

IV International Science Conference SER 2021

September 17th – 20th, 2021
Igalo (Herceg Novi), Montenegro

"NEW TRENDS AND BEST PRACTICES IN SOCIOECONOMIC RESEARCH"



Conference program

Organized by:

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



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



**Center for Sociological Research
Szczecin, Poland**



**University "Mediterranean, Podgorica
Montenegro**



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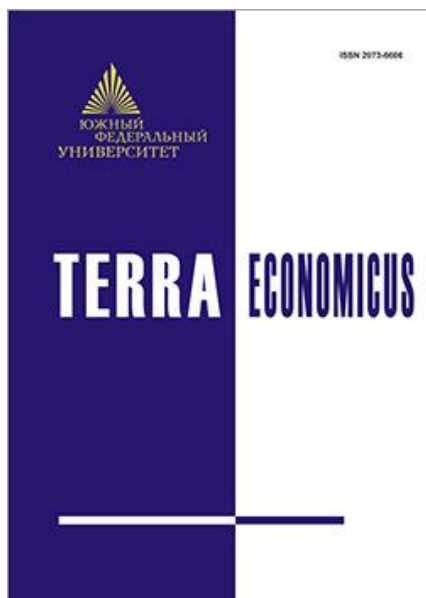
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ЖУРНАЛ ЭКОНОМИЧЕСКОЙ ТЕОРИИ

В номере:

Оценка социально-инновационных проектов региона
Цифровая модель для современного бизнеса
Теоретико-игровое моделирование контроля слияния предприятий
Дискуссионные вопросы теории воспроизводства и накопления капитала

Т. 16, №1



List of Participants

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Foreword

We would like to thank all the contributors, discussants and participants of the IV International Scientific Conference SER 2021, entitled “***New Trends and Best Practices in Socioeconomic Research***”, successfully organized and held in Igalo (September 17th-20th, 2021), which contributed to the same success and has a high scientific quality.

Special thanks to the organizers:

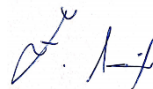
- Adriatic University Bar, Tivat, Montenegro,
- University of Mediterranean, Podgorica, Montenegro,
- Center for Sociological Research, Szczecin, Poland,
- Economic Laboratory for Transition Research, Podgorica, Montenegro and
- Palmon Bay Hotel & Spa, Igalo, Montenegro.

We had 99 authors from 25 countries (Armenia, Austria, Australia, Bosnia and Herzegovina, Canada, Czech Republic, Croatia, France, Germany, Hungary, Italy, Lithuania, Montenegro, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, South Africa, Thailand, Ukraine and Vietnam).

Conference participants submitted 74 scientific abstracts, which were reviewed by the International review board (Prof. *Dalia STREMIKIENE*, Prof. *Veselin DRASKOVIC*, Prof. *Yuriy BILAN*, Prof. *Vyacheslav V. VOLCHIK*, Prof. *Daniil FROLOV*, Russia, Prof. *Radislav JOVOVIC*, Assoc. Prof. *Mimo DRASKOVIC*, Prof. *Bagrat YERZUNKYAN* and Assist. Prof. *Milica DELIBASIC*).

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

Chair of Scientific Committee



Zeljko MARIC, Professor

PROGRAM

DAY ONE:

Friday 17th September 2021

13:00-14:00	REGISTRATION of the participants
12:00-12:10	OPENING THE CONFERENCE (Hotel Palmon Bay Igalo) Stevo NIKIC, Professor, Rector of the University “Adriatic” Bar, Montenegro Srdja POPOVIC, Associate Professor, Director of the Agency for Control and Quality Assurance of Higher Education, Podgorica, Montenegro
PLENARY SESSION : Introductory Papers – Keynote Speeches Head: Yuriy BILAN, Associate Professor	
12:10-12:30	ALTERNATIVE INSTITUTIONS AS THE MAIN CAUSE OF THE CRISIS IN THE SEE COUNTRIES <u>Keynote Speaker:</u> Academician Veselin DRASKOVIC, Professor, University of Montenegro, Maritime Faculty Kotor, Montenegro
12:30-12:50	ECONOMIC RECOVERY FROM THE COVID-19 PANDEMIC DEPENDS ON CONFIDENCE IN THE FUTURE <u>Keynote Speaker:</u> Academician Victor DEMENTIEV, Professor Central Economics and Mathematics Institute, Russian Academy of Sciences, Moscow, Russia
12:50-13:10	MANAGING BUSINESS CONTINUITY UNDER THE INCREASING EXTERNAL DEMAND FOR SOCIAL RESPONSIBILITY AND SUSTAINABILITY <u>Keynote Speaker</u> Yuriy BILAN, Professor, Rzeszów University of Technology, Faculty of Management, Poland
13:10-13:30	BUSINESS ECOSYSTEMS AT MESO- AND MICRO-LEVEL <u>Keynote Speaker:</u> Academician Bagrat YERZNYAN, Professor Central Economics and Mathematics Institute, Russian Academy of Sciences, Moscow, Russia
13:30-13:50	REDIRECTION OF ECONOMY TOWARD ECONOMY OF LIFE <u>Keynote Speaker:</u> Radislav JOVOVIC, Professor, University of Mediterranean Podgorica, Montenegro
13:50 -14:30	Sweet, tea, coffee, seasonal fruits
14:30-14:50	CLIMATE CHANGE MITIGATION AND ENERGY POVERTY <u>Keynote Speaker:</u> Dalia STREMIKIENE, Professor, Lithuanian Energy Institute, Lithuania
14:50-15:10	DETERMINISTIC PARAMETRIC PRODUCTION FRONTIER FOR THE EU AGRICULTURE <u>Keynote Speaker:</u> Tomas BALEZENTIS, Professor Lithuanian Centre for Social Sciences, Vilnius, Lithuania

15:10-15:30	BUILDING THE KNOWLEDGE BASE CAPACITY OF AN INDUSTRIAL ENTERPRISE <u>Keynote Speaker</u> Lyudmyla M. MALYARETS, Professor & Daniil V. FATYANOV, Post-graduate student, Simon Kuznets Kharkiv National University of Economics, Kharkiv, Ukraine,
15:30-15:50	THE NOMINAL ECONOMIC CONVERGENCE AND ITS MAINTAINING Zeljko MARIC, Professor University of Mostar, Faculty of Economics, Mostar, Bosnia and Herzegovina

DAY TWO:

Saturday 18th September 2021

PLENARY SESSION – EXTENSION : Introductory Papers - Keynote Speeches	
Head: Mimo DRASKOVIC , Associate Professor	
9:00 - 9:20	THAILAND MANGO FARMS MANAGERS' PERCEPTIONS: ORGANIZATIONAL CULTURE AS A DRIVER OF ENVIRONMENTAL SUSTAINABILITY PRACTICES <u>Keynote Speaker:</u> Sebastian KOT^{1,2}, Professor, Chaiyawit MUANGMEE³, Assoc. Prof. and Bilal KHALID⁴, Assoc. Prof. ¹ Faculty of Management, Czeszochowa University of Technology, Czeszochowa, Poland; ² College of Business and Economics, University of Johannesburg, Johannesburg 2092, South Africa; ³ Faculty of Management Sciences, Bansomdejchaopraya Rajabhat University, Bangkok 10600, Thailand; ⁴ KMITL Business School, King Mongkut's Institute of Technology Ladkrabang, Bangkok 10520, Thailand
9:20 - 9:40	ALTERNATIVE INSTITUTIONS IN THE SEE COUNTRIES <u>Keynote Speaker:</u> Mimo DRASKOVIC, Associate Professor, University of Montenegro, Maritime Faculty Kotor, Montenegro
9:40-10:00	NEW PHENOMENA RELEVANT TO THE HISTORY OF CIVILATIONS <u>Keynote Speaker:</u> Stevo NIKIC, Professor & mr Milica NIKIC University "Adriatic" Bar, Faculty for Metiterranean Business Studies Tivat, Montenegro, University "Adriatic" Bar, Maritime Faculty Bar, Montenegro
10:00 - 10:20	DATA COLONIALISM AND MEDIATIZATION: NEW IMMERSIVE PARADIGMS Marina SHILINA, Professor Plekhanov Russian University of Economics, Moscow, Russia
10:20 -11:00	Sweet, tea, coffee, seasonal fruits
11:00-11:20	SHRINKING OLD INDUSTRIAL CITIES: TOWARDS HETERODOX PARADIGM <u>Keynote Speaker:</u> Daniil FROLOV, Professor, Faculty of Economics and Management, Volgograd State Technical University, Volgograd, Russia
11:20-11:40	CONVERGING TECHNOLOGIES: BIOLOGICAL AND/OR ARTIFICIAL INTELLIGENCE? <u>Keynote Speaker:</u> Sanja BAUK, Associate Professor Durban University of Technology, South Africa

11:40-12:00	STATISTICAL ANALYSIS OF THE UNEMPLOYMENT RATE IN MONTENEGRO <u>Keynote Speaker:</u> Vesna KARADZIC, Associate Professor University of Montenegro, Faculty of Economics, Podgorica, Montenegro
12:00-12:20	FROM KNOWLEDGE TO KNOWING AND RETURN <u>Keynote Speaker:</u> Zoltan BARACSKAI, Professor, Academic Director Doctoral Program of Business Administration, Széchenyi University Győr, Hungary
12:20 -13:00	Lunch
SESSION 1 Head : Radislav JOVOVIC, Professor	
13:00 - 13:10	THE INFLUENCE OF THE EFFECTS OF CLIMATE WARMING ON THE NECESSITY OF CHANGES IN LOGISTICS MANAGEMENT ON A GLOBAL AND MICRO SCALE Janusz GRABARA, Professor Faculty of Management, Czestochowa University of Technology, Czestochowa, Poland
13:10 - 13:20	SUSTAINABILITY ASSESSMENT TOOLS OF BUSINESS – NEW TRENDS Asta MIKALAUAKIENE, Professor, Vilnius University, Vilnius, Lithuania
13:20 - 13:30	CORONAVIRUS HAS CHANGED E-LEARNING AND WORLDWIDE EDUCATION MARKET Borut JEREB, Professor & Milena KAJBA, Asistant, University of Maribor, Faculty of logistics, Slovenia
13:30 - 13:40	EXPLORING THE PRODUCTION POSSIBILITIES FOR THE BALTIC STATES Tomas BALEZENTIS, Professor & Linas RUDMINAS, PhD student Vilnius University, Lithuania
13:40 - 13:50	GENDER ORIENTED EMPLOYER BRANDING Natalia SAMOLIUK, Associate Professor & Viktoriia MISHCHUK Labour Resources and Entrepreneurship Department, National University of Water and Environmental Engineering, Ukraine
13:50 - 14:00	SUSTAINABILITY ASSESSMENT FRAMEWORKS IN THE ENERGY M&A MARKET dr Karolis ANDRIUŠKEVIČIUS, Postdoctoral researcher & Dalia ŠTREIMIKIENĖ, Professor, Lithuanian Energy Institute, Kaunas, Lithuania
14:00 - 14:10	FINANCIAL IMBALANCES IN THE CONDITIONS OF CHANGE, INSTABILITY AND RISKS OF CRISIS ECONOMY: SOCIO-ECONOMIC CONSEQUENCES AND PROSPECTS FOR ENTREPRENEURSHIP Oksana V. PORTNA, Professor Department of Management and Administration, V.N. Karazin, Kharkiv National University, Ukraine

14:10 - 14:20	ASYMMETRY OF INFORMATION: FAIR DISCLOSURE TO INCREASE THE EFFICIENCY OF CORPORATE INVESTMENT Natalia IERSHOVA, Professor Educational and Scientific Institute of Economics, Management and International Business; National Technical University “Kharkiv Polytechnic Institute”, Ukraine
14:20 - 14:30	SUSTAINABILITY PROBLEMS OF LITHUANIAN AGRICULTURE Dr Irena KRISCIUKAITIENE Institute of Economics and Rural Development, Vilnius, Lithuania
14:30 - 14:40	STAKEHOLDERS’ SATISFACTION INDEX WITH THE QUALITY OF EDUCATION: SOCIOECONOMIC APPROACH Artem ARTYKHOV, Associate Professor, Tetyana MAYBORODA, Senior Lecturer & Associate Professor Hanna YAROVENKO, Sumy State University, Ukraine
14:40 - 14:50	THE IMPORTANCE OF DIGITALIZATION APPLICATION IN TOURISM AS A MODERN MARKETING CONCEPT Olivera BLAGOJEVIC POPOVIC, Assistant Professor Faculty for Business and Tourism – Budva, Montenegro Bozena KRIZAN, MSc Faculty of economics, University of Mostar, Bosnia and Herzegovina
14:50 - 15:00	IMPROVEMENT OF DOMESTIC ADVENTURE TOURISM ROUTES AND INFRASTRUCTURE OF HORECA FACILITIES: A CASE STUDY OF TERNOPIL REGION, UKRAINE Iryna VOVK, Assistant Professor, Yuriy VOVK Associate Professor & Oleg LYASHUK, Professor, Ternopil Ivan Puluj National Technical University, Ukraine
15:00 - 15:10	POSSIBILITIES OF DIGITAL ENVIRONMENTS FOR STAFF EDUCATION IN NAUTICAL TOURISM PORTS Nikola VUKCEVIC, Assistant Professor & Marko NIKIC, Assistant Professor University „Adriatic” Bar, Faculty for Metiterranean Business Studies Tivat / Maritime Faculty Bar, Montenegro.
15:10 - 15:20	EFFICIENCY OF THE MONTENEGRIN CAPITAL MARKET: AN EMPIRICAL ANALYSIS Tamara BACKOVIC, Assistant Professor University of Montenegro, Faculty of Economics, Podgorica, Montenegro
15:20 - 15:30	CRUISE SHIPS AS GENERATORS OF TOURIST DESTINATION DEVELOPMENT Nikola B. KONJEVIĆ, PhD Adriatic University, Bar, Faculty of Mediterranean Business Studies, Tivat, Montenegro
15:30 - 15:40	PROBLEMS AND PROSPECTS OF WATER RESOURCES MANAGEMENT Karine FONTANA, PhD Central Economics and Mathematics Institute, Russian Academy of Sciences, Moscow, Russia

