FOREWORD

Dear readers,

In front of you is the fifth issue of International journal of economics and law, published by the Faculty of Business Studies and Law (FPSP), Belgrade. The idea for starting “International journal of economics and law”, is an effort of the Faculty to enable the placement of their scientific works and its critical reviews, theoretical discussions and research to students, colleagues, teachers, other professionals from home and abroad, as well as acquisition and expansion of knowledge in economics, law, management, and so on.

Gratitude for publishing this scientific journal belongs to all of you who participated in the work of our international conferences, ANTiM and LEMiMA, to all of you who have created the basis for further expansion of our cooperation to promote these disciplines with yours scientific contributions. The structure of the papers in this journal comprises three dominant scientific disciplines in the social humanistic field that unify the faculty including economics, law and management, but the sciences that have a dominant influence on the global, national, and corporate performance. Integrating these sciences in one place and with the participation of domestic and foreign experts, conditions for exchange of scientific information and experience are created, and thus the achievement of defined objectives of every reasonable organizing.

We can achieve that only by common effort of all of us.

By starting this scientific journal, we have shown our readiness, responsibility, and resources for stimulating scientific research and publishing work, and along with other to improve legal, economic, and management thought, i.e. theory and practice. The challenge is certainly greater bearing in mind the times we live in, and followed by a high turbulence in the natural order (earthquakes, tsunamis, volcanoes, etc.), and so in the social order as well as internal conflicts that shook certain countries, through the technological boom, and moral problems in different spheres of life and work.

Due to this complexity, which will in future be more complex and uncertain, it is necessary to put science in the foreground, as new production work force. Scientific journals are one of the most efficient sources of acquiring knowledge, especially in terms of their electronization and possibility of rapid scientific information transfer provided in their facilities. Therefore, the idea is that contents of this journal are modern and actual, but also to be available to all who are interested in economics, law, management, entrepreneurship, and so on. International editorial board invites esteemed scholars, admirers of science and scientific thought, i.e. profession to enrich the quality of journal and thus contribute to improving these disciplines, but also business i.e. legal and management practices.

Welcome to “International journal of economics and law”. Good luck!

Editor in chief

Prof. emeritus dr Života Radosavljević
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INSTRUCTIONS FOR AUTHORS
THE MEDIA CULTURE OF THE YOUNG PEOPLE

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Abstract: The subject of this paper’s research is the media culture of the young. Practical aim of the research is that, based on the results obtained, we can suggest adequate solutions to the issue of the media influence on communication culture and culture in general amongst the young and theoretically to determine how much do the media influence on the communication culture and development of awareness of the young on the media influence and the level of the media culture of the young. In this paper there has come to a conclusion that the tested group of teenagers, 300 of them from Novi Sad Gymnasiums, to a greatest percentage watches TV, at that the concomitant and entertainment program, that the media in Serbia promote violence and hate speech, so that the majority of them enriches their vocabulary and culture of expression using electronic media and not books. The results we have come upon confirm that the media such as are today, very negatively influence on the language culture and the culture of behaviour of the young in general.

Keywords: media culture, the young, media, the Internet

1. INTRODUCTION

As Henry Giroux puts it: “With the rise of new media technologies and the global reach of the highly concentrated culture industries, the scope and impact of the educational force of culture in shaping and refiguring all aspects of daily life appear unprecedented. Yet the current debates have generally ignored the powerful pedagogical influence of popular culture, along with the implications it has for shaping curricula, questioning notions of high-status knowledge, and redefining the relationship between the culture of schooling and the cultures of everyday life.” (H. Giroux, 2000, p. 32.)

In a mediated culture, it can be difficult for young people to discern whose representations are closest to the truth, which representations to believe, and which images matter. This is partly because the emergence of digitalized communication and the commoditiza-
tion of culture have significantly altered the conditions under which life and culture are experienced. (World YOUTH Report, 2003.) Many are still attached to the romantic image of organic communities in which people converse with one another face-to-face and live in a close-knit local environment. Digital communication is gradually undermining this traditional approach:

“Most of the ways in which we make meanings, most of our communications to other people, are not directly human and expressive, but interactions in one way or another worked through commodities and commodity relations: TV, radio, film, magazines, music, commercial dance, style, fashion, commercial leisure venues. These are major realignments.” (P. Willis, 2000, p. 48.)

In the world of young people, the media culture may be characterized primarily in terms of three distinct considerations. First, it is produced and reproduced by diverse ICT sources. It is therefore imperative to replace the teaching of knowledge and skills central to agrarian and industrial societies with education in digital literacy. (World YOUTH Report, 2003.)

A similar point is made by Douglas Kellner, who contends that in the media culture it is important to learn multiple ways of interacting with social reality. Children and young people must be provided with opportunities to acquire skills in multiple literacies to enable them to develop their identities, social relationships and communities, whether material, virtual, or a combination of the two. (Kellner, 1998, p. 122.)

From a great spectrum that should be included in the researches, we have decided on researching the media culture of the young in Novi Sad, as one of the most developed cities in Serbia and Vojvodina.

2. RETROSPECTIVE VIEW ON EARLIER RESEARCHES

Many researchers both in the world and in Serbia have been dealing with research of the media influence on the young and other population, as well as with the media culture of the young and others. At HomeNet study (Human Computer Interaction Institute), by measuring demographic characteristics, social extroversion and social inclusion of the examinees, as well as the psychological condition (well-being), the researchers have come to the conclusions that the increased usage of the Internet leads to a statistically significant decrease of communication among family members of the users, decrease of the net of close social relations and occurrence of the feeling of loneliness. (Kraut R, Patterson M, Lundmark V. American Psychologist Vol.53, 1998.)

