:

The mother's attitude and support towards the child in regards to instruments and classical music

Through careful observation and comparison between groups of children who have successfully completed the process of becoming great musicians and groups of children who have not, I have come to the conclusion that the role of the mother plays one of the key factors for the young musician's self-realization and for his or her success. It was also noted that the role of the mother in relation to the role of the father was much more dominant in the development of young musicians, and that seemed to be the rule in all observed cases.

This is also a complex factor, made up of several components:

Of course, it would be ideal for the mother herself to be a professional musician too because this alone means that she certainly has more respect and loves for the occupation then her child is getting involved in. She might also have a better understanding of what is necessary for the the child to musically advance.

Music is one of the most difficult and complex arts one can tackle. Mainly because it exists only in the moment of it is created, and when the interpretation is completed, it ceases to exist in its original form. We can say that there is a metaphysical process of rebirth and realization of an author's idea from long ago, many tens or hundreds of years ago, and this requires the activation of all the psychic and emotional abilities of the performer, which are triggered by his musical talent.

Therefore, special forms of discipline are required while you are in the process of getting the high-quality interpretation of the music track. This is because the performer's organism is the medium through which the music passes through and therefore the young musician must be in shape the same way as a top athlete should be. Only in that way the best results can be achieved. [1].

Furthermore, when the mother herself is a professional musician, she can recognize that the child or young adult needs a healthy daily routine -this means that they should get enough sleep at night, regular nutrition and hydration during the day, but also they should have a peaceful room where they can practice their instrument for hours daily. This is mandatory in order for them to get into the routine of things and to be ready in time for concerts and such. Thus we can conclude that the child's mother becomes a valuable associate to the professor, because when she herself has the will and supports the child in everything that needs to be done, she can even be a part of the creative process (in consultation with the teacher or mentor naturally) and she can help by coming up with creative ideas for the musical or technical problem that the child may encounter.

However, if the mother is not a professional musician, she should be a great admirer and lover of classical music in order for her child to.

Therefore, she alone might not have the initiative to influence the daily routine of the child, but she will do everything to enforce the professors or mentor’s suggestions, and will control the home environment and daily routine that is necessary as well as sufficient number of hours spent in practice. There is a mandatory factor and very close cooperation with the teacher or mentor and respect for his professional knowledge and personality from the mother.

The third variant, which again gives very good results, is when the mother herself is not a fan of quality music, but has a great respect for the education and studying (she can also be and educational field worker), as well as for the professional knowledge and personality of the professor or mentor. Then she will also take care of everything the professor suggests that the child must have in their daily routine at home, of course, including training on the instrument. Here, the mother will not be able to help with some of her ideas, but she will be an example to her child the with her attitude towards the professor and education that the child will follow, consequently it will properly implement the professor's advice and suggestions.

The fourth alternative scenario could be that the mother might not be a fan of classical music, and she does not have respect towards the professor and to the educational process itself. In such a situation, the child most often (in most cases) has the problem of respecting hierarchy and authority, and thus the progression and self-realization of him / her as a musician and a successful adult is much more difficult.

Here is the only solution that the child alone feels and understands the importance of education and grows extreme form of respect to his mentor.

In such a situation, it is also an important factor to spend as little time as possible under the negative influence of the parents - let's say, for example, that the child is a student in a boarding school where he/she will be supervised by professional musicians who understand what is needed on a daily basis. And maybe, even a better example could be - to enter the systematic training, where the professor or mentor in a sense “adopts" or becomes that parental figure (in Russia, where I myself studied and worked with children at the music school there and the term "Music son" or "Music grandson") then without much influence from the parents, the tutor proceeds to work with the child and he or she controls the individual exercise and follows closely the progress of the student. Of course, in order for a professor or mentor to have the desire and the motivation to work in such a dedicated way, they must have a special personality, so only the most reputable and authoritative professors do (there are many such examples in the Russian education system, but in our educational system there aren’t many), and these are usually professors who got treated the same way when they were students. So that is why they understand the benefits.

And with that, we come to the following essential and crucial factor:

Choosing a professional and motivated mentor or professor to work with

The first option that gives the best results is just that, when the professor or mentor is a high quality motivated and strong figure that can "adopt" student, and in the absolute best way can take care and guide his progress and the work process. It is ideal for the student’s mother to be as described in one of the first three variants from above, but even if the professor does not have the cooperation or respect of the students’ parents, being a strong figure can ensure a smooth or even incredible progress for the student. Of course, the only condition that must be fulfilled in such a variant is to have respect and exceptional cooperation from the child or the young person himself/herself.

The next option is an extremely professional and motivated professor/mentor who works with a student for a certain number of hours a week/month, and the student that spends a lot of time independently completing the suggestions and assignments given by the professor or mentor. Of course, for this variant to work it is necessary for the mother of the child to be in the first and three types, fourth excluded (a mother who doesn't respect the professor and the education process), because then the young musician will not have sufficient motivation and quality of conditions to carry out the tasks given to him in his independent work. Of course there is also an exception that ensures that, even in such a negative home atmosphere, there are ways for progression, that the student himself has a great respect for the professor and the teaching process, and that he organizes his independent exercise as much as possible outside the home, for example in the music institution itself.

The next variant is a professor who is not motivated enough to work with a student or student and works very irregularly, carelessly and without focus, just does not have enough knowledge, or if does, does not want to pass it on. Here the only way that a young musician progresses is to have a mother as described in the first two variants. As she will need to take on most responsibilities of practicing and playing of child on to herself. If she is a professional musician herself, she will be able to greatly ensure the quality of work and child's progress. If she is a great admirer and a lover of music, she will be able to provide the child more consultations with other professors who have lot of expertise and motivation to work. Of course, in reality, after a certain period of time, a non-motivated professor can be changed to another, who is better and more motivated to take part and share his knowledge.

Recognition and respect by the environment in which the young man resides, towards his/her engaging in quality music

A child who is just emerging is very conscious about what his environment thinks [3], and especially whether it accepts and respects him/her for his involvement in the music profession he is learning and which he wants to pursue.

The ideal situation is that young musicians is surrounded by peers or people who are like them engaged in music, and thus they have a better understanding of him/her and can provide sometimes even better support than teachers.

There are different types of support such as: a discussion on how to achieve the best possible outstanding interpretation of the musical work, and in particular whey. Playing together and give mutual support to each other. (only possible if there is a mother which falls in the category of the first three types (as described above) and a professor who falls under the first two), these are the ideal conditions for the growth of a successful person and musician.

Another factor that should be taken into account is that the environment of the young musician. It should consist of admirers of proper and good music, because that will reflect on the musical performances of the student, and it should consist of people who admire the craft he or she has chosen to do. In this situation he would also receive a great incentive for progress.

The third factor is when the environment is composed of peers and persons who are far from music as such, and do not understand what the child is trying to accomplish. Of course this seems extremely counterproductive and makes it difficult for him/her to do the already demanding process of re-creating and reviving the musical text. In this situation the salvation is a mother (as described in one of the first three variations) and can provide and find new environment of people and peers who evaluate and respect what he does. The child also needs the strong figure, a motivated and skilled mentor that provides such a productive environment naturally.

Financial situation of the family

The financial situation of a young musician's family is a very important factor, because it can have a twofold impact: to provide him with too much comfort and over - fulfillment of his wishes, or to use those finances for his professional advancement and development.

In the first factor above it shows that the motivation of the child for independent work and progress is in direct opposition regarding to excessive comfort - the more accessible all kinds of material things unrelated to the profession are, the motivation to achieve something himself/herself and put in effort becomes proportionally lower. To delve even further - the motivation of a child to work or progress is closely linked with myself to parent’s attitude towards finances.

In another variant, when the mother is one of the first three types (herself a professional musician; great is an admirer of classical music, knows the value of knowledge and education and fosters respect for the profession and a professor of child), then a very favorable financial situation is a good factor, because then it is used to improve the condition and to forward the professional work of young musicians (I will process it in the chapter "quality of working conditions").

If the mother is like the fourth type (does not understand the value of knowledge and education, and doesn’t cultivate respect for the professor and the educational process), then usually the attitude towards wealth, in this sense is wrong, because then the money is used unwisely and absolutely all the wishes of the child are fulfilled, whether it's deserved or not, but that reduces the kids desire for any progress and discourages investing effort in anything (especially in regards to succeeding in music, because as I am sure you already know , music is a vast ocean of progress and research and it needs constants work and motivation for it).Nothing can be served and gifted, everything is earned through hard work and dedication.

It is not good if parents judge other people based on their material status, this way of thinking can be passed onto the child and the child can have difficulties understanding the value of something as eternal as music, something which cannot be paid for with money, among. For example, the eternal beauty of music from: J.S. Bach, W.A. Mozart, L. Beethoven, F. Chopin…This child that has been led down the path of materialism is going to find it very difficult to understand that this Music existed before us, and will exist long after us.

There is also a solution to this as well, it's when the student cooperates with a gifted and a motivated Professor/Mentor, who will introduce him/her to the eternal works in the field of music, literature, painting art and film [1]. Thus, the child will slowly begin to understand that life is not only in the amount of money and comfort, but it is a great fortune that we are among the chosen ones who have the honor and privilege to meet the Eternal, to revive it and recreate it at the moment of interpretation; that touch of Eternity leaves immense impression on a young person, to not view life in the same way as before [4] and this is the way it leaves the further progress of the young artist the musician enforced and forever open.

Quality of working conditions

A good financial situation in the family can also be a very favorable factor if the mother is in the first three types and understands the importance of good conditions for the professional work and progress of the child.

Then there is an opportunity to acquire a truly high-quality instrument for independent work, as this gives tremendous motivation to the child for further progress; to pay for a study trip to a child or young person, where he/she would become acquainted with the music education system in other countries and also through which he/she could see in what direction they can improve even further; or fees for participation in competitions, Master Classes, or winter and summer schools during the holidays (then the attention of students is free of compulsory teaching in school and can fully focus on perfecting their skills in playing the instrument).

CONCLUSION:

From all this we can conclude that it is crucial for a young person on the path to a successful future to have a mother who is one of the first three types listed above (that she is either a professional musician herself, or that she is a great admirer of classical music, or that she knows the value of knowledge and education and has the respect for the profession as well as the professor); that there is a continuous collaboration with a professor of the first two types - a professor or mentor of a sufficiently high-quality, motivated and strong figure who "adopts" his student , or a professional, high-quality and motivated professor who works a certain number of hours each week or month (which includes independent work of the young musician); that he is socialized in the company of peers who are also involved in music, and that he is surrounded by an environment that makes him/her feels admirable and appreciated; that the financial situation of the family, among other things, is in the purpose of his professional development and progress, and the benefits are to improve the quality of conditions for his work;

All of this leads to the use of the Internet, mobile phone and other gadgets. Mainly for the purpose of developing. What I mean by this is - the student should have access to all the tracks of classical music that the student is interested in, the student can make playlists of their favorite composers of classical music [1], they can make recordings of their rehearsals and concert performances and he or she can post it online and that he/she has a way to call them in every professional presentation or appliance for specific scholarships or funds.