15:40 - 15:50	SEARCHING FOR POSSIBILITIES TO ACHIEVE SUSTAINABILITY GOALS IN AGRICULTURE Aistė GALNAITYTĖ, Dr, Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Vilnius, Lithuania
15:50 - 16:00	SUSTAINABILITY PROBLEMS OF LITHUANIAN AGRICULTURE Irena KRISCIUKAITIENE, Dr Institute of Economics and Rural Development, Vilnius, Lithuania
10:00 - 16:00	ECONOMICS DRIVEN BY COVID-19 AND PENSION SYSTEM EFFICIENCY Marcin Brycz, Dr University of Gdańsk, Chair of Microeconomics, Gdańsk, Poland
16:20 -16:17	Sweet, tea, coffee, seasonal fruits
SESSION 2 Head: Sanja BAUK, Associate Professor	
17:00 - 17:10	PRECISION FARMING TECHNOLOGIES FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT Virginia NAMIOTKO, Dr, Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Vilnius, Lithuania
17:10 - 17:20	NEW TRENDS IN DIGITAL MARKETING Jelena PEROVIC, Professor & Milica RAICEVIC, MSc, Faculty of Economics and Business, Mediterranean University, Podgorica, Montenegro
17:20 - 17:30	STRATEGIES FOR INFORMATIZATION OF INTERNATIONAL BUSINESS Vasyl I. OTENKO, Professor, Iryna P. OTENKO, Professor & Marharyta CHEPELIUK, Assistant Professor Simon Kuznets Kharkiv National University of Economics, Kharkiv, Ukraine
17:30 - 17:40	INSTITUTIONAL AND QUASI-INSTITUTIONAL CAUSES OF REPRODUCTION ECONOMIC CRISES IN SEE COUNTRIES Niksa GRGUREVIC, Assistant Professor, Adriatic University Bar, Faculty of Management Herceg Novi, Montenegro University of Business and Management Engineering Banja Luka, Faculty of Economics, Bosnia and Herzegovina
17:40 – 17:50	MODERN SEAPORT DEVELOPMENT STRATEGIES Milica DELIBASIC, Assistant Professor University Mediterranean, Faculty of Business Studies, Podgorica, Montenegro, University of of Adriatic Bar, Faculty for Metiterranean Business Studies Tivat, Montenegro
17:50 – 18:00	POSSIBILITIES OF DIGITAL ENVIRONMENTS FOR STAFF EDUCATION IN NAUTICAL TOURISM PORTS Nikola VUKCEVIC, Assistant Professor & Marko NIKIC, Assistant Professor University „Adriatic” Bar, Faculty for Metiterranean Business Studies Tivat, Montenegro

18:00 – 18:10	DIGITALISATION OF THE ECONOMY AND LABOR MARKETS Samvel HARUTYUNYAN , PhD in Economics Armenia Securities Exchange, Yerevan, Armenia
18:10 – 18:20	INTERDEPENDENCE AND DIVERSITY IN THE MODERN WORLD. HOW TO COLLECT AND ANALYZE INFORMATION ON THE BASIS OF WHICH THE DIVERSITY MANAGEMENT POLICY IS CARRIED OUT? PhD Alla KARNAUKH-BROŻYNA Department of Humanities and Social Sciences, Rzeszow University of Technology Poland
18:20 – 18:30	GREEN PRODUCTIVITY IN EU AGRICULTURE Justas STREIMIKIS , PhD student Lithuanian Institute of Agrarian Economics, Lithuania
18:30- 18:40	KEY DRIVER OF INSURANCE TECH AND CYBER INSURANCE Natalia SIDELNYK , Director of the Sumy Representative Office of the I Innovation Progress as a Insurance Company “VUSO”, Ukraine
19:00 - 23:00	Cocktail
DAY THREE: Sunday 19th September 2021	
SESSION 3 Head: Oksana V. PORTNA , Professor	
10:00 - 10:10	SEARCHING FOR POSSIBILITIES TO ACHIEVE SUSTAINABILITY GOALS IN AGRICULTURE Dr Aistė GALNAITYTĖ , Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Vilnius, Lithuania
10:10 - 10:20	NEW TRENDS IN COMPUTER SCIENCE EDUCATION Nikola DRASKOVIC JELCIC , MSc Economic and Trade School, Dubrovnik, Croatia
10:20 - 10:30	MULTI-CRITERIA ASSESSMENT OF LOW CARBON ENERGY TRANSITION Mahyar KAMALI SARAJI , PhD student Kaunas Faculty, Vilnius University, Lithuania
10:30 - 10:40	THE PORT OF BAR AS AN ECONOMIC INTEREST OF MONTENEGRO AND SERBIA Dalibor PELEVIC , PhD student, University of Montenegro, Maritime Faculty Kotor, Montenegro

10:40 - 10:50	VALORIZATION OF NUDGES AND BOOSTS FOR CLIMATE CHANGE MITIGATION IN HOUSEHOLDS Gintare STANKUNIENE, PhD student Lithuanian Energy Institute, Kaunas, Lithuania
10:50 - 11:00	CORPORATE SOCIAL RESPONSIBILITY PERFORMANCE ASSESSMENT IN ENERGY SECTOR Darius KARASA, PhD student, Lithuanian Energy Institute, Kaunas, Lithuania
11:00 - 11:10	FLEXIBILITY AND PRECARIOUS WORK: A STUDY CONDUCTED IN HOTEL INDUSTRY IN CROATIA Justin PUPAVAC, PhD student, Faculty of Tourism and Hospitality Management, Opatija, Croatia
11:10 - 11:20	LITERATURE REVIEW: SUSTAINABILITY AND EFFICIENCY IN BANKING SECTOR Karolina KRISCIUKAITYTE, PhD student, Vilnius University, Vilnius, Lithuania
11:30 -12:00	Sweet, tea, coffee, seasonal fruits
SESSION 3 – EXTENSION Head: Milica Delibasic, Assistant Professor	
12:00 - 12:10	SUSTAINABILITY ASSESSMENT TOOLS OF BUSINESS – NEW TRENDS Asta MIKALAUAKIENE, Professor, Vilnius University, Vilnius, Lithuania
12:10 - 12:20	SHADOW ECONOMY AND COMPETITION IN SOUTH-EASTERN EUROPE Nebojsa JOVOVIC, PhD student, Mediterranean University Podgorica, Montenegro
12:20 - 12:30	WAYS OF BUILDING PATRIOTISM IN STUDENTS OF HIGHER EDUCATION INSTITUTIONS Inna V. GRACHOVA, PhD & Yuliia KHOROSHYLOVA National Academy of the National Guard of Ukraine, Kharkiv, Ukraine
12:30 - 12:40	ANALYSIS OF THE DETERMINANTS OF SOCIAL CAPITAL: MICROECONOMIC VISION Vita KROL, PhD student, Labour Resources and Entrepreneurship Department, National University of Water and Environmental Engineering, Ukraine
12:40 - 12:50	THE IMPACT OF FINANCING AFFORDABLE HOUSING ON INCLUSIVE ECONOMY AND SUSTAINABLE DEVELOPMENT Svitlana IANCHUK, PhD student, Sumy State University, Ukraine
12:50 - 13:00	THE IMPACT OF DIGITAL TRANSFORMATION ON MACROECONOMIC STABILITY: EVIDENCE FROM EU COUNTRIES Inna TIUTIUNYK, Finance and Entrepreneurship Department, Sumy State University, Sumy, Ukraine

13:15 - 15:00	Lunch
SESSION 3 - EXTENSION : Head: Borut JEREB , Professor	
15:00 - 15:10	DEFINING THE KEY STAKEHOLDERS INTERACTION FORM OF THE INHIBITING THE LEAKAGE OF COMPETENCIES MODEL IN THE CONTEXT OF REFORMING THE LIFELONG LEARNING SYSTEM Anna VOROTSOVA, Senior Lecturer, Sumy State University, Sumy, Ukraine
15:10 - 15:20	THE IMPACT OF GLOBALIZATION ON ECONOMIC GROWTH IN TRANSITION COUNTRIES Bojan PEJOVIĆ, MSc University of Montenegro, Faculty of Economics, Podgorica, Montenegro
15:20 - 15:30	THE DIMENSION OF RESISTANCE IN THE SECTOR OF BANKING SOUTH-EAST EUROPEAN COUNTRIES Miroslav JOVOVIC, MSc University of Montenegro, Faculty of Economics, Podgorica
15:30 - 15:40	THE LEVEL OF COMPETITIVENESS OF HUMAN RESOURCES IN THE MARITIME INDUSTRY OF MONTENEGRO Sladjana DRASKOVIC, MSc student, University of Montenegro, Maritime Faculty Kotor, Montenegro
15:40 - 15:50	THE IMPACT OF COVID-19 PANDEMIC ON THE MIGRANTS STATUS IN THE LABOUR MARKET Mihaela SIMIONESCU, Mrs Institute for Economic Forecasting of the Romanian Academy, Romania
17:00 –17:30	Coffee Break
17:30 -18:00	Conclusions of the Conference
18:30 -23:00	Gala Dinner in Budva

Academician Professor **Bagrat YERZNKYAN**

Central Economics and Mathematics Institute,
Russian Academy of Sciences,
Moscow, Russia

BUSINESS ECOSYSTEMS AT MESO- AND MICRO-LEVEL

ABSTRACT

Traditional business ecosystems being a functional unity of cooperated enterprises and environment in which they are embedded belong to the meso-economic level. Considered in relation to the ecosystems of biological sphere, with the usage of four-typed system language of description, they may be interpreted, according to the system presentation proposed by George Kleiner, as objects, environments, processes and projects which in relation to the social-economic ecosystems have connotation to organizations, infrastructural formations, business processes and innovative projects. To characterize features of the business ecosystems, besides the four-typed system language, corresponding institutional notions are offered whose study is taken with the analogical system positions where institutions, according to Bagrat Yerznkyan, are presented as objects (players – economic agents), environments (market, firm or hybrid rules of the game), processes (plays of the game), projects (long-time norms of behavior). Features of the different business ecosystems with indication of dominated characteristics are analyzed. They are as follows: innovation-oriented industrial clusters as objective (organizational) systems, technological platforms as environmental systems, networks or related by networking structures as processed systems and business-incubators as projective systems. In such context the ecosystem serves as an “umbrella” term to characterize the all of its types.

However, there are ecosystems at micro-level as well. In a sense such are self-managed enterprises, which can be treated as ecosystems with internalized environment, or ecosystems in miniature. In fact, inside these enterprises, where agents are at the same time principals, dominate the cooperative relations based on the institution of trust. The peculiarity of such enterprises lies in the fact that they create an internally comfortable environment for themselves, characterized by network relations and the absence of a principal-agent dichotomy. Since employees act as such and as owners, there is no agency problem, which can save on the transaction costs of interaction. Such an undertaking could be called as ecosystem, but it was special in the sense that the external environment appeared internalized. Philosophically, while the traditional firms (enterprises) can be presented as “things-in-themselves”, the business ecosystems as “things-in-environment”, the self-managed enterprises better to characterize as “things-in-environment-in-themselves”.

Trends in the organizational development of the modern enterprises and ecosystems both of meso and micro-level, are contradictory and varied. In some ecosystems, network relations dominate, in others they close with hybrid devices; in some, centralized subordination relations prevail, in others, decentralized ones. The ecosystem approach should be targeted, rather than campaign-oriented, and should take into account, in addition to

explicit spatial characteristics, the temporal characteristics of economic development, even if they were implicitly present.

KEYWORDS: Business ecosystem, meso-level, micro-level, cooperation, trust, networks, organizational development.

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ECONOMIC RECOVERY FROM THE COVID-19 PANDEMIC DEPENDS ON CONFIDENCE IN THE FUTURE

ABSTRACT

Restoring economic growth after the end of the Covid-19 pandemic will require increased investment in fixed assets. Lower interest rates on loans are often seen as one of the main factors in improving the investment situation. However, as practice shows, cheaper loans may not be enough to increase investment activity, even with a developed system of market institutions. In the US economy, periods have been observed repeatedly, when the trend of lowering the interest rate was accompanied by a tendency to reduce the share of private investment in non-financial assets in GDP. This situation occurred, for example, in the 1980s. The current stage of economic development has some similarities with the 1980s. Now, as then, updating the technological base of the economy is on the agenda. In the Russian economy after 2015, the decline in the share of non-financial organizations' investments in fixed assets in GDP occurs against the background of a decrease in the interest rate on loans to non-financial organizations. The low degree of capacity utilization in many sectors of the Russian manufacturing industry affects the efficiency of production, gives increased risk to investments in the modernization of production. In such a situation, cheap loans can deter the elimination of inefficient capacity. This, in turn, makes it difficult to realize economies of scale when investing in new technologies. The Covid-19 pandemic has led to a significant reduction in demand for products from many industries. As a result, the recovery of the global economy may be accompanied by increased competition in the national and global markets. In such conditions, the best position will be for those who manage to combine the restoration of production and its innovative renewal. The theory of the big push, the founder of which is P. Rosenstein-Rodan, focuses on large amounts of investment for the transition to a new level of economic development. The demand from the state reduces the risks of investment in innovation, helps to achieve an effective scale of production. Public investment in infrastructure is particularly important, as radical innovations often require new infrastructure. However, information about the prospects for the development of related industries can have a decisive impact on the readiness of businesses to make large investments in production, which is only one of the links in the value chain. The strategic planning system is designed to increase investor confidence. The formation of plans for the development of industry capacities and cross-industry value chains is a task that requires the cooperation of government and business. Trust between the Government and society is essential to overcome the Covid-19 pandemic as soon as possible. The lack of such trust is turning into new waves of the pandemic. On the other hand, one of the reasons for doubting the correctness of government measures is the introduction of the same restrictions for all groups of the population instead of using a more differentiated approach.