All of this and the presence of all the key factors, the student will be happily engaged and motivated for his profession, and he will develop his or her personality in a healthy and coordinated way. Avoiding unnecessary use of the internet along the way.

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APPLICATION OF THE DUBLIN PROCEDURE IN THE ACQUISITION OF CITIZENSHIP IN THE REPUBLIC OF CROATIA AND EU COUNTRIES

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Abstract

Mass uncontrolled arrivals place a heavy burden on the asylum systems of EU Member States, which is why this problem needs to be addressed in order to control the current situation by applying the current Schengen border management and asylum rules, as well as stronger cooperation with key third countries, especially Turkey. The situation shows major fundamental shortcomings in our asylum regulations, which affect their effectiveness and do not allow for a sustainable division of responsibilities, and the European Commission has started to amend the Dublin procedure.
Keywords: Dublin procedure, Dublin III, asylum, EU citizenship, incoming and outgoing transfers.

INTRODUCTION

The Union framework for asylum is gradually being reformed to establish a sustainable and fair system for designating the Member State responsible for examining asylum applications, strengthen Eurodac, achieve greater coherence in the asylum system, prevent secondary developments and expand the powers of the European Union. Asylum Support Office (EASO).

This ensures a complete reform of all parts of the EU asylum system, inter alia to prevent asylum seekers and beneficiaries of international protection from violating the Dublin mechanism by abusing and submitting multiple asylum applications (buying asylum). Accordingly, asylum procedures need to be speeded up and harmonized, rules on procedures need to be more uniform and the rights offered to beneficiaries of international protection need to be adjusted, as well as reception conditions in order to achieve maximum harmonization in Member States, including citizenship.

The Dublin III Regulation is part of the first package of legislative proposals that comprehensively reform the CEAS and amend the Eurodac Regulation, which also establishes the European Union Agency for Asylum. The Eurodac proposal includes the changes needed to adapt the system to the proposed Dublin rules, in line with the implementation of the Dublin Regulation as the primary objective. Eurodac is also becoming a database for wider immigration needs to facilitate return and combat illegal migration.

This paper will present statistical indicators on the acquisition of citizenship by group of previous citizenship, statistical indicators of persons (by sex) granted international protection in the Republic of Croatia, statistical indicators of persons (subsidiary protection) granted international protection in the Republic of Croatia, statistical indicators application of the Dublin procedure in 2020 (incoming transfers

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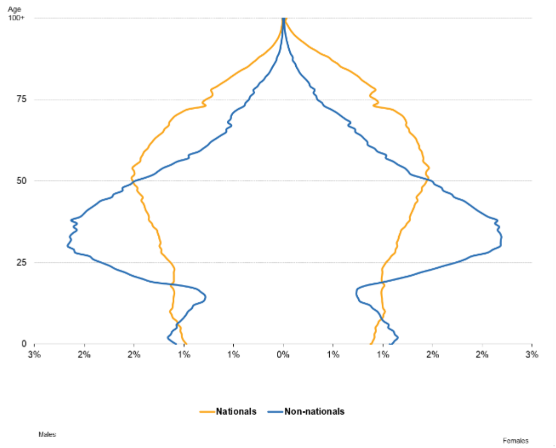
realized from EU member states), statistical indicators of the application of the Dublin procedure for the period 2018-2020. (incoming transfers by citizenship), statistical indicators of the application of the Dublin procedure for the period 2018-2020. (number of outgoing transfers, from HR), to EU countries and to countries of previous citizenship.

AGE STRUCTURE OF THE NATIONAL AND NATIONAL EU POPULATION

Given the overall aging of the European Union population and the lack of skilled and expert workforce immigration contributes to the rejuvenation of the working population, which in developed industrial countries is addressed by targeted approvals for asylum seekers to obtain asylum and citizenship of individual EU member states.

Graph 1. Age structure of the national and non-national population of the EU, 2019



Source: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Age_structure_of_the_national_and_non-national_populations,_EU-27,1_January_2019(%25).png

Immigrants in EU Member States are, on average, significantly younger than the population already living in the destination country. In 2019, the average age of the EU population is 42 years. In contrast, the average age of immigrants in the EU was 28 years.

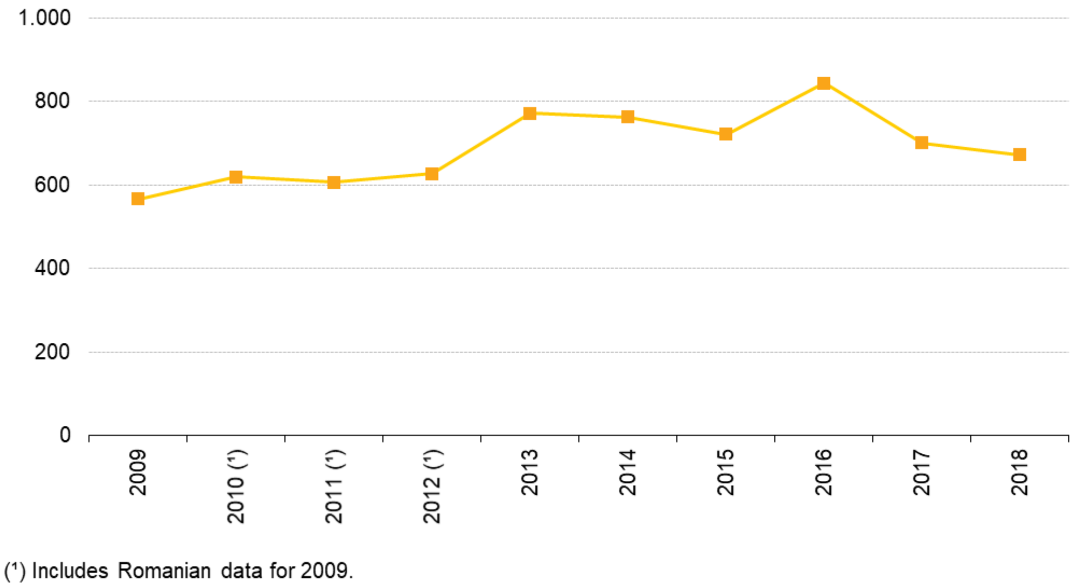
NEW EU CITIZENSHIPS

Citizenship is a special legal relationship by its nature lasting, which exists between an individual and the state or citizen. Based on the existence of citizenship as a special legal relationship (between a natural person and the state), rights and obligations arise both on the part of the state and the individual who possesses citizenship. Each state prescribes rules governing matters of nationality, in particular those on which it depends which persons and under what conditions will be considered citizens of the same state, that is, under what conditions individuals cease to be its citizens. The 1997

European Convention on Nationality stipulates that each state determines by its legal regulations who its citizens are.

The number of persons who acquired the citizenship of an EU member state in 2019 was 672.3 million, which is a decrease of 4% compared to 2017. Germany had the largest number of persons who acquired citizenship in 2018, 116.8 thousand (or 17% of the EU-27 total). The next highest levels of citizenship were in Italy (112.5 thousand), France (110.0 thousand), Spain (90.8 thousand) and Sweden (63.8 thousand).

Graph 2. Persons who acquired citizenship in the period from 2009 to 2018.



Source:
https://ec.europa.eu/eurostat/statisticsexplained/index.php?title=File:Number_of_persons_having_acquired_the_citizenship_of_an_EU-27_Member_State,_EU-27,_2009%E2%80%9318(1_000).png

The United Kingdom had the largest number of people who acquired citizenship in 2018, 157 thousand (or 23.3% of the total EU). The next high levels of citizenship are in Germany (116.8 thousand), Italy (112.5 thousand), France (110 thousand). About 566.1 thousand citizens from non-EU countries living in an EU member state have acquired EU citizenship. The number of citizens of non-EU countries was 84.2% of all persons who acquired the citizenship of an EU member state (Table 1).

Table 1. Acquisition of citizenship by group of previous citizenship, 2018.

	Total	Citizen of other EU-27 Member States		Citizens who are not members of the EU-27		Stateless persons		Unknown	
	(1 000)	(1 000)	%	(1 000)	%	(1 000)	%	(1 000)	%
EU-27	672,3	89,6	13,3	566,1	84,2	9,2	1,4	6,9	1,0
Belgium	36,2	9,4	26,0	25,8	71,3	0,1	0,3	0,9	2,4
Bulgaria	1,0	0,0	1,4	1,0	97,5	0	0,2	0	0,9
Czech Republic	2,3	0,5	22,3	1,8	77,1	0	0	0	0,6
Denmark	2,8	0,8	29,2	1,9	67,5	0,1	3,2	0	0,1
Germany	116,8	29,6	25,4	85,4	73,1	0,7	0,6	0,5	0,5
Estonia	0,8	0	1,4	0,8	98,6	0	0	0	0
Ireland	8,2	3,2	39,3	5,0	60,8	0	0	0	0

Greece	27,9	0,7	2,6	27,1	97,3	0	0,1	0	0
Spain	90,8	2,4	2,7	88,3	97,3	0	0	0	0
France	110,0	8,6	7,8	99,2	90,2	0	0	2,1	1,9
Croatia	0,9	0,1	7,7	0,8	91,8	0	0,4	0	0,1
Italy	112,5	8,8	7,8	103,7	92,2	0	0	0	0
Cyprus	3,2	0,6	20,3	2,5	78,8	0	0	0	0
Latvia	1,7	0,1	6,8	1,5	91,9	0	1,3	0	0
Lithuania	0,1	0	0,8	0,1	80,8	0	18,5	0	0
Luxembourg	7,0	4,2	60,1	2,8	39,8	0	0,2	0	0
Hungary	3,5	2,5	71,6	1,0	28,4	0	0	0	0
Malta	1,0	0,2	20,8	0,8	79,2	0	0	0	0
Netherlands	27,9	2,1	7,4	22,2	79,5	2,4	8,5	1,3	4,5
Austria	9,4	2,0	20,9	7,4	78,6	0	0,5	0	0
Poland	5,1	0,2	4,0	4,9	95,8	0	0,2	0	0
Portugal	21,3	0,7	3,2	20,6	96,8	0	0	0	0
Romania	6,3	0	0,3	6,0	95,0	0	0,1	0,3	4,5
Slovenia	2,0	0,1	3,8	1,9	96,2	0	0	0	0
Slovakia	0,7	0,2	34,3	0,5	65,6	0	0,1	0	0
Finland	9,2	1,3	13,6	7,7	83,7	0,1	0,7	0,2	2,0
Sweden	63,8	11,1	17,4	45,5	71,3	5,6	8,8	1,6	2,5
United Kingdom	157,0	47,6	30,3	106,3	67,7	2,0	1,2	1,2	0,8
Iceland	0,6	0,2	42,2	0,3	54,3	0	3,5	0	0
Liechtenstein	0,1	0	28,1	0,1	71,9	0	0	0	0
Norway	10,3	0,9	8,6	8,7	84,6	0,7	6,6	0	0,1
Switzerland	42,5	22,4	52,7	20,0	47,1	0	0,1	0	0

Source: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Migration_and_migrant_population_statistics#Migration_flows:_Immigration_to_the_EU-27_from_non-member_countries_was_2.4_million_in_2018

About 566.1 thousand citizens of non-member countries residing in the EU-27 acquired citizenship of the EU-27 in 2018, which is a decrease of 5% compared to 2017. As citizens of non-member countries, they accounted for 84% of all persons who in 2018 acquired the citizenship of an EU-27 member state.