KEYWORDS: Covid-19 pandemic, economic growth, investment, interest rate, confidence in the future, strategic planning.

ALTERNATIVE INSTITUTIONS AS THE MAIN CAUSE OF THE CRISIS IN THE SEE COUNTRIES

ABSTRACT

The crisis is a general expression for many negative manifestations and consequences, which have been burdening the social and economic reality of the countries of Southeast Europe (SEE) for three decades. The inherited problems from socialism were followed by new ones, conditioned by neoliberal reforms. The subject of this paper is to analyze the key relationships between institutions, the rule of law and alternative institutions, the character of which determines social and economic development in all countries. The aim of this paper is to point out the basic causes of the development lag of the SEE countries. The starting point is the hypothesis that the basic causes of the crisis are generated in a triangle which consists of the following elements: programmatically weak formal institutions, an interest-oriented rule of law deficit, and strong alternative institutions. It is concluded that urgent overcoming of the mentioned anti-development links is a condition for further development of the SEE countries.

KEYWORDS: Crisis, alternative institutions, rule of law, exaptation of institution, Southeast Europe



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THAILAND MANGO FARMS MANAGERS' PERCEPTIONS: ORGANIZATIONAL CULTURE AS A DRIVER OF ENVIRONMENTAL SUSTAINABILITY PRACTICES

ABSTRACT

This research investigated the perceptions of mango farms managers towards environmental sustainability practices through the impact of culture, adoption of information technology and employee training through a comparative case study of 450 Mango Producers in Thailand. The survey also examined how farmers' perceptions could guide public policy incentives. AMOS-Structural Equation Modeling is used as the framework by which the constructs are represented within the model. Data was collection was from September 10, 2021, and June 24, 2021. The findings show that employee training, culture, and information technology adoption all have a positive impact on environmental management practices. Furthermore, the results also showed that using culture as a mediator, both the introduction of information systems and the training of workers affected sustainable practices. We concluded that improvements in environmental practices in Thai mango farms are derived from cultural strategies as an axis for developing valuable knowledge and educating employees in public policies.

KEYWORDS: Changing Climate Adaptation, Employee Training, Culture, Information Technology, Environmental Sustainability



CLIMATE CHANGE MITIGATION AND ENERGY POVERTY

ABSTRACT

The paper analyses linkages between climate change mitigation policies and energy poverty. Indicators framework to assess interlinked poverty energy, energy efficiency, use of renewable energy sources and climate change mitigation indicators is proposed. The developed indicators framework was applied for comparative assessment of low carbon energy transition justice in EU member states. Performed analysis showed that GHG emission reduction expressed by key indicators such as GHG/capita, GHG/energy, GHG/GDP, GHG reduction comparing with base year 1990 in some EU member states like Greece, Bulgaria, provides negative trends in energy poverty indicators such as arrears on utility, bills, high share of energy expenditure in income, inability to keep home warm etc. The biggest problems of low carbon energy transition justice are available in new EU Member States. In old EU Member States strict climate change mitigation policies do not have negative impact on energy poverty indicators.

KEYWORDS: climate change mitigation, energy poverty, low carbon energy transition; European Union



CONVERGING TECHNOLOGIES: BIOLOGICAL AND/OR ARTIFICIAL INTELLIGENCE?

ABSTRACT

As humans, we have passed through three industrial revolutions during the past two hundred years. The first one has been anchored by steam engine, the second by mass electrification, the third by computerization and the actual fourth one by virtual intelligence. Today, scientists face the challenge either to develop further virtual intelligence or to upgrade by converging technologies human body and in particular human brain and intelligence, which is considerably different from virtual or artificial one. The ultimate goal while deciding about the preferences in this regard should undoubtedly be human dignity, wellness and social wealth.

The phrase “converging technologies” refers to the synergistic combination of four major “NBIC” - Nano-Bio-Info-Cogno provinces of science, technology and humanities, each of which is currently progressing at a rapid rate: (a) nanoscience and nanotechnology; (b) biotechnology and biomedicine; (c) information technology, including advanced computing and communications; and (d) cognitive science, neuroscience and humanities¹. Converging technologies should be deployed for enhancing human sensory, motorial and/or cognitive abilities, social welfare, economic progress and enhance sustainability.

D. Eagleman² wrote: “We’re at a moment in human history when the marriage of our biology and our technology will transcend the brain’s limitations. We can hack our own hardware to steer a course into the future. This is poised to fundamentally change what it will mean to be a human”. This is in fact about the blurring borderline between the self and the cyberthink community. This process can be referred to as “anthropomorfization” of technology, “artifactualization” of human beings, or transforming humankind into “posthuman” species³.

Y. N. Harari⁴ wrote about transcranial helmets and holograph projections. M. C. Roco⁵ explains that unity of nature ‘naturally’ leads towards advancing the combination of

¹ M. C. Roco and W. S. Bainbridge, eds., NBIC Convergence for Improving Human Performance. Nanotechnology, Biotechnology, Information Technology and Cognitive Science, Dordrecht/Boston/London: Kluwer Academic Publishers, 2003.

² D. Eagleman, *The Brain. The Story of You*, Canongate, Edinburgh – London, United Kingdom, 2015.

³ P. S. Anton, R. Siberglitt and J. Schneider, *The Global Technology Revolution. Bio/Nano/Materials Trends and Their Synergies with Information Technology by 2015*, Santa Monica, CA and Arlington, VA: RAND, 2001.

⁴ Y. N. Harari, *21 Lessons for the 21st Century*, Spiegel & Grau, United States, 2018.

nanotechnology, biotechnology, information technology, and new technologies based on cognitive science. With proper attention to ethical issues and societal needs, converging in human abilities, societal technologies could achieve tremendous improvement outcomes, the nation's productivity and the quality of life. C. Montemagno⁶ elaborated in which manners NBIC convergence can positively impact work efficiency, human body and mind throughout the life cycle, communication and education, mental health, aeronautics and space flight, food and farming, sustainable and intelligent environments, self-presentation and fashion, etc., leading us to the transformation of civilization. For instance, the body and its functions might constantly be checked and monitored with the help of bio-nanosensors registering possible emerging health threads. These detecting gadgets might be linked with computer systems enabling automatic responses for a broad variety of common disorders and ailments (for instance by activating certain nanometric drug release systems, etc.)⁷. We are to have new organs, new skills and new genes⁸. With an information-gulping sixth sense, for example, we might be able to instantaneously gulp down the information of an entire book, e.g., making it a structural part of our memory⁹. If these future prospects of NBIC convergence become reality, we will be entering a genuinely new age, which will bear witness to pervasive use of NBIC to transform our biological design for enhancing our performances¹⁰.

KEYWORDS: Converging technologies, artificial intelligence, virtual intelligence, information technology.



⁵ M. C. Roco, ed., *Converging Technology for Improving Human Performance*, Springer-Verlag, New York Inc., 2003.

⁶ C. Montemagno, *Convergent Technologies for Improving Human Performance*, Overview, 2003. [Online]. Available at: https://www.researchgate.net/publication/252444145_Converging_Technologies_for_Improving_Human_Performance (Accessed: 12 March 2021).

⁷ Ibid. 2.

⁸ M. Kaku, *Visions: How Science will Revolutionize the 21st Century*, New York: Anshor Books/Doubleday, 1997.

⁹ R. Kurzweil, *The Age of Spiritual Machines: When Computers Exceed Human Intelligence*, New York: The Viking Press, 1999.

¹⁰ W. B. Schwartz, *Life Without Disease: The Pursuit of Medical Utopia*, Berkeley, Los Angeles & London: University of California Press, 1998.

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DETERMINISTIC PARAMETRIC PRODUCTION FRONTIER FOR THE EU AGRICULTURE

ABSTRACT

The paper focuses on the performance of agriculture in the European Union. The country-level data are used to establish the deterministic parametric frontier. The linear programming is used to fit the translog production function. The output elasticities and production efficiency is recovered based on the estimates. The results allow identifying the relative importance of inputs in terms of the output generation across time and space due to the flexibility of the functional form. The results are also compared to the case of the restricted frontier.

KEY WORDS: agriculture; elasticities; production efficiency; EU



REDIRECTION OF ECONOMY TOWARD ECONOMY OF LIFE

ABSTRACT

The subject of this research are problems in the global economy and consideration of their consequences. The economy and altruism are the prescriptions for the social and economic crises humanity is facing. "The Economy of Life" will be important in the post-corona world. In this paper author pointed out that areas such as wellness, education, hygiene, food, agriculture, and clean energy will play a vital role for the next generation. This argumentative research shows that humanity must face major threats: political, economic, ecological, technological, financial, social, and geopolitical. Besides above mentioned areas, clothes will be included as a part of "the Economy of Life" by not only being made of sustainable materials, but also being long-lasting and contributing to wellness and hygiene. Clothes that are discarded quickly will not benefit respect for nature and humanity in the future. This paper concluded that altruism is a fundamental requirement of the new approach in economy, and society, and that it is the starting point and drives us to action for solving social and economic crises.

KEYWORDS: economy of life, crisis, altruism, threats.



DATA COLONIALISM AND MEDIATIZATION: NEW IMMERSIVE PARADIGMS

ABSTRACT.

The paper presents for the first time the research framework of in-depth analysis of modern data capitalism situation of so-called “new normality” through the lens of deep and immersive mediatization. As a result, the analysis of the essence and features of immersive mediatization allows fixing the premises of transgressive paradigm shift in socioeconomic studies. In 2020s, in the era of “new normality” and SarS-COVID-19 pandemic, transformations of both the digitalized AI-driven economy and datafied society are driven by normative mediatization. Despite the unprecedented transformation of economic, it is described as a capitalistic still but in a data colonialism form. New paradigms of communication situation in data colonialism are connected with immersive forms of deeper and deeper user involving into the various forms of data production and extraction. E.g. in 2010s, the newest types of immersive economic and social communication such as the Internet of BioNanoThings are growing rapidly as a part of radical Data turn. Despite the growth of data colonialism and datafied and the newest media practices, virtual such as VR and literary physically immersive such as the Interent of BioNanoThings the definition, concept and practices of data colonialism, mediatization and virtual immersiveness are still in their early stages of development and research. New realities, digital state strategies and statistics growth are provoking a new wave of publications. But in general, researchers have not paid special attention to clarifying the phenomenon of data colonialism and new types of mediatization as such or its effects on society yet, especially in Russia. RQ1: Is there a universal paradigm for stydying these connected phenomena? Over the past years, the concept of datafied capitalism and data colonialism has gained recognition among academics but there were no scientific discussion on data colonialism influence on media and society yet. A human being as a main part and data sourse in data colonialism is not described. The concept of mediatization is a rather fresh concept reflecting the ever-increasing influence of media on different sectors of society and culture and became a “paradigmatic shift” in media studies and social science in general. Researchers conceptualized media as a social institution, symbolic form, and material technology, institutionalist, social-constructivist, and material. But there is no relevant concept of studying mediatization in data colonialism and the new normality era. In the past decade, the emergence and spread of so-called immersive technologies such as augmented reality (AR), virtual reality (VR), mixed reality (MR) in the media have shaped the practice of media. Immersive media projects imply a new, different from the traditional, format of interactive creation, receipt, consumption of media information and communication by an individual: for the first time in the history of media in immersive projects, a user becomes not just an individual prosumer (according to Toffler), but the prosumer of his own user experience (virtual, real, hybrid). New sources and networks of data-driven communication such as the Internet of Bio-Nano-Things (IoBNT) provide an unprecedented opportunity to obtain a new type mediatization. A person, having digitised their data and participating in hybrid human and non-human systems, becomes a part of these networks.

Networks that unite living and non-living nature in hybrid systems are deeply immersive and universal, because they are based on digital data and become a prerequisite for creating new formats for personal and social communication, and data for data capitalism. In fact, the interconnection of heterogeneous networks composed of different types of biological and artificial nano-things will create an interconnection between the cyber-world and the biological environment, blurring boundaries between digital-virtual and physical-material beings. Therefore, these different types of datafied immersive mediatization makes all the modern socioeconomic processes transgressive. The rapid processes of immersive transgressive mediatization will require more radical theoretical optics. Mediatization is considered as “sensitizing concepts”, allowing a better understanding of the transformations of various areas of social and cultural life associated with a change in the media environment. However, this sensitivity largely depends on the theoretical perspective within which specific manifestations of mediatization are described and explained. We propose the concept of transgressive mediatization which reflects a fundamentally new quality of the media environment and the social world saturated with datafied technologies which are becoming more immersive for the audiences. In the digital age, immersive media projects (proto)ontogenesis is possible to study in the traditional paradigms of man-to-technology interaction as transindividual connection or in line with cybernetic traditions. It is possible to consider the generative approach as the basis for understanding the essence and effects of all immersion formats. The approach and the term clarified by Nicholas Negroponte reflect the integrative essence of both the man and technology interaction and the immersion of a person in a new virtual and “real” reality that he creates himself, including, as a result, cognitive and affective “production” of a new virtual, hybrid, and real experience. The proposed approach is relevant to the modern concept of the immanent picture of the world, when a person and technology co-create a new form. In the context of media philosophy, immersive projects create a specific personalized immersive media reality.

KEYWORDS: digital economy, datafication, data colonialism, mediatization, new normality, immersive communicative situation, virtual reality, the Interent of BioNanoThings, transgression, paradigm shift.