New EU-27 citizens are mainly from Africa (28% of total citizenship acquired), Europe outside the EU-27 (25%), Asia (16%), as well as from North and South America (14%).

Citizens of EU-27 member states who acquired the citizenship of another EU member state (89.6 thousand persons) accounted for 13% of the total number.

The main groups of EU-27 citizens who acquired the citizenship of another EU-27 Member State were Romanians who became citizens of Italy (6.5 thousand people) and Germany (4.3 thousand people). In Luxembourg and Hungary, most new nationalities are granted to nationals of another EU-27 Member State. In the case of Luxembourg, the largest share is held by Portuguese nationals, followed by French, Italian and Belgian nationals, while in the case of Hungary, EU-27 citizens who acquired citizenship are almost exclusively Romanians (Eurostat, 2020).

The largest group of new citizens of EU member states in 2018, as in previous years, were citizens of Morocco (67.2 thousand, which corresponds to 10% of all approved citizenships), followed by citizens of Albania (47.4 thousand, or 7, 1%), Turks (28.4 thousand or 4.2%) and Brazilians (23.1 thousand or 3.4%).

Compared to 2017, the number of Moroccan citizens who acquired the citizenship of an EU-27 member state decreased by 2%.

The largest share of Moroccans achieved new citizenship in Spain (38%), Italy (23%) or France (23%), while the majority of Albanians obtained Greek citizenship (51%) or Italian citizenship (46%). The majority of Turks (59%) received German citizenship, and about half of Brazilians received Italian citizenship (46%).

STATISTICAL INDICATORS OF APPROVED ASYLUMS IN THE REPUBLIC OF CROATIA

The statistics that reflect the refugee problem are on the one hand devastating because every two seconds, one person is forcibly displaced due to conflict or persecution. In the Republic of Croatia, the situation during the refugee crisis was calmer than in neighboring countries, as the Republic of Croatia was only a transit country for refugees. Nevertheless, the refugee crisis in 2015 imposed an obligation on the Republic of Croatia, as a full member of the EU, to accept part of the asylum seekers as well as to provide humanitarian assistance to refugees. In the Republic of Croatia, according to the data of the Ministry of the Interior (MUP, 2018), 424 persons received international protection.

Table 2. Statistical indicators of persons (by sex) granted international protection in the Republic of Croatia until 31.03.2020.

PROTECTION/ TYPE	**2006**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**Total**
Asylum	1	3	11	5	4	21	7	15	36	83	183	240	157	15	781
MALE SEX															
MALE SEX		3	6	4	4	15	4	12	31	50	132	152	90	9	512
0-13			3			3	2		3	7	33	42	30	4	127
14-17			1	1	1	3				5	4	14	9	1	39
18-34			3	1	3	1				4	9	21	29	80	65
35-64			1	2	5	2	3	7	9	15	31	26	25	3	244
FEMALE SEX															
FEMALE SEX	1		5	1		6	3	3	5	33	51	88	67	6	269
0-13			3			2	2		2	15	22	35	25	4	110
14-17						1				1	2	14	5		23
18-34	1			1		3		3	2	15	17	17	17	1	77
35-64			2				1		1	2	10	21	19	1	57
65 >												1	1		2

Source:
https://mup.gov.hr/UserDocsImages/statistika/2020/Me%C4%91unarodna%20za%C5%A1tita/Web%20statistika%2001.01.-31.03.2020.pdf

Table 3. Statistical indicators of persons (Subsidiary protection) to whom international approval has been granted protection in the Republic of Croatia until 31.03.2020.

	2006	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total
Supsidiary protection		**3**	**2**	**9**	**9**	**14**	**17**	**10**	**7**	**17**	**28**	**25**	**1**		**142**
MALE SEX															
M		3	2	6	4	8	9	10	5	11	18	13	1		90
0-13				1	1	2	3			3	5	6			21
14-17				2	1	1	1	1		2	3	3			15
18-34		3	2	1	2	2	5	8	3	6	5				37
35-64					2		3		1	2		5	4		17
FEMALE SEX															
F				3	5	6	8		2	6	10	12			52
0-13				1	3	2	3		1	1	2	8			21
14-17							2				4				6
18-34				2	2	2	2			2	3	2			15
35-64						2	1		1	3	1	2			10

Source:
https://mup.gov.hr/UserDocsImages/statistika/2020/Me%C4%91unarodna%20za%C5%A1tita/Web%20statistika%2001.01.-31.03.2020.pdf

On the other hand, as a result of the Dublin procedure, 67 incoming transfers were made from Austria, Belgium, the Netherlands, Germany and Slovenia, while the number of outgoing transfers to Member States was only one, to Italy.

Table 4. Statistical indicators of the application of the Dublin procedure for the period 2020.

	Incoming transfers were made from the following Member States		
State	**2018.**	**2019.**	01.01.-31.03.**2020.**
Austria	50	21	3
Belgium	2	4	3
Czech Republic	1	0	0
Denmark	0	1	0
Finland	0	0	1
France	2	11	2
Greece	6	0	0
Italy	1	0	0
Germany	24	28	22
Netherlands	9	8	2
Luxembourg	2	1	0
Hungary	1	0	0
Slovenia	19	6	2
Sweden	0	3	0
Switzerland	9	13	4
United Kingdom	0	2	0
Total	**126**	**99**	**39**

Source:
https://mup.gov.hr/UserDocsImages/statistika/2020/Me%C4%91unarodna%20za%C5%A1tita/Web%20statistika%2001.01.-31.03.2020..pdf

Table 5. Statistical indicators of the application of the Dublin procedure for the period 2018-2020.

	Incoming transfers by citizenship		
CITIZENSHIP	**2018.**	**2019.**	**2020.**
Afghanistan	35	18	2
Algeria	19	25	6
Cuba	1	0	0
Bangladesh	00	2	0
Egypt	0	0	1
Iran	10	13	2
Iraq	9	5	16
Kuwait	0	1	0
Libya	6	4	2
Moldova	1	0	0
Morocco	8	5	1
Nigeria	1	2	0
Palestine	0	2	0
Pakistan	2	0	1
Russia	1	0	0
Somalia	1	0	0
Syria	23	10	6
Sri Lanka	0	1	0
Turkey	3	11	1
Tunisia	3	0	0
Unknown citizenship	3	0	1
TOTAL	**126**	**99**	**39**

Source:
https://mup.gov.hr/UserDocsImages/statistika/2020/Me%C4%91unarodna%20za%C5%A1tita/Web%20statistika%2001.01.-31.03.2020..pdf

Table 6. Statistical indicators of the application of the Dublin procedure for the period 2018-2020.

	Number of outgoing transfers (from HR)		
STATE	**2018.**	**2019.**	**01.01.-31.03.2020.**
Belgium	0	0	3
Bulgaria	1	0	0
Denmark	0	1	0
France	0	3	0
Italy	1	2	0
Germany	3	1	0
Sweden	4	0	0
Switzerland	1	1	0
TOTAL	**10**	**8**	**3**

Source:
https://mup.gov.hr/UserDocsImages/statistika/2020/Me%C4%91unarodna%20za%C5%A1tita/Web%20statistika%2001.01.-31.03.2020..pdf

Table 7. Statistical indicators of the application of the Dublin procedure for the period 2018-2020.

	Number of outgoing transfers (from HR)		
CITIZENSHIP	**2018.**	**2019.**	**01.01.-31.03.2020.**
Afghanistan	4	1	0
Albania	1	0	0
Algeria	1	0	0
Dem. Rep. of the Congo	0	1	0
Kosovo	0	2	0
Kyrgyzstan	0	1	0
Morocco	0	1	0
Tunisia	0	1	0
Ukraine	0	1	0
Iran	3	0	3
Turkey	1	0	0
TOTAL	**10**	**8**	**3**

Source: https://mup.gov.hr/pristup-informacijama-16/statistika-228/statistika-trazitelji-medjunarodne-zastite/283234

CONCLUSION

In order to enable the efficiency and sustainable sharing of responsibilities within the European Union, the amendments to the Dublin procedure will improve the capacity of the system for the efficient and effective designation of a single Member State responsible for reviewing applications for international protection. This will remove the provisions on termination of liability and significantly shorten the deadlines for sending requests, receiving responses and making transfers between Member States.
Also, a fair division of responsibilities between Member States will be ensured by upgrading the current system with a corrective allocation mechanism. This mechanism would be activated automatically when Member States face a disproportionate number of asylum seekers.
It will also combat abuses and prevent secondary movements of applicants within the EU, in particular by including clear obligations for applicants to apply in the Member State of first entry and to remain in the Member State designated as responsible. Failure to comply with the obligations will result in proportionate procedural and material consequences.
One of the important mechanisms for implementing the revised policy will be the establishment of the European Union Agency for Asylum, in order to support the functioning of the Common European Asylum System.
The European Migration Agenda envisages reducing incentives for illegal migration, securing external borders and saving lives, a strong asylum policy and a new policy on legal migration as part of a broader EU-level policy to build a strong and effective system for sustainable migration management in the future. which is fair to host countries and EU citizens, to third-country nationals, countries of origin and transit.

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AI AND PREDICTIVE ANALYSIS IN HUMAN RESOURCES

Branka Stipanović[26]

Abstract

Based on an extensive review of the literature, this paper explores current and future potentials of using artificial intelligence in human resource management, including reflections on the possibility of artificial intelligence fundamentally changing the way companies motivate, recognize and reward their employees. Very rapid advances in the development of deep neural networks and self-learning algorithms, along with integration with augmented reality, indicate very important developments in the field of human resource management technology. Human resource managers, who understand advanced analytics and artificial intelligence, will welcome the new age ready and act immediately to prepare themselves and organizations for this near (or maybe already present) future. The primary goal of this paper is to encourage reflection on how artificial intelligence and machine learning could affect human resource function in the years to come.
Keywords: human resources, artificial intelligence, machine learning.

INTRODUCTION

The modern business environment is increasingly marked by the need for creativity, innovation and the ability to take risks and initiative in business (Smoljić et al, 2015). Human resource management today stands at the crossroads, given that present dynamic business environment is strongly influenced by the trend of digitalization of business processes, ie the application of artificial intelligence and machine learning and networking of various data sources to create a huge "cloud" databases (cloud computing and big data) through the application of the concept of the Internet of Things. Information and communication technology is an important foundation for gaining sustainable competitive advantage of entrepreneurial subjects in the global competitive environment (Smoljić et al, 2016). In its beginnings, human resources were mainly focused on rewarding quality employees with money, travel, or various physical items and merchandise. In the years that followed, the focus of human resources was on creating incentive rewards and career coaching, while today human resources deal with the knowledge and application of motivational theories, ie employee motivation and their engagement, retention and performance. This evolution came at a crucial moment in economic history, so today the most famous and reputable companies focus on people, ie employees and users.

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For those who create employee reward programs, those who are responsible for creating and implementing incentive, recognition, and reward programs, this is both an opportunity and a risk. When leaders look at the practices of the most successful companies of this era, including Google, Tesla, Amazon and the like, they see a paradigm emerge according to which the work itself represents a new reward (Charan et al, 2018).
In order for companies to thrive in a modern business environment, they must design work places and work environments as to provide the very essence of motivation needed for any employee to "shine". These are universal drivers, such as autonomy, learning, purpose, inclusion, and appreciation. Organizations should also need to better understand the unique motivators for each and every employee. General incentives, intended for large groups of employees, are no longer sufficient to attract, retain and engage employees.

1. ARTIFICIAL INTELLIGENCE AND HUMAN RESOURCES – AN INTIMATE RELATIONSHIP?

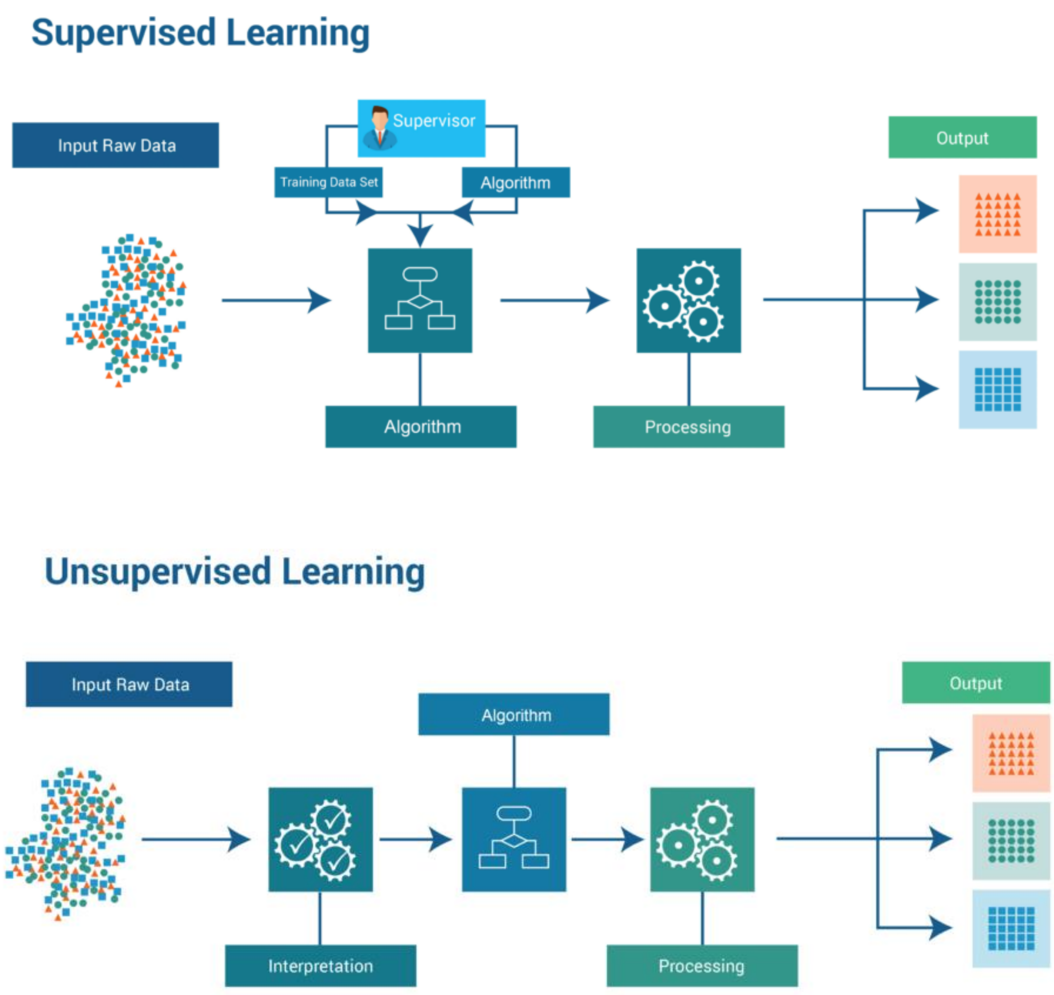
The concept of using artificial intelligence to gain information about employees, so that the information can be analyzed and produce powerful insight about the best possible ways to attract, recruit and retain employees, can be also connected to knowledge management, "which requires a systematic approach to knowledge in order to create added value for the organization, both at the strategic as well as tactical and operational level" (Stipanovic et al, 2014). The future of the development and application of artificial intelligence in relation to incentives, awards and recognition to employees is partly related to the future of artificial intelligence in related fields. It is first necessary to define the concept of artificial intelligence, and then briefly present its history in a related field, ie in the field where its application is already somewhat advanced, before the discussion of artificial intelligence in human resources context.

1.1. What is Artifical Intelligence (AI)?

Modern terms, such as big data, the Internet of Things, machine learning, or artificial intelligence, are so often used that we sometimes wonder what their meaning is. Generally speaking, artificial intelligence can be defined as anything created by the "human hand", which learns from experience and mimics human intelligence (Young, 2018). It should be noted that machine learning and predictive analytics are components of artificial intelligence. “Big data provides the fuel (huge amounts, fast-flowing and diverse data) needed for predictive analytics and, increasingly, machine learning” (Marr, 2016). The term machine learning refers to the latest methods in statistical analysis, pattern recognition, and predictive analytics (Theodoridis, 2015). Machine learning uses a variety of algorithms to find patterns in the data based on which it makes various predictions (Young, 2018). Generally speaking, machine learning manifests itself in three variants:

- Supervised - the analyst supplies the algorithms with a large amount of tagged data from which the "machine learns"
- Unsupervised - algorithms learn on their own by finding patterns in untagged (raw) data
- Semi-supervised - a combination of the above techniques.

Figure 1. Difference between supervised and unsupervised learning models



Source: Young, M. (2018). Discovering the children of AI: Machine learning & deep learning. Retrieved January 27, 2021. from: https://www.functionize.com/blog/discovering-the-children-of-ai-machine-learning-deep-learning/

In the present times, we are witnesses of the application of advanced machine learning techniques that use neural networks (multilayer machine learning that mimics the human brain) in predictive analytics and artificial intelligence (Paskin, 2018).

The latest achievements related to the concept of artificial intelligence, whether it is a victory of machine vs man in chess or any complex game, predicting cancer or fully autonomous cars, are most often related to the use of cutting-edge machine learning techniques. In the future, both the most modern and most advanced models of machine learning will be overshadowed by some completely new forms of artificial intelligence that will be able to read, react and simulate human emotions or even become aware of their own existence (Hintze, 2016). However, if we stay in the present and focus on the very near future, machine learning "will certainly represent the leading artificial intelligence" (Manyika, 2017).

Although artificial intelligence has been the focus of the public in cycles, today the situation is somewhat different. Today's organizations not only create huge amounts of data, but the vast majority of them have the capacity to store it. Also, the power of today's computers is incomparably greater than in the 1950s, when the first experiments with artificial intelligence were conducted. This large amount of computing power allows the analysis of large amount of unstructured big data. In addition, extensive and clear coding was previously required to teach computers what to do (which was an expensive and time-consuming process), while today's machine learning algorithms have the ability to learn independently, often with only minimal human input (Brynjolfsson & McAfee, 2017). Unlike previous "hard-coded" programs, algorithms that learn from the input (data entered into them) have the ability to adapt to a dynamic environment and exponential growth (Paskin, 2018).

1.1. Application of artificial intelligence in the workplace

Charan and Barton (2018), two highly distinguished authors point out that "quality information about talents that is interpreted in a professional way can be the most important competitive advantage." Also, they argue that low costs and easy access make financial capital a commodity, and human resources then represent a key difference in most organizations today (Charan, Barton and Carey, 2018).

Although only approximately 10% HR organizations have the capacity and ability to use predictive analytics (Bersin, 2017), trends suggest that this percentage will increase in the following years. According to a research conducted in 2015, 86% of HR organizations stated that they plan to improve the ability of people analytics in the coming years (McGregor, 2016). Today, HR organizations seek to hire professional analysts and data scientists to enhance the skills of predictive analytics, machine learning, and artificial intelligence. Mastering the dimensions of data analysis can help organizations "move from a guessing game to real insights that can suggest the next steps to dramatically improve their outcomes" (Dearborn, 2015).

1.2. Application of artificial intelligence in people management

Lohr (2013) states that today "every email, message, phone call, line of code, and mouse click leaves a digital signal". Today, this data can be easily collected and analyzed to gain insight into how people work and communicate with each other. Most organizations today possess the information and necessary power needed for analysis and processing for advanced people analytics (Bersin, 2013). Large companies generate enormous amounts of data on a daily basis, that are mostly generated by employees.

This primarily refers to employee surveys, performance reviews, analysis of organizational networks, employee activities on corporate social networks, learning management systems and the like, thus achieving a continuous flow of structured data. If you count in a large amount of "fast" data, such as emails, text messages, website visits, pressing certain keys on keyboards, social media activities, sensor data on mobile phones or employee badges, then it becomes clear that the amount of data collected by even smaller organizations becomes extremely significant. With the already mentioned available power of data processing using modern information technologies, which are available to the vast majority of organizations, then it is clear that these data can be analyzed along with other business and financial data to obtain powerful insight (Segal et al, 2014).

Given the insight into the possibilities of artificial intelligence, leaders tend to move away from traditional descriptive analytics that is often looking backwards. In other words, today leaders research and study the means to attract and hire better talent and find hidden talents within the organization to professionally deploy them, provide real-time feedback and confirmation, gather optimal teams for individual tasks, to conduct performance management analysis in real time and to provide managers with insight into how to best engage, inspire and educate their team members. To make this possible, advanced analytics capabilities (artificial intelligence) are needed.