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THE NOMINAL ECONOMIC CONVERGENCE AND ITS MAINTAINING

ABSTRACT

All EU member states are obliged to adopt the euro and join the euro area, once they fulfill certain nominal criteria known as "convergence criteria" or "Maastricht criteria". But, the fulfillment of nominal economic convergence criteria does not necessarily mean the country's readiness for monetary union, if it is not the result of real economic convergence or real competitiveness. Is the nominal convergence result of real economic convergence can be seen through the balance of payments analysis of a certain country? Bosnia and Herzegovina is a country in the EU accession process that will also have to meet the "convergence criteria" (or "Maastricht criteria") and adopt the euro, once it becomes an EU member. The subject of this paper is the analysis of the fulfillment and sustainability of the nominal convergence of Bosnia and Herzegovina towards the euro area and, accordingly, the prediction of the consequences that Bosnia and Herzegovina may have from the introduction of the euro and the common monetary policy in the euro area.

KEYWORDS: euro, convergence criteria, the balance of payments, Bosnia and Herzegovina



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ASYMMETRY OF INFORMATION: FAIR DISCLOSURE TO INCREASE THE EFFICIENCY OF CORPORATE INVESTMENT

ABSTRACT

We examine the effect of the corporation's information environment on its investment activities. We directly evaluate changes in company's disclosure policy. Fair disclosure is the basis for effective decision making and increasing the efficiency of corporate investment. Consistent with this conjecture, I find that errors of management forecasts are associated with information asymmetry. Agency and information asymmetry theories explain corporate relationships. In the current study, through the identification of several problems and finding solutions to minimize them, we propose tools for the regulation of information asymmetry. The financial statements of the company, the opinion of the external audit, any information about the activities that the company discloses, there are methods of feedback that confirm the proper fulfillment of agency obligations. We have substantiated that the investor has a greater degree of uncertainty than the recipient. The problem of hidden information is associated with the problem of moral risk or "ex post". The effect of asymmetry of information "ex post" is directly due to the fact of the conclusion of the transaction, which can lead to a change in the behavior of agents. Information asymmetry creates the opportunity for abuse, that is, for dishonest behavior. Information and analytical support must be created in the corporation in various areas of relations with investors. Such actions are a vector that ensures the development and increase in the efficiency of investments.

KEY WORDS: *information asymmetry, information environment. investment efficiency, relevant information*



SHRINKING OLD INDUSTRIAL CITIES: TOWARDS HETERODOX PARADIGM

ABSTRACT

The theoretical foundation of the modern practice of overcoming the shrinkage of old industrial cities is represented by a set of one-sided concepts that are rigidly alternative to each other. Classical regional theories have been rejected, there is no systemic theoretical alternative to them, as a result, the counteracting against urban shrinkage is increasingly taking the form of a naive management art subject to a change in “fashionable” applied approaches. The aim of this paper is a comparative review of heterodox theoretical approaches to the study of the strategic overcoming of old industrial cities’ shrinkage and an analysis of the prospects for the formation of a general research program. Research objectives: a qualitative assessment of fundamental and applied concepts of urban shrinkage; analysis of the results of heterodox theories in the field of urban strategy and urban development policy; analysis of areas of intersection and prospects for the formation of a joint research program. Research methodology – comparative analysis, theoretical benchmarking, expert analysis. The paper presents an analysis of heterodox theories (evolutionary, institutional, and behavioral economics, and place branding) in terms of the factors, tools, and mechanisms for urban strategic development. The areas of intersection of these approaches are identified, the prospect of their unification and the formation of an integrative heterodox theory of territorial strategizing is discussed.

KEYWORDS: shrinkage; old industrial city; evolutionary economics; place branding; institutional economics; behavioral economics.

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CORONAVIRUS HAS CHANGED E-LEARNING AND WORLDWIDE EDUCATION MARKET

ABSTRACT

Coronavirus has resulted in almost immediate closure of schools all across the world. Globally, more than billion children were out of educational institutions, which caused dramatic changes in education as we know it – with the rise of e-learning. Since the beginning of the pandemic, teaching was and still is undertaken remotely on digital platforms. In particular the educators as well as students consequently require an increasingly broader and more sophisticated set of competences than before. A number of frameworks have been developed to describe the facets of digital competence for educators and to help them assess their competence, identify their training needs and offer targeted training. One well-known framework is DigCompEdu and the second is Bates and Poole's framework for selecting and using adequate technology in distance education. On the other hand, we still do not have international standards for Quality Online Teaching, directed towards educators at all levels of teaching, from early childhood to higher and adult education, including general and vocational education and training, special needs education, and non-formal learning contexts. In 2018, the document National Standards For Quality Online Teaching – Literature Review, summarizes publications in the field and group them into 11 different areas. This document, which can be upgraded today, gives a good basis for further in-depth work for an international quality standard in the field of e-learning. In this article, we will review and evaluate various existing frameworks, give our assessment on the direction of the development of new frameworks and quality standards in e-learning.

KEYWORDS: distance learning, digital competences, information technology, learning management system, frameworks of e-learning



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FROM KNOWLEDGE TO KNOWING AND RETURN

ABSTRACT

We are modeling the problem of complex supply chain decisions. Our solution is a bridge between academic and practitioner knowledge. The initial model was developed on synthesizing knowledge with an AI-based algorithm. The implementation is based on a decentralized, peer-to-peer platform.

KEYWORDS: Supply chain decisions, case-based reasoning, university-industry interactions



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BUILDING THE KNOWLEDGE BASE CAPACITY OF AN INDUSTRIAL ENTERPRISE

ABSTRACT

In the current difficult circumstances, in order to implement all the established state programmes that will ensure the sustainable development of Ukraine, it is necessary to resolve the problem of intensifying the reproduction processes in industrial production, building and effectively utilizing its potential. In order to manage these processes, it is necessary to have an objective and reliable knowledge base of industrial potential, which implies taking into account the multidimensionality of objects in the economy and is provided by the joint and incompatible measurement of metrics and non-metric features, as well as the incorporation of multi-criteria in capacity-building and utilization processes. Such a methodological principle should be taken into account in the development of both information and mathematical models of the potential of enterprises. For reliable monitoring, diagnosis and monitoring, qualitative indicators of capacity should be introduced in information systems of accounting and reporting; these are non-metric values. A new knowledge base of industrial potential ensures the introduction of the digital economy into production; an updated theory of the measurement of attributes of objects in an economy makes it possible to form a system of complex and elementary attributes, capacity criteria and its information space; a new mathematical method of data analysis provides a means of monitoring the qualitative parameters of the effectiveness of the use of the potential, identifying the main trends and influences on the state of capacity, systematically monitoring the change of these states, forecasting of changes in the values of the core attributes; updated iterative methods of multi-criteria optimization make it possible to determine real optimum levels of potential parameters for ensuring the economic sustainability of enterprises, there is a need to develop it and to identify underutilized opportunities.

KEYWORDS: capacity (potential) of the enterprise, knowledge base, methodological principle, metrics and non-metric features, measurement theory in the economy.



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STRATEGIES FOR INFORMATIZATION OF INTERNATIONAL BUSINESS

ABSTRACT

The COVID-19 pandemic has been found to add to the picture of massive business changes. Business development involves changing communications, business ideas, business models, business functions of the company, rethinking business approaches to production, delivery, sales of products to marketing and management decision-making, leading to their deep intellectual, robotic, informational, digital development and innovation. In a “new economy”, with fierce competition, rapid aging of technologies, professions, ideas, penetration of the Internet in all parts of the economy, informatization has reached a new level of importance for business organizations. To maintain the competitiveness of an enterprise, enterprises need to take advantage of informatization and digitalization opportunities in all possible areas and forms: customer experience; partnerships and collaborations; data management; innovation; HR strategy and culture; value management and the like. The work proposes a structural and logical sequence for developing and implementing a strategy for informatization of international business, and discusses the content of individual stages of work. Consistent and cyclical implementation of the set recommendations will enable enterprises to minimize errors and effectively implement technology digital in their operations.

KEYWORDS: informatization, digital economy, digital development, innovation, business transformation, development strategy.



**FINANCIAL IMBALANCES IN THE CONDITIONS OF CHANGE,
INSTABILITY AND RISKS OF CRISIS ECONOMY: SOCIO-ECONOMIC
CONSEQUENCES AND PROSPECTS FOR ENTREPRENEURSHIP**

ABSTRACT

In the global crisis, the current financial and socio-economic situation in terms of both national economies and the global dimension is characterized by instability, significant negative changes, substantially limited financial resources and a remarkable reduction in their expanded regeneration, skewed funding, and hence high risk of decrease in activity and efficiency of entrepreneurship, reduction of free capital and investments, low society's solvency, increase in unemployment rates, contraction of production and entrepreneurship, deepening of financial and economic discrepancies between the strata of society, growing need for financial resources, etc. The complexity of both internal and external financial imbalances and the negative social consequences of the crisis economy suggests applying a wide range of principles to facilitate the process of solving financial and social issues in economic systems at all levels, stabilizing financial conditions, bringing the capital invested abroad back to national economies, tax and budget and monetary measures, financial support for entrepreneurship and income, expansion of financial, economic and social protection systems. In today's crisis of doing business, the stabilization of entrepreneurial activity actualizes the consideration of not only economic efficiency and financial interests of business, but also basic human values. The loss of human potential eventually starts hampering financial and economic regeneration, and hence entrepreneurial activity.

KEYWORDS: financial imbalances, changes, crisis economy, socio-economic consequences, entrepreneurship



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NEW TRENDS IN DIGITAL MARKETING

ABSTRACT

Companies benefit greatly from digital marketing, through search engine optimization (SEO), search engine marketing (SEM), marketing content, marketing influencer, content automation, e-commerce marketing, social media marketing and marketing, direct email marketing, e-books, optical discs and are becoming more common in our advanced technology. It shows that we are all connected through WhatsApp and Facebook, the increasing use of social media creates new opportunities for digital marketers to attract customers through the digital platform. Awareness of consumer motives is important because it offers a deeper understanding of what benefits users to create content about a brand. Digital marketing is profitable and has a great commercial impact on business. This paper will analyze the effectiveness of new trends in digital marketing in various forms of business. The main goal of this paper is the role of new trends in digital marketing to attract customers and enable brand interactions through digital media, as well as the impact of new digital marketing trends in company sales.

KEY WORDS: digital marketing, brand, technology, content marketing, social media



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EXPLORING THE PRODUCTION POSSIBILITIES FOR THE BALTIC STATES

ABSTRACT

The paper deals with the analysis of the production possibility sets for the three Baltic States (Estonia, Latvia and Lithuania). The production possibility sets are established based on the data from the National Accounts and World Input-Output Database. The non-parametric approach is implemented by using the Data Envelopment Analysis. The results suggest that there has been an increasing importance of the labour input if compared to the capital one in terms of the marginal product. This indicates that the development of the economies in the Baltic States will be subject to the labour force availability in the short and medium term.

KEYWORDS: *productivity, labour, capital, Input-Output, Baltic States.*



**THE INFLUENCE OF THE EFFECTS OF CLIMATE WARMING
ON THE NECESSITY OF CHANGES IN LOGISTICS MANAGEMENT
ON A GLOBAL AND MICRO SCALE**

ABSTRACT

The increasingly perceptible and accelerating climate changes generate various effects on a micro and macro scale, which results in the need to introduce new "rules of the game" in many areas of the economy, with particular emphasis on the management of logistic processes, as they constitute a specific bloodstream of economic processes. Starting from the area of obtaining raw materials, through delivering them in the expected time, production processes and proper distribution. All the listed elements should be organized so that any turbulence becomes almost imperceptible. The analysis of past events shows how fragile the logistic procedures are. The aim of the article is to indicate or propose new logistics management indicators that are more resistant to constantly changing external conditions.

KEYWORDS: logistic management, climate changes, changing external conditions.



STATISTICAL ANALYSIS OF THE UNEMPLOYMENT RATE IN MONTENEGRO

ABSTRACT

Unemployment has long been one of the most important economic and social problems in the world and it is particularly exacerbated by the current Covid-19 pandemic. The unemployment rate is one of the most important macroeconomic indicators. Montenegro is facing a 19% unemployment rate. As a candidate country for EU accession it must pay great attention to solving the unemployment problem. Reducing the unemployment rate is the key to raising the living standards of the population and social well-being, which requires the right strategies since increased employment must be in accordance with the increased rate of economic growth and development.

A statistical analysis of the unemployment rate in Montenegro is conducted in this paper. The aim of this analysis is to depict the characteristics of a time series of unemployment rate in Montenegro. The paper investigates the dynamics of this time series, provides descriptive statistics and analyses the underlying characteristics of the unemployment rates in Montenegro based on quarterly data for the period from the first quarter of 2008 until the second quarter of 2020. The Breusch-Godfrey test found that there was an autocorrelation problem in this series, while the Glejser test confirmed that there was no heteroscedasticity. Therefore, Dickey-Fuller test was applied to examine the stationarity of the unemployment rate in Montenegro time series. The test indicated that the series has a unit root, i.e. that the series is not stationary. The same test proved that the first differences of the unemployment rate in Montenegro time series was stationary.

KEY WORDS: *unemployment, unemployment rate, autocorrelation, heteroscedasticity, stationary*



ALTERNATIVE INSTITUTIONS IN THE SEE COUNTRIES

ABSTRACT

The subject of the paper is to explain the negative role of alternative institutions in the countries of Southeast Europe (SEE), from the aspect of clear and large differences between institutionalized and individualized state. The aim of the paper is to criticize institutional monistic commitment of neoliberals for pure individualism, which ignores the notorious fact that it denies mass individualism, and thus mass freedoms. The starting point is the hypothesis that economic and other forms of coercion can arise not only from the state, but also from individual (decentralized) sources. The application of descriptive, comparative, and abstraction methods enabled the analysis and explanation of the phenomenon of alternative institutions, which appear as the main restriction of freedoms and socio-economic development of SEE countries. It is concluded that exiting the long-term crisis in the SEE countries requires turning freedom for the rare into freedom for all. Also, it is necessary to eliminate the activities of alternative institutions, which serve the nomenclature interests and non-market appropriation of state resources.