1.3. Application of artificial intelligence in recruitment and employment

The application of artificial intelligence in employment is very often in focus today. With the help of predictive tools, such as programmatic recruitment advertising, algorithms simultaneously search for and attract qualified, ie potential candidates. Once a person applies for a particular job, the algorithm automatically sorts and screens them using machine learning techniques. There is an opinion that this to be a positive shift in talent acquisition as identifying people using algorithms is faster, more accurate, and more fair because it reduces the possibility of bias.

One example of the use of artificial intelligence in the recruitment process is Unilever, where job applicants first need to play a series of online games that have been developed in compliance with the principles of cognitive neuroscience. These games are used by machine learning to generate and analyze large amounts of data from the attributes, behaviors, and characteristics of employees. Those candidates who were successful at this stage then participate in a fully automated online interview (using artificial intelligence) that assesses the emotions, truthfulness, and content of the candidate’s responses in relation to job requirements. After that, qualified candidates are assisted by an AI chatbot that answers all their questions, informs them about the status of the job application and arranges a further interview. Only after the candidates have successfully passed the above stages of recruitment, and in which artificial intelligence and machine learning are used, the candidate will meet the real "living" person for further interview. The company states that the time needed to hire new employees has been reduced from four months to four weeks, and the time needed to screen the candidates has been reduced by 75% (Daugherty and Wilson, 2018).

Algorithms that use a large amount of data collected during the hiring process can begin to predict employee “compatibility” with the team and eventual professional development needs even before the employee’s first day at the new job (Sathe, 2017).

1.4. Application of artificial intelligence in employee retention

Predictive employee retention analysis is one of the more mature, simple and widely represented solutions in the field of predictive analytics in human resources (Westfall, 2017). Today, the algorithms used by a large number of organizations can predict which employees are at risk of leaving the organization. In certain cases, machine learning algorithms can even identify individual employees even before they develop an intention to leave the organization. Through the performance of daily work obligations and through behavior in the workplace, employees give numerous signals about their possible intentions and thus enable organizations to create and improve predictive statistical models that can be very accurate in predicting such events. Using this information, managers (or even artificial intelligence itself) can intervene to prevent talent from leaving the organization, including using customized incentive, reward, and recognition programs.

One example is Joberate, a predictive analytics platform that uses machine learning to monitor employee behavior on publicly available online services (e.g., Facebook, Twitter, LinkedIn) to assess the behavior patterns of people looking for work. If, for example, an employee has a publicly available profile and updates information about their education, employment history, or joins one of the various specialist groups, and is consistent with that over time, the Joberate platform will gradually increase the employee’s J-Score. J-Score not only measures job-related activities, but also measures other activities that correlate with job search activities. Once a person reaches or exceeds certain J-Score, the likelihood that an employee will leave the organization in the next 4 months becomes higher if something is not done to prevent this event.

1.5. Application of artificial intelligence in employee performance management

Example of the use of artificial intelligence to manage employee performance is the use of artificial intelligence used to gather information about sales staff, including employee sales patterns, their styles, and how long they have been employed by the company. Artificial intelligence can estimate how much sales will be made as well as what and how much an individual employee will sell in a given period of time.
When this assessment is integrated with correlations and patterns from the learning management system related to sales and performance data, then, for example, it can predict what else a particular employee might sell if certain actions are taken (e.g.,

collaboration with specific colleagues, attending certain courses etc). Also, artificial intelligence can suggest the sales manager the optimal way to encourage and reward each individual employee in the sales team.

Company called Rapportboost.AI has developed algorithms that analyzes conversations that sales staff have with their customers. The focus is on the analysis of interpersonal interaction, and the algorithm recognizes when a sales conversation is good and when it is not, given the hundreds of variables that are taken into account (e.g., empathy, responsiveness, formality). Once this process is complete, Rapportboost.AI provides support to sales managers in terms of advising employees on what they should fix in communicating with customers.

However, it should be mentioned that artificial intelligence provides many benefits in terms of motivating employees. Particularly, the recommendation engines that advise employees regarding career choices that lead to high levels of satisfaction, high job performance, and employee retention within the organization.

For example, if a person with a degree in engineering wants to run his or her own department one day, the algorithm can search the data for specific patterns and suggest the optimal combination of additional professional training, work experience as well as soft skills that an employee should acquire, and even the order by which they should acquire them (Wellers et al, 2017).

CONCLUSION

Human resources departments today are beginning to look up to companies like Google or Tesla because such companies already use big data, predictive analytics, and machine learning techniques to continuously track and analyze employees.

This may sound terrifying at first, and privacy is certainly the main concern in the technological age, but the author was focused on the premise that the technology can be used as intended, without abuse or misuse of ethical principles. The use of modern technologies enables companies to make better decisions regarding the ways of recruiting, hiring, retaining, developing and motivating their employees. In addition to the above, new information technologies enable better decision-making process on strategic initiatives related to motivating efficiency. Of course, author would like to point out that modern information technology should be used with respect for the privacy of employees, ie new methods of human resource management imply the use of technology to prevent possible misuse of such information solutions.

Today, organizations are entering a new era in which the possibility of applying advanced analytical processes is limited only by one`s imagination. We are witnessing rapid research into the application and analysis of the potential use of artificial intelligence in business, human resource management and, to some extent, in the creation of reward programs. So, this paper will be finished with a quote from Waber

(2015) who states that "the power of analytics provides an almost superhuman ability to understand and change the world around us".

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THE IMPACT OF NEW TECHNOLOGIES ON THE DEVELOPMENT AND SECURITY OF COUNTRIES IN TRANSITION

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Foreword

The instrumentalization of international organizations (UN, EU, OSCE, etc.) is taking place before our eyes. The global power elite and the authoritative world order is enthroned on the principles of hierarchy and domination. That is why we can rightly talk about the invasion of the authoritarian world order on nation-states and the inevitability of limiting sovereignty. Open interference and domination of superpowers over underdeveloped areas, such as NATO aggression on the territory of Serbia under the slogan of "humane interventionism" was enabled. In the preface to the book by communications director John Norris, Strobe Talbott, who led the Pentagon-State Joint Intelligence Committee during the bombing of Serbia, said: "The real purpose of the bombing had nothing to do with caring for Kosovo Albanians. The real cause was that Serbia did not implement market, social and economic reforms, which means that it was the last oasis of Europe that did not obey neoliberal programs under the administration of the USA, so it had to be removed. [1]”

1. The impact of globalization on security

Security challenges [2], which arise and affect all areas of social life (foreign and domestic policy, economy, finance, energy, ecology, religion, culture, informatics, etc.), impose the need to involve a number of state institutions in matters that ensure national security. In addition to increasing their number, there is a need to respond to security risks, challenges and threats in a unique and harmonized way.

The roles of state institutions in achieving state security are interpreted differently depending on the approach to security, yet the central role of the state is not disputed. System of national security, as a subsystem of the political system, affects the internal flows of society, primarily economic and political relations (it acts both as a driver and as a barrier to social movements). It must respond to internal, constitutional and legal competencies and international obligations, making it a complex system made up of a series of subsystems and elements, functionally linked. Today, we are witnessing great changes at the global level. The world, at the center of which is the national economy and the nation-state, has begun to change almost from the ground up so that only in the last few years, we can witness a return to the original postulates.

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The world crisis of 2008 shook the foundations of globalization and "BREXIT" put it under scrutiny again. Although globalization is the official direction and strategy of all "mainstream" politicians and economists, there is a growing awareness of its negative consequences. The current world economic and financial system and relations in the world economy, has led to a concentrated group of developed countries (although interestingly opposed within themselves, still sufficiently homogeneous interests towards the "rest of the world"). On the other hand, there is a huge number of so-called "developing countries" in which about 80 percent of the population lives, with only about 12 percent of industrial production, 15-17 percent of exports, etc. The process of capital concentration and the creation of large financial monopolies, closely related to state administrations, with the obvious dominance of science. The power of innovation and new technologies, the United States and a united Germany create a new lever for the "world of blackmail" and dependence and self-interests practically represent the voting machinery in all world and European institutions, with increasing individual pressures [3]. Significant changes in world and European monetary and financial flows are necessary. In addition, changes in relations between developed and underdeveloped countries must be brought to equal levels, not relations of imposition and domination, and thus exploitation of natural resources of underdeveloped economies.

At the beginning of the 21st century, security, as a concept and area of social activity, has become increasingly important. Taking into account the importance, national security must be regulated normatively and legally in a systematic and detailed manner. This is not the case with us due to the lack of some important provisions, and the existing ones are often vague and widely set, which opens the possibility of their abuse. The national security system is a complex system with several subsystems that perform a large number of activities within their competencies, and the ultimate goal is to protect and improve security. All this indicates the complexity of managing the national security system and the great possibilities for uncoordinated action.

2. Business espionage and national defense

Intelligence activity, as an unavoidable link in decision-making by economic entities, appears as a key weapon in the realization of business strategy by acting within a legal framework [4]. The development of intelligence and security activities can be found in the Japanese economy under the auspices of the Ministry of Foreign Trade and Industry (MITI) and in the National Foreign Trade Agency (JETRO), in Sweden under the Technical Attaché (STATT), in the USA under the National Economic Council (NEC), in France under INTELCOM, etc. In addition to government agencies, economic entities themselves, driven by increased competition and fear for their survival in the market, are establishing departments that deal with intelligence and security activities. In our country, there are only mild indications in the public and there are no traces of thinking about this kind of activity. The strategy of survival and economic expansion of a small nation (state) cannot be attributed to the size of its armed forces, population size and territory, but to the perfect organization of its intelligence and security services, as a base for economic, diplomatic and military activities. Today, internal security has an increasing international dimension. It could be argued that this international dimension significantly determines internal security. The main determinants for this are the import of crime, international drug trafficking, human trafficking and international terrorism. Organized crime is a major challenge to internal security.

Globalization and the information age have created, so to speak, a world crime market. That is why effective international cooperation is necessary to fight organized crime. The situation is similar when it comes to the global war on terror, which some authors value as a political myth propagated to achieve US world hegemony. [5]

2.1. Business espionage

One of the basic characteristics of the modern world is that it is faced with many risks and accelerated changes. Given that the same applies to the business world, this in essence, means that today's business are influenced by three elements, namely: [6]

- opportunities;
- vulnerabilities;
- dependencies

All three elements exist simultaneously and are interdependent. This means that in the conditions of globalization and relentless market competition, every business entity has a chance to achieve success. Business espionage as a system enables management to gain a realistic picture of itself, its competitors and the environment in which it operates. A clear presentation of the real situation and future directions of development enables the making of decisions that should lead to the achievement of previously defined and determined goals. Many authors therefore point out and claim that business espionage is the totality of the company's information, cognitive and action skills. It is indisputable that the business espionage system really represents the totality of the company's information and action skills. Based on the final results of the business intelligence activity, decisions are made, ie. actions are taken.

Table 1. Business espionage and national intelligence systems: a comparative analysis of the role and importance

	National Intelligence the system	**Business espionage (business entities)**
The goal	support to the president, government and ministers	support to the President of the Management Board and top management

justification	the process of making and implementing political decisions	the process of adopting and implementing business policy and business strategy
organization	independent, professional, direct contact with the President / Government	- part of the information-communication system of a business organization - part of the company's management mechanism, function identical to the organization of other business functions (marketing, finance, etc.) - direct contact with the President of the Management Board
internal division of labor	data collection and analysis functions separately	depending on the source, the analytical function has a combined role
sources	HUMINT, SIGINT, OSINT	OSINT - open sources (published and unpublished), internet, consultants, experts in certain fields
connection with decision makers	the chief is a member of the highest authorities in charge of national security	the president of the board participates in managing the process of business espionage and formulating its priorities
area of interest	military, political, security, scientific and technological	market, competitors, customers, suppliers, legal regulations, political processes and decisions and scientific and technological achievements
contribution to management	- participates in making political decisions by making analyzes and assessments - realization of political decisions	participates in the process of formulating and implementing business strategy, business actions and business decisions by making analyzes and assessments

Source: Author's work based on research

The data indicate that business espionage and the system of "monitoring" information on competitors, consumers, business partners, the market and its development, as well as key areas of development in science, technology, economics in general and politics are consistent with the goals and interests of the business entity.

In essence, modern business espionage represents the integration of intelligence methodology and information technologies, applied within the business world, that is, the business entity.

2.2. Economic espionage

Economic espionage is the collection of intelligence from foreign governments, or their intelligence services for use by those governments or their private companies. The FBI has seen a sharp rise in the number of cases attacking U.S. companies, with the vast majority of perpetrators originating in China and linked to the government. At a briefing at the FBI headquarters in Washington in July 2015, the head of the counterintelligence agency Randall Coleman said that, in the last year alone, there has been an increase of 53% in cases of economic espionage. or theft of trade secrets that result in losses of hundreds of billions of dollars. He cited examples of large corporations that were the target of attacks such as DuPont, Lockheed Martin and Walspar, which later worked intensively with FBI experts to further protect their intellectual property.

The purposes of economic espionage are the collection of protected data or confidential data, business secrets of one company by unauthorized persons or another company.

2.3. Industrial espionage

"Industrial espionage is the espionage of certain companies run by certain companies from the country or abroad. As a rule, it causes direct damage to the company being spied on, and indirectly to the country to which the company belongs. [7]" On the other hand, this espionage directly benefits the companies that realize it, and indirectly the countries whose companies they are. The 1996 U.S. Business Espionage Act[8] stipulates that a person who collects classified business information about public and private business facilities in the U.S. for the benefit of a foreign government will be fined up to $ 10 million or imprisoned for up to 15 years. When it comes to industrial espionage, the fine is five million dollars or 10 years in prison. The first to be convicted in the U.S. under this law for industrial espionage was Chinese engineer Pen Yen Yang. As an example, it could be called "Volkswagen leaves with the secrets of General Motors". When Jose Ignacio Lopez, GM's head of production for Opel, left his job and moved to work for Volkswagen, he reportedly took a large number of confidential documents with him. He also took seven senior executives with him, which made GM, a car manufacturer from Detroit, feel uncomfortable and humiliated. Of course they wanted revenge. GM claimed that their secrets were used by Volkswagen. The battle in court lasted four years and was resolved in 1997 by the companies agreeing to an out-of-court settlement of a dispute in which the German carmaker agreed to pay $ 100 million and pledged to buy auto parts from GM for $ 1 billion. for seven years[9].

In this regard, we believe that the arrival of even more foreign companies in Serbia will initiate a change in the thinking of our businessmen, the state, about the importance of industrial espionage, especially protection from it, but also all other threats to property in all its forms.

2.4. The concept and significance of critical information

Critical information is any information or data that is essential and vital to the functioning of a system or whose disclosure or disclosure could harm or impede the profit of the person who possesses it. The notion of critical information is strongly related to the notion of critical infrastructure. In reality, critical infrastructure relies on critical information and represents any infrastructure that is of strategic importance to a state or nation. Examples of critical infrastructure include power plants, airports, telecommunications systems, government departments, information or cyber infrastructure, transportation systems, and anything that plays a vital role in the life of a country and its people. In the business of companies, critical information can also be client lists, business secrets, expansion plans, marketing plans, personal data, Manufacturing Process, confidential financial information, customer account information.

Information that is of interest in the collection and analysis of data in economic espionage, and which is largely provided by employees can be divided into: information of commercial content and information of a personal nature.

2.5. Professional secrecy

The US Uniform Trade Secrets Act (UTSA) defines a trade secret as[10]:

- information, including formulas, patterns, compilations, programs, devices, methods, techniques or processes,
- which produce an independent economic value, real potential, if they are not known to all or easily recognizable by other persons who may derive economic benefit from their publication or use, and
- are subject to understandable efforts to maintain their secrecy.

This definition has been transposed into law in 40 countries and a list of six factors was used before its adoption to determine whether or not something is a trade secret:

- the extent to which the information is available to people outside the company;
- the extent to which it is known by employees or others involved in the business process;
- scope of protection undertaken by the owner to preserve the confidentiality of information;

- value of information for the business and its competitors;
- effort and money invested to obtain that information;
- ease or difficulty for someone else to obtain or duplicate.

Appropriation of a trade secret is considered a form of unfair competition. Unlike patents, trade secrets do not last for a certain period of years. The protection of a trade secret continues indefinitely until it is made public. Thus, the inventor must choose between a patent or the protection that a trade secret brings with it. The same thing cannot be protected in both ways. Intellectual property includes industrial property (inventions, trademarks, industrial design) and copyright (for textbooks, literary, musical, artistic, cinematographic works). These goods are considered "free goods" in the sense that their use does not consume the substance. The issue of intellectual property protection today occupies the attention of governments, international organizations and industrial groups, as almost every country is forced to choose "something" between completely free access to all ideas and a complete monopoly on innovation.

Based on that, each country is forced to assess the social benefits and prices of possible alternatives. This is inevitable, because the degree of protection of intellectual property directly affects the profitability of research and development projects and the money allocated for innovation[11]. In normal economic relations, good, high-quality, cheap and powerful commodity producers survive on the market, while bad, low-quality, unproductive, expensive and weak ones fail.

Piracy most often occurs in the field of software production, ie programs and programming languages, film and video industry, so-called music production. sound carriers - CDs and cassettes, electronics and production of video and audio equipment, fashion and textile industry, especially "marked" products, production of footwear and sports equipment, cigarettes, etc. The United States loses billions of dollars a year due to unauthorized use of trademarks, patents, licenses and trade secrets. Since 1992, the United States has been compiling a list of trading partners who use piracy. At that time, there were 31 countries on the list, led by India, China and Thailand. In the field of software alone, due to piracy, the United States lost 237 million dollars in Italy, 290 million in Taiwan, 250 million in Thailand, 100 million in Poland and J. Korea $ 123 million[12].

3. Business systems protection

The rapid development and wider application of information technology in all spheres of social life significantly contribute to the growing dependence on that technology. This dependence refers not only to the society as a whole, but also to all its group and individual subjects, among which are certainly business systems. From a practical point of view, this means that any disorder caused by this addiction, not only accidental, but above all intentionally caused incidents, can potentially cause very serious problems with consequences that are difficult to predict and perceive. When it comes to business systems, their tendency to automate their activities and jobs as quickly and widely as possible is visible, knowing that this will enable them to do better, faster and more efficiently, and thus higher profits, business stability and a certain future. Unfortunately, the speed of automation was not adequately and adequately monitored by the construction of information security systems. Due to the speed of development in most companies, the security component has been "temporarily" pushed into the background, with the explanation that appropriate attention will be paid to it as soon as business pressures "ease" a little. However, these pressures do not subside, because automation itself, by its nature, imposes growing business dynamics, creating and forcing new conditions and opportunities for business operations. What makes the situation especially difficult is that automation brings with it new threats and risks, many of which did not exist before, and which are impossible to eliminate with known and available physical-technical methods and techniques, because they have largely become primitive in the new conditions. Therefore, every business system, if it uses information technology, would have to, regardless of size, make additional efforts to build an information security system that will be able to meet current but near future needs. What is very important to understand and understand is the fact that building an information security system is an extremely serious and complex task, which does not tolerate incompetence, arbitrariness and improvisation.

For the realization of information security, business systems have at their disposal a large number of methods and techniques based on equally numerous measures and activities, which together form a strong information security system.

CONCLUSION

The strategy of survival and economic expansion of a small nation (state) cannot be attributed to the size of its armed forces, population and territory, but to the perfect organization of its intelligence and security services, as a base for economic, diplomatic and military activities[13]. It is necessary to encourage the creation of a national approach to the intelligence and security capabilities of Serbia at the highest state level, as the basis for the competitiveness and survival of the Serbian economy. Arranged political relations and economic progress are important factors in both internal and external stability, and thus security. For any government, internal security is one of the main policy areas, which can no longer be viewed unilaterally. Moreover, the connection and dependence of the internal security of the state on economic, financial and social security is becoming clear very quickly.

Today, internal security has an increasing international dimension. It could be argued that internal security is significantly determined by this international dimension. The main determinants for this are the import of crime, international drug trafficking, human trafficking and international terrorism. Organized crime is a major challenge to internal security. Globalization and the information age have created, so to speak, a world crime market. That is why effective international cooperation is necessary to fight organized crime.