KEYWORDS: alternative institutions, neoliberalism, countries of Southeast Europe



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STAKEHOLDERS' SATISFACTION INDEX WITH THE QUALITY OF EDUCATION: SOCIOECONOMIC APPROACH

ABSTRACT

The work is devoted to the description of the socio-economic approach to assessing the quality of education using stakeholders' satisfaction index with the quality of education (SSIQE). Two approaches to the definition of SSIQE in the socio-economic dimension are proposed: 1) a comparative approach with the allocation of the levels "high", "medium" and "low" in relation to the maximum attainable value of the indicator; 2) absolute, followed by rating by specific indicators or by the sum of indicators. SSIQE has two components: internal (assessment by graduates) and external (assessment by employers, customers of scientific/educational services or scientific developments, etc.). In turn, each of the components has two blocks: the assessment of formal indicators (performance index) and the subjective assessment of stakeholders (loyalty index). Among the indicators by which the performance index is calculated, one can single out the following: items of university financing (general and special fund, educational and scientific activities), the average salary of a graduate of the program, socio-economic indicators in international rankings. The loyalty index can be, for example, assessed by the level of technical equipment, the level of participation of stakeholders in the modernization of the educational process. SSIQE has its own characteristics for various stakeholders, but the principle of its calculation remains unchanged. SSIQE indicators can have increasing coefficients in the range of [1.01;1.5], due to the achievement of significant indicators (presence in international rankings, international accreditation of educational programs, exemplary accreditation of educational programs from the National Agency for Higher Education Quality Assurance, and others). SSIQE can be applied to departments of universities and universities in general, specific educational programs within a region or country, the education system in the knowledge industry.

KEYWORDS: quality of education, socio-economic impact, satisfaction index, stakeholders

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GENDER ORIENTED EMPLOYER BRANDING

ABSTRACT

The employer brand expresses the unique aspects of employment in the company and value proposition for existing and potential employees. Thus, a strong HR brand positively influences the company image in the labour market, which in turn, allows attracting the most qualified professionals. In the same time, it has significant advantages for the internal business environment due to its impact on the loyalty employees creating the prerequisites for further successful development of the company.

According to the results of our study, it was found that for the majority of employees the HR brand is one of the priority criteria for choosing a job. However, basing on the assessment of the importance of the different employer's brand criteria, we proved significant differences in gender perception: the HR brand is the most significant factor for decision about employment for men; at the same time, it has the third position in assessments of women.

Significant gender differences in the perception of an employer value proposition are also found in the following: women value career opportunities much more (which is obviously a consequence of the existing gender discrimination of women in the labour market) and a safe work environment. Men, unlike women, attach much less importance to status factors - the prestige of the company and the reputation of the leader. However, the second factor most important for them are the opportunities created by the employer for training and personal development.

So, basing on the obtained results it is obvious that for achieving high competitiveness in the labour market through the positive HP brand, it is necessary to differentiate the tools of involvement considering gender differences in the assessments of the employer brand. The means of compensation and benefits should be developed based on gender differences in employer brand perception too.

KEY WORDS: employer's brand, employment, gender, value proposition.



EFFICIENCY OF THE MONTENEGRIN CAPITAL MARKET: AN EMPIRICAL ANALYSIS

ABSTRACT

Emerging capital markets are becoming very attractive for investors, especially in a period after the global financial crisis, market crashes or the latest COVID-19 pandemic. There's a general belief that small and developing capital markets are immune to global market volatility and therefore the best choice for investment portfolio diversification. Although emerging capital markets are becoming a popular investment destination, investors are very careful when defining risk factors. They choose emerging capital markets that are transparent, meaning the investors perceive all available information in precisely the same manner. Therefore, stock prices change randomly and it is impossible to predict their future values. The random walk theory corresponds to the efficient market hypothesis (EMH) with the assumption that it is not possible to predict or beat the market. The purpose of this paper is to investigate whether stock prices on the Montenegrin capital market follow a random and unpredictable path. Random walk theory is tested by performing a stationarity test, Run test, Hurst exponent and autocorrelation function test. The final results of implemented tests indicate that there is no empirical evidence that supports the random walk theory in the case of the capital market in Montenegro.

Keywords: Random walk theory, capital market efficiency, stationarity test, run test, Hurst exponent, autocorrelation function



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THE IMPORTANCE OF DIGITALIZATION APPLICATION IN TOURISM AS A MODERN MARKETING CONCEPT

Abstract

Due to the current events caused by the COVID-19 pandemic, numerous changes have occurred in tourism. Primarily, it has conditioned the increased and intensified digitalization application, as a form of marketing concept tool.

The purpose of this paper is to emphasize the importance of applying the modern promotional tools in the communication mix in tourism on the example of Montenegro and Croatia. The goal and task of the article are defined in the context of improving all types of promotion in tourism, with an emphasis on applying the information technology. Starting from the defined goal and task, the methodology of scientific research work has been determined. The research used a questionnaire method with the aim of collecting, analyzing and comparing data on how much digitalization has influenced the development of new promotional activities in tourism on the destination examples of Montenegro and Croatia. Using numerous resources, especially online tourism platforms, will set up new standards in the field of communication policy in tourism. In this way, conditions will be created for better monitoring and anticipation of new trends in the field of tourism.

Keywords: digitalization, promotion, new trends, tourism



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MODERN SEAPORT DEVELOPMENT STRATEGIES

ABSTRACT

The subject of this paper is the application of the most modern international management strategies in the area of seaports. The development strategy of ports around the world is driven to a large extent by the investments of multinational companies, in the industrial and logistics sector. Port authorities compete fiercely for the investments of global terminal operators, shipping lines, logistics providers, energy companies and (petro) chemical companies. The aim of the paper is to present and explain the possibilities of strengthening the competitiveness and performance of seaports through the prism of strategic management of seaports. The starting point is the hypothesis that all modern seaport management strategies are predominantly oriented towards the economy (achieving business success), while ignoring environmental requirements and appropriate institutional pressures. The paper uses the basic methods of economics, primarily description, induction, deduction, abstraction, comparative analytics, tabular and graphical modeling. In the conclusion, it is stated that the set hypothesis has been completely verified. In addition, modalities for the selective application of certain strategies in some small seaports, such as the Montenegrin Port of Bar, are proposed.

KEYWORDS: Strategies, Strategic port management, Port authority international strategies, development of ports



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INSTITUTIONAL AND QUASI-INSTITUTIONAL CAUSES OF REPRODUCTION ECONOMIC CRISES IN SEE COUNTRIES

ABSTRACT

A lot has been and is still being written about the causes of economic crises, noting the connection but also the specificity of global and local influencing factors. In all this, it seems that there is one common denominator for all economic crises, even for these modern ones - transitional and global. It is about the lack of regulation at all levels, from the state to lower levels, or in general about the deficit of institutional development, institutional competition and institutional discipline. The subject of research in this paper is to define the causes of the reproduction of the economic crisis in the SEE countries, primarily institutional and quasi-institutional. In particular, in the SEE countries, one can speak of conscious forms (measures) of official neoliberal economic policy as the basic regulatory framework for development strategies. However, most authors believe that in the era of knowledge, globalization, virtualization, decentralization and informatization, the only real and efficient connective tissue should be the institutional subordination of economic entities at all levels. That these are institutional deficits at all levels is confirmed by the fact that the current global economic crisis has provoked strong state reactions. The aim of this research is to prove the causes of the economic crisis in the SEE countries in the deficit, fiasco, vulgarization and abuse of institutional change. Due to that, a rigid quasi-institutional monism was applied, based on the vulgarized neoliberal model, which is characterized by interesting and privileged domination. Institutional pluralism is necessary for socio-economic development, which in itself excludes all forms of institutional monism and the existence of appropriate alternative institutions. Institutional pluralism as a development priority should be a prerequisite for all other economic activities, measures, plans and results.

KEY WORDS: economic crisis, state regulation, institutional pluralism, quasi-institutional monism.



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IMPROVEMENT OF DOMESTIC ADVENTURE TOURISM ROUTES AND INFRASTRUCTURE OF HORECA FACILITIES: A CASE STUDY OF TERNOPIL REGION, UKRAINE

ABSTRACT

In recent years, there has been a growing trend in demand for domestic tourism. This is due to the military conflict in eastern Ukraine, the occupation of Crimea, the introduction of restrictions on the travel of citizens outside the country due to the Covid-19 pandemic, the reduction of income. However, research examining resources on domestic tourism, in particular adventure tourism, is limited. Using the Analytical Hierarchy Process (AHP) method and the Delphi method, the assessment of suitability for adventure tourism was carried out. Taking into account the existing transport infrastructure, natural objects, available tourist routes and location of HoReCa objects, the most suitable areas for domestic adventure tourism have been identified on the example of Ternopil region. The proposed methodology and results can be used for strategic planning of domestic adventure tourism and will be useful for stakeholders in choosing places to develop tourism and increase tourism opportunities in the region.

KEYWORDS: route, planning, tourism, hotel, Analytical Hierarchy Process (AHP) method, Delphi method, HoReCa, transport, Ukraine



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POSSIBILITIES OF DIGITAL ENVIRONMENTS FOR STAFF EDUCATION IN NAUTICAL TOURISM PORTS

ABSTRACT

The digital economy is completely transforming the ways of doing business and influencing the skills required of the modern businessman. Due to the intensive use of digital technologies in business systems of various economic activities, employees must increasingly possess both basic and advanced digital skills. Such business systems are also nautical tourism ports, which are very complex organizational systems in business and functional terms. Employees in marinas continuously improve and upgrade their knowledge, skills and competencies, thus advancing in their careers, while on the other hand, marinas as modern business systems through education of their employees increase efficiency and effectiveness and thus competitiveness. Growing need for permanent education of employees, it is a direct consequence of a series of changes in the internal and external environment of marinas. Many authors point out that digital technologies and the digital environment can improve the way of education in different areas of business. A digital education environment, especially in the current context of a global pandemic, is a realistic option for most modern business systems. However, the digital environment alone is not enough to realize the various benefits. This paper deals with the issue of analysis of various possibilities provided by the digital environment when it comes to improving the way of education of employees in nautical tourism ports. Are continuous turbulent changes and digitalization a direct threat to traditional ways of training and development of employees in marinas, or do they represent a kind of chance for successful solution of various limitations of the system of continuous improvement of personnel through changing the educational paradigm? At the end of the paper, a theoretical framework resulting from the analysis of the obtained data will be presented, which can be further used to explain, predict and direct various educational activities and activities in other digital environments.



SHADOW ECONOMY AND COMPETITION IN SOUTH-EASTERN EUROPE

ABSTRACT

We undertake an extended discussion of impact of shadow economy to competition. This paper investigates the interactions of competition and the shadow economy in selected SEE countries. This paper analyzes the annual data over the period 2000 – 2018 from the World Bank, Transparency International and from International Monetary Fund to estimate whether shadow economy affects competition. Generalized Methods of Moments (GMM) method is used in this research. The results show that shadow economy has a significant and negative impact on competition. These findings suggest that shadow economy has to be reduced. A reduction in the size of shadow economy could be very beneficial for these economies. Additionally, the results also indicate that in these countries that competition would be significantly affected by policies on controlling shadow economy. These findings also provide political implications for the regulation of the shadow economy.

KEYWORDS: shadow economy, informal economy, survey, competition.



VALORIZATION OF THE PORT OF BAR AS AN ECONOMIC INTEREST OF MONTENEGRO AND SERBIA

ABSTRACT

The subject of this research is the common economic interests of Montenegro and Serbia related to the flow of goods and passengers through the port of Bar. The port of Bar is the largest Montenegrin port and one of the most important ports in the eastern Adriatic, which is not sufficiently used today. The countries in the immediate vicinity of Montenegro are: Serbia, Bosnia and Herzegovina, Croatia, Kosovo/UNMIK and Albania. In passenger traffic, its main competing ports are the Albanian port of Durres and the Croatian ports of Dubrovnik and Split. In connection with the Italian coast by a regular ferry line, the port of Durres has comparative advantages for the Albanian, Kosovo and the market of Northern Macedonia with which the port of Durres is connected by a modern highway, while the ports of Dubrovnik and Split have comparative advantages over the port of Bar due to the proximity of the markets of Croatia and Bosnia and Herzegovina as well as the better road infrastructure with which they are connected. In addition to the bad political relations between Montenegro and Serbia, the consequences of which are reflected in the sphere of economic cooperation and the lack of strategy of the Montenegrin State shipping line "Barska Plovidba" AD to respond to current events in the region, it abolished the regular Bar-Bari line in 2016, after 51 years of sailing with numerous negative effects on the economy of the city of Bar and Montenegro. In freight traffic, the main competing ports of the port of Bar are Durres port and the Croatian ports of Ploce and Rijeka. The port of Durres has a comparative advantage over the Albanian, Kosovo and Northern Macedonian markets, while the ports of Rijeka and Ploce are a better choice than Bar for the markets of Croatia and Bosnia and Herzegovina, due to proximity and better road infrastructure. Serbia, as the central state of the Western Balkans, is interesting for all regional ports. However, the port of Bar, mainly made for the Serbian market is the shortest access to Serbia at sea and also has comparative advantages over all regional ports for the Serbian market. One of the advantages concerns the road-sea distance from the Suez Canal and Gibraltar, through the port of Bar to of Serbia. The aim of this paper is to present the benefits for the economies of Montenegro and Serbia that would result from the shift of Serbian goods and passenger flows to the port of Bar, which is now used far below the projected capacity from the year of 1971. Namely, the utilization of the port of Bar today is 30% of the projected capacity and thus belongs to one of the few European ports that 35 years ago had 40% higher utilization than today. By turning the flow of goods to Bar, Serbia will use its highways and railways to a far greater extent for its goods with closer access to the sea than is the case today, when it mostly uses the ports of Rijeka and Piraeus. The reconstructed Bar-Belgrade railway would affect the certainty of Serbian grain exporters, who now use the port of Constanta in Romania by exporting goods along the Danube River, which is not navigable for a significant part of the year, automatically stopping Serbian exports. Only from one business, exporting grain from Serbia, Serbian exporters would get certainty while Bar port would get a hundreds of new vessels berthed a

year. The main hypothesis of this paper is the better relations and cooperation between Montenegro and Serbia will have a positive impact on the economies of both countries, especially Montenegro, which is now bypassed by the main flows of goods and passengers. The paper uses a method of collecting data on existing goods flows that currently bypass Montenegro as well as passenger-goods flows that would be interested in being redirected to the road route through Montenegro and Serbia, as the shortest connection between Italy, Hungary and Eastern Europe. The results of the research show that in addition to the positive effects for both countries due to the redirection of Serbian goods and passenger flows to the port of Bar, joint promotion of transit logistics through Montenegro and Serbia for the wider region can contribute additional economic benefits through the use of their capital infrastructure and superstructures objects as well as companies. Official inclusion of Corridor 11 in the network of pan-European corridors, which will connect Italy with Central and Eastern Europe through Montenegro and Serbia is of strategic interest to both countries. With Corridor 11, Montenegro will no longer be the only country in Europe that is not part of a network of major European corridors, while Serbia will further exploit its transit potential. To this end, both countries must have a common approach, which in the last 20 years was not the case and the consequences are visible through the unused capacity of the port of Bar.