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ENVIRONMENTAL – LEGAL FRAMEWORK IN THE REPUBLIC OF SERBIA

Tatjana Živković[29]

Abstract

The legislative framework in each contry is one of the elementary, and at the same time key conditions for preserving and the improving the environment. In the Republic of Serbia, environmental protection is becoming more visible and importhe, because the system of legal norms, among the ather things, in this area makes in large number of laws and relevant propolsals. As a candidate country in the process of joining the European Union, Serbia has begun the process of aligning its regulations with the EU legal acquisitions (acquis communautaire). The environment protection regulations represent a central instrument for the environment protection management, with the obligations arising as an indispensable factor for any future activity, either of state authorities, or economic and other entities. In relation to the complexity and the number of law and by-law acts in this area, the paper presents a shorter review of individual laws with a commentary. Prior to the final consideration, the commentary on the current state of the legislation on environmental protection in the Republic of Serbia, whit a review of the previous implementation of EU legislation in Serbian legislation.
Key words: environment protection, Republic of Serbia, legislation, legal obligations, economic entities, state bodies

INTRODUCTION

In line with the international community's commitments, the environmental protection takes a significant place at the top of the world's priorities. Coordinated activities on the protection of air, water, sea, land, forests, hazardous substances, ionizing and non-ionizing radiation, all types of waste, climate, ozone etc. are assumed to be global, regional, sub-regional, bilateral and national.
In the countries all over the world the environmental protection policy is defined and managed by the governments of states, regardless of the socio-political system and level of development. Therefore, through the relevant authorities and professional bodies, governments make themselves responsible for the environment conditions in their territory.
Setting up an efficient environment management system requires harmonized principles, shared competencies and modern and efficient socio-administrative measures. These measures must have their foothold in the national regulations of each state for the most.
As far as the Republic of Serbia is concerned, and as regards the organization, the environment protection issues have belonged to the newly formed Ministry of

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Environment Protection.[30] The process of adopting the acquis communautaire has begun in national legislation. It is necessary to continue the process, by providing coordinated monitoring of the state of the environment and proposing to the Government to take certain measures in this area, which is achieved by appropriate legislative regulations. In this regard, the Government of the Republic of Serbia expects the realization of the undertaken obligations in the field of environmental protection in the coming period.

CONSTITUTION AND ENVIRONMENT RIGHTS REGULATION

The provisions on rights related to the environmental protection regulations are controlled by the Constitution of the Republic of Serbia.[31] The healthy environment, as defined in the Chapter of the Constitution, in which human and minority rights are grouped, contains three norms important for guaranteeing and realizing the right to a healthy environment. The first standard is a general warranty that "everyone is entitled to a healthy environment", by which another right is guaranted - the right to "timely and fully information about the condition of the environment".[32] The second and third constitutional norms relate to the obligations and responsibilities of institutions and individuals in relation to environmental protection, prescribing that every physical and legal entity is responsible for environmental protection, explicitly and specifically emphasizing the responsibility of the RS and the Autonomous Province: "All, the Republic of Serbia and the Autonomous Province in particular, are responsible for the protection of the environment“.[33]
The Constitution reserves the right for the Republic to provide through its legislation: "sustainable development; a system of protection and improvement of the environment; a protection and improvement of plant and animal world; a production, trade and transport of weapons, poisonous, flammable, explosive, radioactive and other dangerous substances“.[34]
The autonomous province has thus been ascertained to have the jurisdiction to "regulate the issue of provincial importance (...) in the area of environmental protection“[35] within the boundaries and frameworks regulated by the law.
It decrees jurisdiction to local communities by establishing that "in accordance with the law (...), they shall take care of environmental protection, protection from natural and other disasters", as well as of "protection, promotion and use of agricultural land“.[36]

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[30] Law on Ministries Of. Gazzette RS no. 128/2020
[31] Of. Gazzette RS no. 98/06
[32] Article 74. para. 1. of the Constitution RS, op.cit.
[33] Article 74. para. 2. of the Constitution RS, op.cit.
[34] Article 97. para 1. t. 9. of the Constitution RS, op.cit.
[35] Article 183. para. 2.t. 2. of the Constitution RS, op.cit.
[36] Article 191. para 2.t. 6. of the Constitution RS, op.cit.

DEVELOPMENT OF REGULATIONS IN THE ENVIRONMENT PROTECTION AREA IN THE REPUBLIC OF SERBIA

The beginning and indication of the development of legislation in the environmental protection area in our country is characterized by scarce legal regulations. Namely, as a whole this area had not been seen as a special legal discipline for a long time, in terms of interconnectedness, which resulted in its individual segments being studied within different branches of law such as constitutional, civil, criminal, administrative.[37]
The beginnings of these regulations relate to the period from 1991 to 2004, characterized by the separation of environment protection into a separate legal entity. With the adoption and entry into force of the Law on Environmental Protection,[38] and in 1991, for the first time, Serbia tried to regulate the system of protection and improvement of the environment. However, the enactment of the Environment Protection Act, unfortunately, failed to regulate the existing problems in that area, because it was not accompanied by an adequate number of laws and by-laws that would regulate the matter in more detail. The issues related to different areas, such as air quality, water quality, noise protection, protection of nature, chemical management, waste management and others, should implicitly include special and individual regulations for each of those areas. By the said Law, neither those areas were, nor could they have been properly regulated.
The period from 2004 to 2009 relates to the introduction into this field of four very important laws, which represent and are called system laws: Law on Environment Protection, Law on Integrated Pollution Prevention and Control, Law on Strategic Assessment of the Environment Protection Impact and the Law on Environment Impact Assessment.
The 2009 period is related to the submission of Serbia's application for EU accession and it was preceded by the adoption of a number of sectoral laws.[39] Although their adoption has had positive changes, they are still characterized by the lack of a more serious solution to the accumulated problems in the area of environmental protection.

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[37] Živković T., On the harmonization of national environment legislation with the laws of the European Union, Legal issues, no. 1/2014, Belgrade, p. 198
[38] Of. Gazzette RS no. 66/91
[39] Law on Chemicals, Of. Gazzette RS no. 36/09, 88/10, 92/11, 93/12 and 25/15; Law on Waste Management, Of. Gazzette RS no. 36/09, 88/10, 14/16 and 95/18; Law on Packaging and Packaging Waste, Of. Gazzette RS no. 36/09 and 95/18; Law on Protection against Non-Ionizing Radiation, Of. Gazzette RS no. 36/09; Law on Protection against Ionizing Radiation and Nuclear Safety Of. Gazzette RS no. 36/09 and 93/12; Law on Protection against Noise in the Environment, Of. Gazzette RS no. 36/09 and 88/10; Law on Bio-cidal Products, Of. Gazzette RS no. 36/09, 88/10, 92/11 and 25/15; Law on Air Protection Fig. Of. Gazzette RS no. 36/09 and 10/13; Law on Nature Protection, Of. Gazzette RS no. 36/09, 88/10, 91/10 - amendment I 14/16; Law on Protection and Sustainable Use of Fish Fund, Of. Gazzette RS no. 128/14, Law on waters, Of. Gazzette RS no. 30/10, 93/12, 101/16 and 95/18.

REVIEW OF INDIVIDUAL ENVIRONMENT PROTECTION ACTIVITIES IN THE REPUBLIC OF SERBIA

As regards the environmental protection matters, general environmental issues are regulated by system laws,[40] whereas the rules on the use and protection of certain goods are regulated by sectoral laws.
Within a shorter summary of certain laws, the **Law on Environment Protection** is of great importance for the regulation of this area. Consequently, it implies certain statements regarding its application. As the umbrella law, it regulates issues relating to the principles of environmental protection; management and protection of natural resources; measures and conditions, programs and plans for environmental protection; industrial accidents; remedy measures; systems for issuing environmental permits and approvals; protective measures against hazardous substances (production, transport and handling); monitoring in the field of environmental protection (systems and information); the rules representing the implementation of SEVESO II of the Directive;[41] penalties for offenses and economic offenses (increased by new amendments); access to information and public participation in decision-making; economic instruments for the protection of the environment; responsibility for pollution of the environment; control. Otherwise, the environmental protection system prescribed as such is provided by different entities (administrative bodies, business entities, scientific and professional organizations, citizens and their associations) with their respective roles.
The provisions of this law are very extensive defining, among other things, general principles of environmental protection as well as the legal framework. Thus, it establishes rules for various issues that are as indirect as those relating from nature protection to the management of chemicals, making it very difficult to establish a single regime, since they do not constitute legal provisions in terms of defining rights and obligations.
In connection with the problematic issue of the above said, a comparison with the Law on Strategic Environment Assessment is set as an example. Namely, the said law establishes five principles of strategic assessment, of which three (the principle of sustainable development, the principle of integrity and the precautionary principle) are also listed as principles in the Law on Environment Protection yet phrased differently. The Law on Strategic Environment Assessment is lex specialis, and the Law on Environment Protection is a general law and takes precedence over it so it seems there are no conflicts. Nevertheless, the question arises whether it is useful for the umbrella law to define these general principles already defined by other laws regulating certain areas of environmental protection. An important fact is that the law

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[40] Law on Environmental Protection, Of. Gazzette RS no.. 135/04, 36/09, 36/09 – other law. 72/09 – and other law 43/11 - Decision US and 14/16; Law on Integrated Pollution Prevention and Control, Of. Gazzette RS no. 135/04 and 25/15; Law on Strategic Environment Impact Assessment, Of. Gazzette RS no. 135/04 and 88/10; Law on Environmental Impact Assessment, Of. Gazzette RS no. 135/04 and 36/09.
[41] Council Directive 96/82 / EC on the control of major accident hazards, Parliament and of the Council of 16 December 2003.

has underwent several amendments in the previous period, more precisely from 2004 to the present, a thing not preferred for a system law regulating such an important area.

When it comes to its implementation, the Law on Integrated Prevention and Control of Environment Pollution raises certain issues. Since the entry into force of this law, especially from 2004 to this date, the scarce number of integrated permits has been issued for the whole territory of the Republic of Serbia.[42] As a system law, its provisions regulate the conditions and procedure for issuing integrated permits for plants and activities that may have negative effects on human health, the environment or material assets, the types and activities of plants, and other issues of importance for the prevention and control of environmental pollution. Regardless of the prescribed (rigorous) conditions, which have not changed with the new amendments, it is questionable whether economic entities can fulfill them in the current circumstances. Furthermore, it is also stated that the procedure for issuing an integrated permit is very complex and time-consuming (the period of license issuance is at least 6 months). The Law on General Administrative Procedure, representing the basic general regulation on the basis of which the state administration bodies and local self-governments act, prescribes a deadline of 30 to 60 days for resolving administrative cases upon a submitted request. According to the applicable regulations, there is a problem of compliance with the legally prescribed deadlines.

The Law on the Environment Impact Assessment, making the group of system laws, regulates issues related to the impact assessment procedure for projects that may have significant environmental impacts (projects in the fields of industry, mining, energy, transport, tourism, agriculture, forestry, water management, waste management and communal activities, as well as projects that are planned for a protected natural asset and in a protected environment of a fixed cultural property), also regulating the contents of the study on environment impact assessment, participation of interested authorities, organizations and the public, cross-border notification for projects that can have significant impacts on the environment of the other states, and other issues of importance for the assessment of the impact on the environment. The Regulation on the Establishment of the List of Projects for which Environment Impact Assessment is mandatory and the List of Projects for which an Environment Impact Assessment may be required is of great importance for the implementation of this law.[43] When it comes to the implementation of the List of Projects for which an impact assessment can be required, the competent authorities might face difficulties in practice assessing which activity it is, or which project is to be classified or not into the relevant category. This is due to the decision being made by the competent authorities solely on the basis of a submitted request with the attached documentation, without getting out onto the field, thus making the decision taken problematic (possible personal influence). In addition to this and in terms of legally prescribed deadlines, the decision-making process and decision-making on the need for making an environment impact assessment study is also long and contrary to the ZUP.

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[42] www.mpzzs.gov.rs
[43] Fig. Of. Gazzette RS no. 114/08

In the aim of the efficient air quality management, together with the passing of the **Law on Air Protection**, the process of establishing a unique system for monitoring and controlling the level of air pollution and of maintaining an air quality database has begun. The provisions of this law precisely determine the competencies in the establishment of state and local networks, air quality management and the determination of measures, the manner of organizing and controlling the implementation of protection and improvement of air quality, the conditions under which monitoring can be carried out, as well as the obligation of the competent authorities to provide all relevant information on the quality of air prescribed in the bylaws to the Environment Protection Agency and for the eye of the public. Although the Law regulates almost all segments related to air quality, the so far practice application has identified certain shortcomings that comprise the inconsistency or inadequacy of its particular provisions. For example, the obligation of business entities that influence or may influence air quality in the performance of their activities has been stipulated so as to provide technical measures for preventing or reducing air emissions, plan the costs for the prevention of air pollution within investment and production costs and monitor the impact of its activities on air quality. In this connection, a duty has also been prescribed for the operator of a stationary source of air pollution to apply measures that will lead to smoke reduction where gases of unpleasant smells can be emitted in the process of performing activities, although the concentration of the emitted substances in the waste gas is below the emission limit value. In addition, no provision of the law determines which technical measures prevent or reduce air emissions, as well as the measures leading to the said reduction, especially given that neither by-laws treat catering facilities and other types of activities that deal with term treated food as environmental pollutants. The lack of legal authority for the competent inspectors to apply these provisions of the law, especially in large, urban areas, cities, makes it impossible in practice to undertake the necessary measures in such like situations.
The Waste Management Law, within sectoral laws, almost all of which were brought in May 2009, requires a certain explanation. Its provisions determine the modern principles of waste classification, waste management planning, waste management responsibilities, waste management organization, specific waste flows management, waste management licenses, including mobile plant permits, transboundary movements of waste, waste and database reporting, funding waste management, as well as supervision, or inspection supervision over the application of provisions of the same and penal provisions. Since the implementation of this law, until now, besides the existing fresh amendments from 2018, there has been some overlapping with another regulation, that is, with the Law on Communal Activities,[44] related to inspection supervision. In this particular case, The Law on Waste Management entrusts environmental inspectors of the city of Belgrade and municipal authorities with inspection activities related to inert and non-hazardous waste (municipal waste). Likewise, the provisions of the Law on Communal Activities establish, as the original, the competence of communal inspectors to perform inspection supervision in the field

[44] Fig. Of. Gazzette RS no 88/11

of municipal waste. The issue of the application of these laws, or performing the tasks of inspection supervision of environmental inspectors and municipal inspectors having the same subject of the inspection control remains the same.

The Law on Protection against Noise in the Environment should have been, by its provisions, an adequate example of the continuation of the process of decentralization of competences in the area of environment protection, ie of the transfer of competencies to the level of the Autonomous Province and local self-government, both in the issuance of licenses and in inspection supervision. Its provisions regulate the entities involved in noise protection in the environment, measures and conditions for protection against noise in the environment, noise measurement in the environment also, access to information, monitoring and penal provisions. However, in its application so far, especially at the level of local self-government, it can be concluded that it has not proved adequate. The shortcomings concern the lack of provisions in the Law on the Establishment, or regulation of conditions and measures related to sound protection, protection against noise in facilities that perform activities in residential and both residential and business buildings. In this regard, the law has not authorized the local self-government unit to prescribe closer conditions for the use of noise sources used in certain types of activities, which is necessary especially in larger cities, where the complexity of urban space is present. In the part referring to the conditions and measures that operators should undertake during the performance of the registered activity, neither the conditions and measures have been established, nor the local self-government has been given the authority to regulate this area by its regulations. Thus there is a threat to the environment and human health, since the activities of economic entities approved of without the participation of the bodies responsible for environmental protection have been in question. Namely, it is about performing activities in objects for which the environmental conditions have not been previously defined or fulfilled (technical documentation and facility take over or adaptation and conversion most often without appropriate approvals).

The Law on Protection against Non-Ionizing Radiation is a good example of Serbia's present progress in the transposition of EU legislation. The adopted law has been necessary because the situation in the field of protection against non-ionizing radiation in our country is unsatisfactory. Many sources of non-ionizing radiation in the environment were largely uncontrolled. No measures have been taken to protect human health and the environment from the harmful effects of non-ionizing radiation in the use of non-ionizing radiation sources. There is no database of the type, characteristics and number of non-ionizing radiation sources used in the living and working environment. Systematic testing of levels of non-ionizing radiation in the environment has not been established. All these questions, as well as the conditions and measures for protecting human health and environmental protection related to the harmful effects of non-ionizing radiation, in the use of sources of non-ionizing radiation, have been regulated by this law, as well as other mandatory provisions. The application of this law is most frequent in the part of issuing orders to test the level of non-ionizing radiation in the local zone of base stations at places of interest, and the part related to the submission of requests to the competent authority on the need to assess the impact of the situation.

COMMENT

In the segment of harmonizing the regulations, the Republic of Serbia has made great progress passing a set of laws in the past period by which the reform of the regulations has began. However, regardless of the progress achieved so far, the basic characteristics of the current environmental legislation could bereduced to the characteristics reflected in the following:
The implementation of EU legislation in Serbian legislation is insufficient and adequate. The key factors of insufficient or misplaced implementation lie in the poor administrative capacity of the state administration, the state's unwillingness to apply the adopted laws, the state of the economy and the privileged or unequal position of those who need to comply with their provisions.[45]
Furthermore, there is a mutual disharmony of the laws, since sectoral planning is still dominant with very little horizontal integration. In this regard, sectoral strategies are not sufficiently harmonized with respect to environmental protection. For example, the insufficient coordination between the environmental laws and other laws defining other competencies of institutions at the national level causes imbalances and overlapping, which is specifically demonstrated in the Law on Local Self-Government[46] and the Law on the Establishment of Autonomy of the Autonomous Province of Vojvodina.[47] In addition, there is a weak inter-ministerial coordination and cooperation. The Law on Environment Protection speaks in support of this statement, which, although a systemic regulation, does neither in one provision define a closer relation of the ministry with other sectors thus complicating adequate program activities. Regarding the implementation of regulations, there is insufficient effective implementation of these regulations. Namely, one of the basic features of the environmental sector in Serbia is that it is regulated by a large number of regulations and it is a very complex system. These regulations are very difficult to understand because, regardless of the multidisciplinarity involved in them, they contain a large number of contradictions and unnecessary things, so they are sometimes more of policy documents with ambitious provisions, rather than a legal framework with norms of rights and obligations[48].
A very important fact is that the drafting of secondary legislation is done after the adoption of laws, while the existing by-laws are still in force. Thus, there is a lack of harmonization of the regulations, because when applying the newly adopted laws and existing ("old") by-laws, "problem cases" (administrative items) that cannot be regulated by law occur.
The segment of public participation in the field of environmental protection is particularly emphasized, which deserves the next commentary. By adopting the Law on the Confirmation of the Convention on the Availability of Information, Public Participation in Decision-making and Right to Legal Protection in Environmental

[45] Živković et.al., 2012: 75-81
[46] Of. Gazzette RS no. 99/09 i 67/12 - Decision US
[47] Of. Gazzette RS no. 129/07 i 83/14 - and other law
[48] National Strategy for the approximation in the environment protection area for for the Republic of Serbia

Matters[49], the Aarhus Convention "entered" into the legal system of the Republic of Serbia. The participation of the public in the process of harmonizing the national regulations with EU regulations is not sufficiently represented. Since the environmental protection frameworks in Serbia are regulated by a number of laws and by-laws, it should be emphasized that the process of obtaining environmental information and public participation in environmental decision making has been divided according to two sets of laws: those regulating a particular procedure for participation of the public and those which do not standardize the particular procedure for public participation.
The group of regulations, standardizing by their provisions a special public participation procedure[50] incorporate international standards on information and participation of the public in procedures of environmental importance, as well as the significant protection of these rights before state authorities - administrative and judicial With the series of these laws, the public participation has been appropriately incorporated into a legal framework that can be applied, although there is a necessity to strengthen their monitoring. However, the second group consists of a number of laws[51], which do not regulate the matter of public participation in environmental procedures. These laws cannot sufficiently answer the question of the role and powers of the public, that is, the interested public to enable the entity to take part as a party to the proceedings in the matter regulated by them. Therefore, the role of the interested public in the process of harmonizing the national regulations with EU regulations has not been achieved[52].

CONCLUDING CONSIDERATIONS

The current legislative framework for environmental protection makes this matter as one of the most significant and complex in the Republic of Serbia. This conclusion confirms that harmonization of regulations is a comprehensive and complex process for every state claiming EU membership, having in mind that the implementation of the most complex and financially demanding parts of the acquis takes some time[53]. In this segment, the Republic of Serbia has made great progress, which is reflected in the reform of the environmental regulations. These changes indicate the efforts that the state is investing in creating institutions that are capable of implementing obligations

[49] Of. Gazzette RS no. 80/11
[50] Law on Environmental Protection, Law on Integrated Prevention and Control of Environment Pollution, Law on Strategic Environment Impact Assessment, Law on Environment Impact Assessment, Law on Nature Protection, Law on Waters.
[51] Law on Waste Management, Law on Air Protection, Law on Chemicals, Law on Protection against Noise.
[52] Živković, On the harmonization of national environment legislation with the laws of the European Union, Legal issues, no. 1/2014, Belgrade, p.197-217
[53] Živković Tatjana, Punishments and remedy aspects of inspection control in the field of environmental protection in the Republic of Serbia, Doctoral dissertation, 2013, Faculty of Law, Union University in Belgrade, p. 215-21

arising from international, national and EU obligations[54]. The fact that laws are the basis for regulation of the environment is undisputed. However, it is not the most important, because the issue of the efficiency of their implementation and application is at stake.

In the context of the above conclusions, it is necessary to point out that many economic entities, that is, responsible persons within, are still not sufficiently familiar with the current legislation in the field of environment. By the provisions of these laws and bylaws the activity of economic organizations in Serbia has been placed under a high degree of responsibility in the field of environmental protection. This creates a business environment that needs to incorporate environment protection into the core values it aspires to, as it has long been highly positioned in the practice of most companies in the world.

Therefore, the economic organizations and state authorities in the Republic of Serbia have an obligation to urgently perform the necessary organizational changes and preparations, in order to implement the provisions of these laws in everyday practice. In this way it is possible to start a comprehensive and well-designed environment protection process in the Republic of Serbia in the short time.

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