Keywords: Port of Bar, Montenegro, Serbia, economic benefits, cooperation.



THE IMPACT OF FINANCING AFFORDABLE HOUSING ON INCLUSIVE ECONOMY AND SUSTAINABLE DEVELOPMENT

ABSTRACT

The current trends of housing market, especially rising housing prices, decreasing income level of most population groups, other consequences of COVID-19 pandemic and economic crisis, and cross-country peculiarities connected with the ratio between house owners and renters, difference in income status cause the significant necessity of affordable housing policies. The lowest real house price indices are in Belgium, Finland, France, Greece, Italy, Norway, Sweden, Switzerland, and United Kingdom. The lowest rent prices are in Greece, France, Italy, Slovak Republic, and Switzerland. The highest share of housing owners with mortgage or housing loan, is in Netherlands, Norway, and Sweden (more than 50 %). The highest share of tenants, rent at reduced price or free, is in Ireland, Slovenia, France, Finland, and Austria (nearly 15-20 %). Due to the effectiveness gap of government and local programs for financing affordable housing in many countries including Ukraine, the relevance of deeper research to solve this problem is growing. The main purpose of the article is to investigate the structure of the housing market and its financing as an important precondition of inclusive economy growth and sustainable development. The hypothesis of this research is the increasing financing affordable housing should contribute the economic growth, the labour productivity, indicators of population migration and economically active population, country's innovation index, competitiveness and investment attractiveness, and other indices of macroeconomic stability. The author proposed the economic-mathematical model for empirical confirmation of this hypothesis and quantitative determination of the impact of financing affordable housing on inclusive economy and sustainable development, testing a system of indices and the causal links between them. The research object was the sample from 27 EU countries in 2011-2020 taking into account the data availability on open portals of The Organization for Economic Co-operation and Development and the Statistical Office of the European Union. The research methods included cross-country statistical, graphical, and analytical analysis using the Excel 2010 software package. The research methods and instruments were cross-country statistical, structure and analytical analysis based on the Excel software; correlation, causality and regression analysis based on the STATA software. The author developed the road map of financing affordable housing in Ukraine as a perspective precondition of inclusive economy growth and sustainable development based on the EU cross-country experience. It includes quantitative and qualitative targets with a set of indicators and time criteria, directions, and measures for their achievements, some guidelines etc. The results of the research will be useful for scholars, state office, public and private investors to reform the financial policy of affordable housing.

KEYWORDS: economic growth, financing affordable housing, free rent, house loan, inclusive economy, macroeconomic stability, mortgage, rent at reduced price, social housing, sustainable development.



MULTI-CRITERIA ASSESSMENT OF LOW CARBON ENERGY TRANSITION

ABSTRACT

The main energy policy goal of Energy Union is to provide clean, secure, and affordable energy for all. The EU has committed to achieve carbon neutral society and 100% renewables scenario by 2050 therefore climate change mitigation is one of the most important issues in energy policy. For comparative assessment of trends towards low carbon energy transition and implementation of 100% renewables scenario, advanced multi-criteria decision aiding tools were applied. Several criteria were introduced in to evaluate the progress of EU member states towards low carbon energy transition goals. The study applied a SWARA-TOPSIS framework based on Pythagorean fuzzy sets to rank the EU countries in terms of their progress towards zero carbon energy future. The experts working were involved in this study to define criteria and their weights. The obtained results indicated that Luxembourg was found as the first-ranked country, following Denmark and Sweden. Bulgaria received the lowest ranking among the EU member states in progress towards the EU zero carbon energy future.

KEYWORDS: carbon energy, climate change mitigation, transition.



GREEN PRODUCTIVITY IN EU AGRICULTURE

ABSTRACT

Sustainable climate smart agriculture development is the main aim of European Union (EU). As climate change issue is one of the most important concerns and challenges of sustainable agriculture development, the paper aims to develop green productivity assessment method and to apply it for green productivity assessment in EU. The idea of green productivity is related with assessment of negative outcome of production. In this paper the negative outcome which was assessed – greenhouse gas emissions from fuel combustion in energy sector. Therefore, the dynamics of agricultural productivity with negative outcome of European Union Member States is assessed and compared. The frontier-based productivity analysis framework was adopted. The slacks-based model and Luenberger productivity indicator was applied to decompose the measures of productivity change. The productivity growth was decomposed into efficiency change and technical progress based on the global productive technology. The results of conducted research showed that improvements in agricultural productivity in the EU are mostly related to the increasing of resource efficiency and reducing greenhouse gas emissions.

KEYWORDS: green productivity, agriculture, negative outcome, European Union



FLEXIBILITY AND PRECARIOUS WORK: A STUDY CONDUCTED IN HOTEL INDUSTRY IN CROATIA

ABSTRACT

Forms of precarious work are a result of labour market dynamics as well as labour market flexibility and involve significant human capital. Accordingly, the basic objective of this study is to explore differences in attitudes towards labour market flexibility and towards forms of precarious work between two groups of employees in the hotel industry in the Republic of Croatia depending on the employment contract they have, permanent or temporary. The purpose of this study is to show that if you change the attitude towards forms of precarious work, if you accept the fact that the labour market flexibility is inevitable, the grounds for new employment may be created, solutions to the problems of fluctuation could be found and appropriate actions concerning the lack of workforce in the hotel industry can be taken all the other issues brought by changes on the labour market could be dealt with. The source of primary data are the results of field research survey conducted among employees who had different employment contracts in the hotel industry in the Republic of Croatia. The survey was conducted in the hotels along the Adriatic coast in the summer season of 2018. The evaluation of the results, their formulation and their presentation is based on scientific methods of analyses and synthesis and the methods of descriptive and inferential statistics. The obtained results may be of great help to the hotel industry managers regarding better human resource management and generally speaking greater competitive advantage of Croatian tourism.

KEY WORDS: hotel industry, labour market flexibility, precarious work, Croatia



ANALYSIS OF THE DETERMINANTS OF SOCIAL CAPITAL: MICROECONOMIC VISION

ABSTRACT

Social capital is one of the basic instruments for improving the development and implementation of best practices in corporate governance, ethics and social responsibility policy based on sustainable development. It analyzed as an attribute of a country, community, organization or individual due to the existence of a relationship between the subjects, where social interactions affect the functioning of economic activity. Thus, rationally combines with the economic aspect of the individual and the social system.

The most essential factors or determinants of social capital in microeconomic sphere are: trust, civic cooperation and associations between individuals. From a microeconomic point of view, it has been established that social capital can provide financial and intellectual efficiency by reducing transaction costs. In addition, social capital is an effective tool for ensuring sustainable competitive advantages for business.

Based on the survey of 360 business representatives it was proved positive links between the internal social capital of the enterprise (by the structural, relational and cognitive dimensions) and economic successes, competitive position and non-financial performance of the organization.

The results of the research indicate the need for close attention of entrepreneurs to internal social capital due to the fact that it has an essential impact on the financial and non-financial aspects of business influencing its competitiveness.

KEY WORDS: *social capital, social capital of enterprises, competitiveness, performance.*



CONTAINER THROUGHPUT IN CHINESE SEAPORTS DURING COVID-19-ECONOMIC RESILIENCE OF MARITIME SUPPLY CHAINS

ABSTRACT

More than 90% of international cargo traffic is inseparable from maritime transport. Although there was great uncertainty as to whether the economic problems associated with the Covid-19 pandemic would significantly affect the maritime economy, it showed a high degree of resilience and adaptability. In addition to the expectation that there will be a significant drop in traffic in 2020, the year in container ports compared to the previous year at the end of the same year, it turned out that ports - especially Chinese - recorded a drop in container throughput of only a few percent. As the largest cargo trade country and the second largest economy in the world, China has its shipping routes and service networks around the entire world. China's global ambitions in the maritime industry are well reflected in the growing number of its container ports and their ability to divert global transportation networks. The flow of containers at all three terminals of the port of Piraeus during the Covid-19 pandemic decreased by about 3% in January-July of 2020, compared to the same period in 2019. At the same time, major European and American ports recorded a decline of about 10%. The reasons for this performance are significant improvements in container handling time and overall competitiveness achieved by the management of Cosco Shipping, the majority owner of the port of Piraeus. China's Cosco is also actively supporting its investment by directing much of its Asian exports to Europe through this Greek port. In 2020, 668,086 empty containers were shipped to foreign ports around the world, 12 times more than in 2019. At the peak of this trend, in November 2020, 87,000 empty containers were exported, 87 times more when compared to the same period in 2019. This practice is related to the habit of shopping online that arose due to the pandemic. E-commerce is estimated to have grown by 16.5% in 2020, achieving global sales of \$ 3.9 billion. This was useful for Asian markets, especially for China, because people living in the United States buy much more imported products than usual. According to the Chinese Port and Harbors Association, during the first ten days of March 2021, the container throughput in eight key ports in China increased by 14.5 % annually. In particular, the flow of containers for foreign trade increased by 13.8 % compared to the same period in 2020. The rise in foreign trade container throughput was caused by the rapid expansion of Chinese exports, which rose 50.1 % and reached 3.06 trillion yuan (about \$ 471.89 billion) in the first two months of this year. In March 2021, UBS raised China's GDP growth forecast for 2021 to 9.0%, higher than the previous forecast of 8.2%, citing stronger than expected domestic economic activities and faster global recovery from COVID-19 pandemic. Maritime freight traffic through the Covid-19 pandemic was accompanied by strong demand for Chinese exports as well as a shortage of vessels according to industry experts. The Freightos Baltic Global Container Index (FBX), which tracks container shipping costs, has nearly quadrupled for the China-Europe line since early November and

stands at about \$ 7,850 in March 2021. The FBX reading of containers from China to the west coast of the United States has almost tripled since the end of May to about \$ 4,300 in March 2021. The cost of delivering goods from China to Europe by sea has reached unprecedented levels recently. This is due to the widespread demand for Chinese products, especially medical equipment during the global health threat - but also for consumer goods from the population that is in the lockdown.

This paper aims to point out how the maritime market in general and Chinese container ports in particular have a significant degree of resilience and adaptability to the new situation, but also to draw attention to the congestion problems and delays in loading and unloading that still undermine the connectivity and maritime supply chains, caused by maritime supply measures and protocols to combat the very Covid-19 in ports and the consequences of the pandemic itself.

Keywords: economy, China, container throughput, maritime trends, seaports, Covid-19



LITHUANIAN FARMS ECONOMIC PERFORMANCE AT THE BACKGROUND OF FARMS FROM SELECTED EU COUNTRIES

ABSTRACT

The paper concerns the economic performance of Lithuanian farms in the context of the selected European Union (EU) countries. The analysis was conducted on the basis of Farm Accountancy Data Network data on average over the period 2015–2018. The country-wise analysis across the EU countries, both for the whole sample and disaggregated by the farming systems, like specialist cereals, oilseeds and protein crops (COP) and specialist milk are presented in the research. Six Central East European Countries' (CEECs), Germany and France were chosen as benchmarking countries. The EU-28 average as a benchmark value also was taken into account. The comparative analysis of farms economic performance is based on farm size indicators, productivity and profitability ratios. According to the research results, Lithuanian agricultural sector is characterized as having the lowest level of land productivity and the highest level of profit margin. The Lithuanian COP farms in the context of the selected CEECs can be described as having a moderate level of economic performance though still lag far behind as compared with the countries-leaders for cereal production. Lithuanian specialist milk farms can be characterized as having a low production and productivity accompanied by a profitability and profit margin as compared with benchmark milk production EU leaders' farms.

KEYWORDS: agriculture, farms, economic performance, benchmarking, Lithuania.



ECONOMICS DRIVEN BY COVID-19 AND PENSION SYSTEM EFFICIENCY

ABSTRACT

Every major pandemic affected the economy through various channels, which affect many economic aspects. For example, medieval European economy was severely touched by the Plague. The excessive death rate, that decreased the European population by one-third, contributed to excessive price inflation due to a shortage of labor force (also by inability of harvesting crops). Shortage of labor force played a curial role during the Spanish flu pandemics in the 1920s. In the latter one infection spread mostly among young and mid-age people. The death rate was the main link from pandemics to economics (Barro, et. al. 2020). On the other side, long-run consequences encompassed: lower interest rates, higher labor productivity, and higher real wages (Jorda, et. al. 2020).

The COVID-19 pandemic is rather different from the formers, as massive government counter-pandemic measures took place. This in turn distorts the relations between diseases and economics, that we observed during past pandemics. During COVID-19 the death rate affected the economy rather indirectly, through its effect on the government decision. The higher death rate forces government to introduce a lockdown policy, the latter forces to introduce a support policy for the closed business (Brycz, forthcoming). The lockdown policy can not close vital branches, so it is focused on the nonproductive, in the Marxian sense, branches (Brycz, forthcoming). All in all government policy causes multiple shocks to the national economy.

Pension system efficiency can be considered through two dimensions: i) adequacy – the generosity of the system; ii) sustainability - the negative impact on the economy.

The COVID-19 government-driven policy can act through multiple effects: the change of adequacy through inflation; excessive death among elderly increase indexation on the other hand. Loose monetary policy affects indexation either.

Keywords: Pension System Efficiency, COVID-19



PRECISION FARMING TECHNOLOGIES FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT

ABSTRACT

After Lithuania's accession to the European Union (EU) in 2004, Lithuanian agricultural producers have been exploiting the advantages of the EU support under the Common Agricultural Policy. This support has somehow altered the trends in investment and input use. However, a more detailed analysis shows that during the said period agricultural producers mostly invested in traditional technologies. Many technologies have been introduced solely in the interests of agricultural producers and have therefore often focused on short-term profit growth while ignoring the environmental and social aspects of agricultural development.

In agriculture, as in any other sector of the economy, the technologies used are changing at a rapid pace. The latest technologies widely used in the advanced countries of the world include precision farming technologies. However, these technologies are not very popular among Lithuanian agricultural producers so far – the data of the Lithuanian Agricultural Advisory Service show that currently only about 10% of Lithuanian agricultural producers use precision farming systems. In addition, these systems are usually applied in a fragmented manner, with only individual components. According to the researchers, the main reasons hindering the use of precision farming technologies are the lack of knowledge about these technologies, the very high need for start-up capital and the fear of taking risks in the absence of clear and reliable practices.

There's no doubt left about the benefits of precision farming technologies (Griffin et al. 2005; van Evart et al. 2017; Zhao et al. 2017). When evaluating the benefits of these technologies, researchers focus on revealing the economic effects of their use. In addition to economic benefits, precision farming technologies also create a wide range of non-economic effects (Zarco-Tejada et al. 2014). However, according to researchers, these effects usually manifest themselves in a much longer term than the improvement of farm economic performance.

KEYWORDS: *agricultural producers, precision farming technologies, sustainable agricultural development.*



SEARCHING FOR POSSIBILITIES TO ACHIEVE SUSTAINABILITY GOALS IN AGRICULTURE

ABSTRACT

The idea of this research has emerged in order to contribute relevant modern agricultural problems and their precondition for the implementation of Lithuania's strategic goals, which are provided for in the National Energy and Climate Action Plan of the Republic of Lithuania for 2021–2030, in the General Plan of the Territory of the Republic of Lithuania, and in the Lithuanian White Paper on Rural and Agricultural Development. The core idea concerning agriculture in these documents is to mitigate the negative impact of farming on the natural environment while ensuring sufficient farm income. This can be achieved by solving the problem of unsustainable use of resources in the farms. This problem is determined by several reasons: the irrational use of technology, obsoleted technologies (compared to developed countries in Western Europe), that increase atmospheric pollution and have a negative impact on natural resources. Together, these factors reduce farm incomes and have a negative impact on social (employment, age structure of farmers and emigration from rural areas) and environmental indicators.

The use of precision farming technologies on farms can help to solve these problems. In particular, these technologies open up the possibility of reducing farm costs while achieving significantly higher, better quality yields, thus ensuring improved farm profitability. Making farming a better source of income would increase the attractiveness of this activity, especially among young, educated people. They also create the preconditions for reducing environmental problems, such as increasing GHG emissions and soil degradation.

KEY WORDS: agriculture, strategic goals, sustainability.



SUSTAINABILITY PROBLEMS OF LITHUANIAN AGRICULTURE

ABSTRACT

The scale and relevance of the problem of insufficiently sustainable use of resources at national level is reflected in its inclusion in national strategic planning documents. The research goal is: after the assessment the determinants of sustainability, to justify its problems in agriculture.

The assessment of the economic situation of farms using gross profit, which shows not only the return on investment, but also the salary for the work of the farmer and his family members, on average in Lithuania in 2005–2017, allow us to conclude that currently the income of most Lithuanian farms is too low for them to maintain and modernize their means of production, even less opportunities for them to expand and modernize their farms. This proves that the economic dimension of sustainability is problematic and requires a solution.

Analyzing the sustainability of Lithuanian agriculture in environmental terms, it can be seen that although many environmental indicators are better than the EU average, they have tended to deteriorate in recent years. One of the most important environmental problems today is related to soil degradation. According to the research of the Environmental Policy Center, 2014–2018, in Lithuania, erosion in agricultural areas could increase from 5.4 to 5.8 million. this is, 8 percent. The increase in water-induced erosion was caused by changes in land use in erosion-prone areas: perennial grasses that stop erosion were replaced by less erosion-friendly crops - spring cereals, legumes, buckwheat. Areas of black fallow, which are particularly sensitive to water-induced erosion, have also increased (Environmental Policy Center, 2019). The decrease in nutrients in the arable layer caused by soil erosion also encouraged farmers to fertilize their crops more intensively, which, as mentioned earlier, led to an excess of nutrients in the soil in almost all Lithuanian counties.

Great attention to these problems should be paid in Lithuanian agriculture and rural development strategic plan 2021-2027.

KEYWORDS: *sustainability, agriculture, land use, environmental indicators.*



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SUSTAINABILITY ASSESSMENT FRAMEWORKS IN THE ENERGY M&A MARKET

ABSTRACT

Mergers and acquisitions have become a common tool used by many energy companies in the pursuance of business growth and shareholder value creation. On the other hand, international M&A are found to build up sustainable competitive advantages, accelerate industry catch-up, and help to achieve sustainable economic and social development. M&A enable the involved companies not only to maintain, but also to strengthen their competitiveness in the market. In the short term, seeking external growth and enhancing the firm's value through M&A affect the growth not only of the firms involved but also of the entire sector. In the long term, M&A play an important role in achieving sustainable growth and innovation in the energy sector. Our study employs SALSA methodology and performs a systematic analysis of existing empirical studies. Key aim of the study is to assess relationship between M&A events and the principles of sustainable development in the energy sector. Current research contributes to the literature by providing an extensive systematic review of the academic publications on sustainable development and M&A deals.

KEYWORDS: *Mergers and acquisitions, energy industry, sustainability, developments, SALSA*



DIGITALISATION OF THE ECONOMY AND LABOR MARKETS

ABSTRACT

As history shows, it took humanity millennia to build effective institutions to protect workers' rights, to build methods and mechanisms for regulating labor relations aimed at ensuring social guarantees for the working class. Nevertheless, many fundamental problems remain on the labor market, such as exploitation of child labor, increased rates of forced economic migration and regional labor imbalance, which can only be resolved through the efforts of the entire world community. In our opinion, scientific and technological progress will undoubtedly change the labor market, but at the same time not significantly affecting the share of the economically active population, thanks to the forces that compensate for unemployment due to the automation of operations, namely:

- the productivity effect due to the cost savings created by automation, which increases the demand for labor in non-automated tasks;*
- capital accumulation caused by increased automation also increases the demand for labor;*
- the creation of new labor-intensive tasks that restore the demand for labor.*

In this case, the main challenge of states and business will be to develop effective systems for training competitive highly qualified specialists, retraining existing personnel and reducing the socio-economic risks of both individuals and society as a whole during transition periods. However, if the development of technologies leads to a radical shift of labor by capital and market mechanisms prove to be incapable of solving the problem of growing unemployment, then governments, using monetary, fiscal and other instruments, should achieve, as far as possible not to the detriment of business activity, a rational redistribution of value added in economy.

Namely, since the share of the employed population decreases and unemployment increases, then, on the one hand, state revenues in the form of personal income tax, insurance and social charges will inevitably decrease, on the other hand, the social burden on the budget will sharply increase, and the current mechanisms of social guarantees become incapacitated. At the request of the idle majority, the size of social benefits will be revised in favor of increasing them to cover the cost of average expenses for the purchase of necessary goods and services. The term "unemployment" and unemployment benefits will become obsolete, they will be replaced by the concept of "Universal Basic Income" (UBI) or its analogues, and the government will begin to look for new channels to finance rising costs. One of the likely sources of funding will be the taxation of labor of robots and AI, maybe even the term "social intensity of production" will appear. Based on historical determinism and institutional differences, technological, economic and social inequality between countries will persist or increase, therefore, the first wave of the described scenario will take place in developed countries. If tax amendments are adopted in favor of taxing technologies that replace people in economic activity, a new era of outflow of production capacities from developed to developing and least developed countries is

coming with an acceptable tax policy from the point of view of capital owners. In the latter group of countries, especially in overpopulated ones, if UBI is introduced, then its size will be below the subsistence level. Consequently, simultaneously with the imposition of taxes on fixed assets, income from low-skilled labor will cease to be a taxable base in order to make the worker's labor more economically attractive for the employer, thereby alleviating social tension in society and the burden on the budget.

Thus, we believe that the digitalization of the global economy will not lead to apocalyptic consequences for humanity, but will have a positive effect on employment, and each innovation will create the preconditions for the development of a global creative economy, where favorable conditions will be created for the growth, development and realization of the creative abilities of each individual.

KEYWORDS: robotization, AI, automation, labor demand



PROBLEMS AND PROSPECTS OF WATER RESOURCES MANAGEMENT

The aim of this paper is to demonstrate some of the key problems of water resources' management and propose some ways to their solution. Water resources (WR), especially high-quality fresh water, are of great ecological, economic and social importance. However, their management systems often fail to meet the current needs of addressing the accumulated problems in the water sector, which could lead to increased water scarcity and quality issues, as well as to pose difficulties for food security and ecosystem protection. It is important to note, that nowadays, water resources management cannot focus only on solving current problems, it should have a strategic vision for the water sector development and the ability to implement it. Only adequate combination of tactical and strategic solutions can reduce the risks related with the acceptable supply of water of the right quality for different applications, including using alternative water supply methods. One of the most promising forms of the governing the combined solutions, including both managerial and technological aspects, are information and technology platforms (IT-platforms) that ensure the functional unity of the structures and environment of the ecosystem.

The foreign experience of intelligent management systems (IMS) of water resources with the use of digital technologies (DT) and technological innovation (TI) is diverse and includes (i) the innovative platform SANePLAN implemented in a number of cities in Italy and Spain, (ii) "Atlas of Urban Waters for Europe" aimed at achieving the goal of "Water-Wise City" based on the experience and best practices of management of more than 40 cities in Europe, (iii) the interactive IT-platform Environmental Glance used by the OECD as a tool for monitoring, assessing environmental progress (including in relation to water resources) and tracking the path towards sustainable development.

As for Russia, the 2018 large-scale presidential spatial development program assumes the widespread use of TI, DT and modern approaches in housing and communal services in developing a strategy for socio-economic development. A good example of the implementation of IT-platforms that ensure the transition to the IMS of WR is the Federal project "Digital Ob-Irtysh Basin", the purpose of which is to create a control system for the WR of the largest river basin in Russia, based on Big Data using the technology of "Smart Digital Twins" (SDT). The advantages of the similar platforms consist in the solving such tasks as creating new competencies in the region, jobs, introducing technological innovations, solving import substitution issues. However, the process of digitalization in Russia is proceeding slowly because of numerous violations of the rules for the protection of water bodies contribute to the pollution of WR, as well as ineffective state monitoring and environmental control due to the slow introduction of DT and TI, and the lack of objective information on the state of water bodies hinders the technological and economic development of the sphere, complicates the adoption of management decisions and the

transition to "smart water". The research results can be used by the state, regional and urban (municipal) authorities, all legal entities and individuals related to the WR management system.

KEYWORDS: *Water resources, problems, solutions, information and technology platforms.*



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WAYS OF BUILDING PATRIOTISM IN STUDENTS OF HIGHER EDUCATION INSTITUTIONS

ABSTRACT

On a global scale, the core of any education system rests upon the national idea that plays a major role as a unifying and consolidating factor for social development aimed at building a socially active life position of a person as a citizen of his/her country. The national character of education is expressed through the process of nurturing young people as concerned and socially conscious citizens of the country, regardless of their ethnic origin. The national higher education should mainly focus on providing the younger generation with opportunities for gaining social experience, inheriting the spiritual heritage of their people, achieving a high level of cross-cultural and intercultural relations and developing as a socially conscious citizen with a high level of spirituality, moral values, artistic and aesthetic perception, law-abidingness, work culture and eco-consciousness. Nowadays, there is an urgent need to rethink what has been done and to implement systematic measures aimed at strengthening the patriotic education of young people. Patriotic education should be a social activity that will build a positive attitude of a person to himself/herself, to the people and homeland. This attitude manifests itself in certain feelings, beliefs, and ideas. Patriotic education should be the basis for educational work, because we must form a person who has a sense of pride in his/her country, conscientiously performs public duties, and is aware of the social needs of the Motherland and the people. The ultimate goal of national-patriotic education for the youth of higher educational institutions is the formation of a new member of society who acts on the basis of national and European values, such as respect for national symbols; involvement in the socio-political life of the country; tolerant attitude to the values and beliefs of other cultures, as well as to regional national-linguistic features; equality of all before the law, etc.

KEYWORDS: patriotic education, socially conscious citizen, national values, intercultural relations, tolerance



**INTERDEPENDENCE AND DIVERSITY IN THE MODERN
WORLD. HOW TO COLLECT AND ANALYZE INFORMATION
ON THE BASIS OF WHICH THE DIVERSITY MANAGEMENT
POLICY IS CARRIED OUT?**

ABSTRACT

The modern world, on the one hand, has shrunk to the size of a "global village" (Fukuyama, 1989): geographical distance is gradually losing its importance, national economies are merged into an integrated global system and as such become interdependent, and as a result of integration in the economic sphere they blur cultural differences between societies; on the other hand, both within and between countries, there are significant differences regarding all aspects of culture. These differences affect not only easily noticeable aspects of culture, such as the way people dress, the types of food eaten, but also the structure of the organization, its strategies, goals, power relations and the way work is done.

The cultural heritage of a country, region, individual may therefore be both a source of competitive advantage and a reason for failure in competition, attempts to cooperate, etc. Therefore, it is important to be aware of what the concept of culture is about and what is the relationship between culture and management in contemporary organizations, especially in a situation where, as a result of globalization processes, management takes place in the conditions of cultural diversity..

Diversity is a property of the modern world. The postmodernity in which we live today defines "(...) the agreement that the multiplicity of the world cannot be eradicated; he admits that the state of multiplicity is not a temporary stop on the way to perfection not yet achieved, (...) but a constitutive attribute of being". The working environment is becoming more and more diverse; more and more companies/institutions treat diversity management as one of the necessary elements of their personnel policy and development strategy. The occurrence of the phenomenon of cultural diversity in the work environment affects the culture of a given organization and entails the need to adapt management methods to the requirements of cultural diversity, which requires specific intercultural competencies among contemporary managers.

However, there is a lack of tools that would enable reliable and objective assessment of organizations from the diversity management perspective. When an organization decides to implement a diversity management policy, it should be aware of the need to develop a system of evaluation and ongoing monitoring of the degree to which the organization is achieving its goals. Considerations of this type are usually - with varying degrees of success - developed by individual companies and institutions. This study is devoted to the analysis of the available tools enabling the assessment of the organization taking into

account the diversity in the workplace (taking into account the actual diversity, not only the one that often boils down to a simplified representation of numerical data broken down by gender, age or disability) with its qualitative analysis.

KEYWORDS: diversity management, cultural diversity, organizational culture, inter-cultural competencies.



LITERATURE REVIEW: SUSTAINABILITY AND EFFICIENCY IN BANKING SECTOR

ABSTRACT

The dimensions “sustainability and efficiency” is broadly used in different spheres of science and development practical systems, including the banking system.

The research goal of this paper is to identify indicators of sustainable development in banking sector, which in a further study could best assess the sustainability of Lithuanian banks and its impact on operational productivity and efficiency. The indicators were identified after the content analysis of more than 100 scientific paper (2017–2020).

Realizing the above mention goal, first of all, rationale of sustainable development is presented, paying more attention to sustainable development approach in banking sector. Secondly, is identifying determinants influencing sustainable development in the banking sector that can be used in methodological framework. After the reviewing literature, two main methodological approaches have been chosen and presented: frontier methods and multi criteria assessment methods. The indicators of sustainable development were systemized according to theoretical paradigms and practical goals.

This paper provides one of the first in-depth reviews of the banks sustainable development indicators used in economics scientific literature, the results will be of interest to practitioners and academics.

KEYWORDS: sustainability, efficiency, productivity, banking sector



NUDGES AND BOOSTS FOR CLIMATE CHANGE MITIGATION IN HOUSEHOLDS

ABSTRACT

The paper analyses the importance of nudges and boosts for climate change mitigation in households. These policy interventions are targeting important behavioural barriers of climate change mitigation in households related to energy consumption. Nudges aims to help individuals stand out from their problems, set goals and achieve them by reducing cognitive pressure of right decision making by providing ecological default options. Boosts aims to expand decision-making competencies of individuals by training and providing knowledge. These policy intervention measures can influence users to conserve energy and use of renewables in residential building spaces through tailor-made interventions. A comprehensive literature is performed to demonstrate effectiveness of nudges and boosts. Conducted analysis indicated that combining multiple influencing options and interactive technological interventions can be the most effective nudging mechanism in households to ensure climate change mitigation related to energy consumption.

KEYWORDS: *Climate change mitigation, households, energy consumption; Nudging; Boosting.*



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CORPORATE SOCIAL RESPONSIBILITY PERFORMANCE ASSESSMENT IN ENERGY SECTOR

ABSTRACT

The paper analyses the importance of corporate social responsibility (CSR) practices in energy sector. A comprehensive literature was performed and the main drivers and barriers of CSR in energy sector were systematized and discussed. The main indicators and approaches applied for CSR performance assessment in energy sector were analysed and grouped. Based on performed analysis, the best practices of CSR assessment methods applied in energy sector were identified by applying the e Bellagio Sustainability Assessment and Measurement (STAMP) principles. On the basis of STAMP principles, an evaluation framework for assessment of the best suited indicators for developing CSR performance assessment (CSR index) was presented and recommendations for application of this framework for CSR performance assessment in energy sector were developed.

KEYWORDS: *Corporate Social Responsibility, energy companies; drivers; barriers; framework, performance.*



THE IMPACT OF GLOBALIZATION ON ECONOMIC GROWTH IN TRANSITION COUNTRIES

ABSTRACT

The paper investigates the impact of economic, social and political globalization on gross domestic product per capita in transition countries. Data from 1995 to 2018 for 20 transition countries were divided into two groups: countries that were more strongly influenced by the West (SWI) and countries that were less strongly influenced by the West (LWI). A panel ARDL approach with a pooled mean group (PMG) estimator and a Dumitrescu and Hurlin causality test was applied. The results indicate that in the SWI countries, economic and social globalization have a positive impact, while political globalization has a negative impact on gross domestic product in the long run. For the LWI group of countries, political globalization has a long run impact on the reduction of gross domestic product, while social and economic globalization have a positive effect. In the short run, social globalization has a significant positive effect in both groups of countries, while political globalization in the short run has a significantly positive effect only in the countries of the LWI group. The causality test showed that in SWI countries there are causality from social globalization to gross domestic product and political globalization, while in LWI countries causality goes from political globalization to economic and social globalization, as well as from economic globalization to gross domestic product.

KEYWORDS: *economic growth, globalization, ARDL, causality panel, transition economies.*



THE DIMENSION OF RESISTANCE IN THE SECTOR OF BANKING SOUTH-EAST EUROPEAN COUNTRIES

ABSTRACT

The paper examines the resilience in the banking sector of the countries of Southeast Europe as an important dimension of raising the competitiveness of their economies. The level of resistance to various shocks in the past decade in the banking sector is being investigated. An analysis of EBRD data shows that the banking systems in the region have shown significant resilience during the crises of recent years. The banking sectors in the countries concerned, which are dominated by foreign-owned bank branches, have mitigated various crises well, aided by strong support and coordination from the international community. The shortcomings identified were: the combination of pre-crisis over-lending, loose supervisory standards, and a greater economic slowdown left many banks with a high level of NPLs. Many banks are still struggling with the legacy of problem loans.

KEYWORDS: resilience, banking sector, crisis, competitiveness.



DEFINING THE KEY STAKEHOLDERS INTERACTION FORM OF THE INHIBITING THE LEAKAGE OF COMPETENCIES MODEL IN THE CONTEXT OF REFORMING THE LIFELONG LEARNING SYSTEM

ABSTRACT

The problem of labor migration is widespread in the world and can be caused by many reasons. It leads to the weakening of national economies and the deterioration of economic and social security of countries due to the outflow of qualified personnel and the leakage of competencies. In this regard, the purpose of this article is to identify and map the key stakeholders found in the lifelong learning system (among the main groups - employers, educational institutions, authorities, students, etc. and analyze effective forms of their interaction). This allows to identify areas of their competitive interests and to form possible mechanisms of institutional partnership. The research conducted in the work revealed the highest efficiency in the formation of a cooperative model of institutional partnership between stakeholders of the lifelong learning system. It involves the transition from competitive relations between previously identified major stakeholders to cooperative interaction based on the coordination of their interests.

KEYWORDS: *stakeholder, leakage of competency, lifelong learning system, institutional partnership, cooperative model.*

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THE LEVEL OF COMPETITIVENESS OF HUMAN RESOURCES IN THE MARITIME INDUSTRY OF MONTENEGRO

ABSTRACT

The subject of this paper is a hypothetical assessment of the level of human resources competitiveness in the maritime sector of Montenegro (as dependent variables in the model) from the aspect of various types of education. The aim of this paper is to present the degree of positive influence of certain types of education (secondary, applied, academic, and practical) as independent variables on the mentioned dependent variable. It starts with the basic hypothesis that the level of human resources competitiveness in the maritime sector of Montenegro is significantly influenced by all four factors, and with the auxiliary hypothesis that academic education has the greatest impact. The paper uses data collected on the basis of 180 surveyed experts' evaluations from three relevant areas. All obtained data were processed by the method of multiple linear regression analysis. The results of the research showed that the movements of dependent variables were significantly correlated with the projected values of the independent variables, and that the basic hypothesis and the auxiliary hypothesis were verified.



COINTEGRATION ANALYSIS OF THE INFLUENCE OF WEATHER FACTORS ON THE RATES OF RETURN OF STOCK COMPANIES

ABSTRACT

Bad weather can complicate the market situation, communication, or other commercial activities. Hence, it seems reasonable to analyze the possible impact of sunlight and other weather factors on the stock market. However, not only the right amount of sun can cause significant changes in the stock markets. There are a number of studies showing the importance of other weather determinants, such as temperature or atmospheric pressure. Therefore, research in this area may turn out to be extremely interesting and possible observations will give a new look at some dependencies.

The analysis of the possible impact of meteorological factors on the stock market should begin with the study of cointegration. In this case, the correlation study does not bring satisfactory results, as it does not talk about the long-term interdependence of series. Thus, the correlation coefficients are not a suitable measure to measure this effect. Importantly, the cointegration effect may also occur when a low correlation is identified.

The two most common approaches to testing the discussed phenomenon are the Engle-Granger method and the Johansen method. The authors of the first of them propose a relatively simple approach to the estimation of the degree of cointegration, namely the use of regression-based on the least-squares method and its application to the studied series. Then they propose to carry out a stationarity test (unit root test) for the residuals of the estimated regression model. However, both presented approaches are applicable in the case of non-stationary time series.

Thus, a preliminary analysis of the occurrence (or not) of the unit root becomes important. In order to test the possible degree of integration, the ADF test (Augmented Dickey-Fuller test) and the KPSS test (Kwiatkowski, Phillips, Schmidt and Shine test) are used.

KEYWORDS: cointegration, investors mood, stock return, weather



THE IMPACT OF DIGITAL TRANSFORMATION ON MACROECONOMIC STABILITY: EVIDENCE FROM EU COUNTRIES

ABSTRACT

The article deals with investigating the role of digital transformation in achieving competitive advantages of the economy. The paper identifies the benefits and risks of the digital transformation for macroeconomic stability of the economy. The comparison of the average level of the digital transformation and indicators of macroeconomic stability of EU countries for the period 1991–2020 allowed the authors to distinguish clusters of countries by the nature and direction of the relationship between the analyzed indicators. The results of VAR modeling on the example of EU countries proved the relationship between the level of digitalization of the economy and indicators of its macroeconomic stability. The paper simulates the responses of macroeconomic stability parameters to single and accumulated shocks of digital transformation. The results show the bidirectional causality between the digital transformation of the economy and indicators of its macroeconomic stability. The findings of the study are beneficial for authorities to form competitive advantages of the economy and its sustainable development.

KEYWORDS: macroeconomic stability, digital transformation, competitive advantages, sustainable development, financial innovation.



THE IMPACT OF COVID-19 PANDEMIC ON THE MIGRANTS STATUS IN THE LABOUR MARKET

ABSTRACT

The COVID-19 pandemic as the current medical challenge enhanced the pre-existing vulnerabilities of the migrants from Central and Eastern European countries related to their status in the foreign labour markets. The remittances have reduced since the beginning of the epidemic increasing the risk of poverty in the migrants' families. The aim of this paper is to present factors related to epidemic context that influenced the migrants' integration in the labour market compared to natives. The policy on migrants in the Central and Eastern European countries should focus on programs to support returning migrants in these sectors that present human capital shortages.

KEYWORDS: COVID-19 pandemic, migration, labour market, policy



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INNOVATION PROGRESS AS A KEY DRIVER OF INSURANCE TECH AND CYBER INSURANCE

ABSTRACT

Willis Towers Watson (WTW) is one of the world reinsurance brokers. It showed that in the first quarter of 2021, global investment in the insurance sector reached a new quarterly high of \$ 2.55 billion. Total investment also increased by 22% compared to the more comparable quarter of 2020, while the number of individual transactions increased by 42% compared to the previous quarter. According to WTW, the investments mainly relate to real estate and accident companies, which accounted for 69% of the transactions.

Nowadays insurance industry has huge innovation potential. There are several key vectors for developing the concept of insurance tech: machine learning, forecasting analytics, consumer protection rules, "unstructured data", artificial intelligence, blockchain, telematics. Technological innovations become widespread only when a community that supports them emerges, and COVID-19 has rapidly accelerated the changes that were already in full swing to a greater extent than any other factor. COVID-19 has helped reinforce the story and illustrate the results that technologies achieve on a large scale. In this case, the solutions offered by other companies must have intellectual and commercial meaning for their target users (insurers, brokers, or buyers of insurance services). The use of these innovations can create cyber risks (risks associated with information technology). The most prevalent cyber risks include password corruption, DDoS attacks, phishing, cyber blackmail, viral blocking of computer systems, and theft of personal information. We can reduce the likelihood of cyber risks by cyber insuring them, which, combined with technical and administrative security methods. It will be a more effective way to protect businesses from cyberattacks.

In Ukraine, the problem of cyber insurance is especially relevant. Today, a small number of insurance companies operating in Ukraine provide cyber insurance services. One of such organizations is the insurance company "INGO". On the insurance company's official website, you can find all necessary information about cyber insurance: the object of insurance, insurance coverage risks, and the necessary information for risk assessment. Among the primary cyber risks are coverage of cyber incidents (operational costs of incident maintenance), damages, cyberbullying, social engineering, and more.

KEY WORDS: insurance tech, cyber insurance, cyber risks, innovations, investments.