Janet Morahan-Martin and Phyllis Schumaker have tested 283 students who attended the courses for which the use of computer and the Internet was necessary. (Morahan-Martin J, Schumaker P. 1997.)

Beforehand, they have grouped possible psychological symptoms into three groups: personal problems, mood changes and abstinence crisis symptoms. The results have shown that the examinees can also be classified into three groups: pathological users, those with particular symptoms, those without any symptoms. In their study from 2002, criticizing the Kraut and his associates model, the researchers Hamburger & Ben-Artzi (Hamburger Y.A, Ben-Artzi E. 2003; 19, 71-80.) deservedly emphasize that in the future the issue of typology and personality dynamics of the Internet user also has to be taken into account because what
is good, desirable or at least non-harmful for one individual does not necessarily have to be for the other. (Hamburger Y.A, Ben-Artzi E. 16; 2000.) The matrix of variables in the study “The Internet use and well-being in adolescence” among other, has been comprised also by the following variable complexes: a specific online and offline activity on one and social anxiety and loneliness on the other side. (Gross E.F, Juvonen J, Gable S.L. 2002; 58(1), 75-90.) Although at certain number of the examinees a high measure of the Internet activity intensity has been determined, almost all the examinees have continued to regularly and normally spend their extra-curricular time in activities from which majority has also been implying interpersonal interaction with the family, friends, acquaintances. The study conclusion was that there is no unique effect of the Internet on everyday activities of an average adolescent and that the Internet serves to a completely different purpose at socially anxious and lonely individuals. (La Greca A.M, Lopez N. 1998; 26(2), 83- 94.) In the study of McKenna & Bargh, 68 % of the examinees, previously having problems with melancholy, loneliness and depression, after a certain period of the Internet usage have asserted that they had a feeling that the Internet had helped them in broadening their personal social circle, only 3% have asserted that their circle of friends has decreased, whereas 28 % of them have not noticed any change. The results, which, according to the author’s opinion, suggest that the Internet can be a good deal useful means for building new relations and social relations at those individuals that, are lonely and socially anxious. (McKenna K.Y.A, Bargh J.A. 1999.)

The National study of Katz & Aspden (1997) is another of those dealing with comparative analysis of social participation of the Internet users and non-users. (Katz J, Aspden P, A December 97/vol. 40, No.12, 1997.)

The main finding of the study “Internet & Society” from 2000, is that the Internet “is stealing” time mainly from TV (more than 50% of the tested have stated that since they had started using the Internet, they had been watching TV less). The other forms of mass media have not passed better either. Thus radio, newspaper, other press and books record downfall at about 30% of the examinees. (Nie, N. Erbring, L. 2000.)

“UCLA Internet Report: Surveying the Digital Future”: „The Internet represents “the most important technological development of our generation.” In this regard, it is similar to the advent of television. The objective of this report is to capitalize on the opportunity that was missed as television evolved. The goal of the report was to explore how the Internet influences social, political, cultural, and economic behavior and ideas“. It has been established that, even though almost the same percentage of the Internet users and non-users states that it is watching TV, there is a great difference in the length of time spent watching TV program (during 2001 and 2002), therewith the difference is still showing the growth tendency. During 2001, the Internet users have spent 12.3 hours watching TV, whereas during 2002 the percentage has dropped to 11.2 hours a week. (The UCLA Internet report) Sujin Lee in his study examines the relationships between the online life-styles of South Korean students as the Internet users and Internet use, their tendency toward the Internet addiction, and the level of cyber ethics. (Sujin, Lee, Volume 13, Number 6, 2010, p. 701-704)

According to the researches of the experts on the way the young in Serbia spend their spare time, we have come to the following results regarding our subject: most of the young daily uses computer at home (85%). At school, computers are available only on Informatics classes. Passionate usage of computers is not present; a small percentage of the young is sitting in front of computer many hours (6%). Computer is most commonly used for listening
to the music, playing games, downloading music and films from the Internet and chatting. The data show that computer is primarily a means of amusement. Using computer for educational purposes is very rare: 80% of the young almost never use the educational software, 70% do not use computer for writing, drawing nor graphical presentation; nearly 70% never uses e-mail. When the ratio of the young to the printed media is analyzed, it shows that in daily newspapers the young mostly follow the columns related to entertainment, celebrities, chronicle of dead and sport. They are not interested in politics and daily events.

On TV, the young mostly watch films, sport, TV series and TV reality show «Big Brother». The most popular TV station is TV PINK, and then follows B92 and then RTS.

In the research of the Internet usage conducted at the area of city Kragujevac during 2003, the examinees have been asked to estimate whether and how much has there been a change in the amount of time they dedicated to the mentioned activities since they started using the Internet (the offered answers have spanned from +3 -increased largely to -3, decreased completely). The results show that television has suffered the strongest defeat with the average of -1.33, and it is followed by the press and radio, respectively -0.71, -0.56. It is indicative that all of these are forms of mass media. Other activities, such as the time spent with the family or doing housework, having nothing to do with the use of some media, have been in the background. (Hinić, D. (1) www.bos.rs/cepit/evolucija/html/7/novimediji.htm, Hinić, D. Mihajlović, G. Đukić Dejanović, S, Jovanović, M. (2) vol. 29, January-June 2007. No. 3-4, p. 47-63)

During 2003 CePIT has conducted a research on 1000 of citizens in Serbia, called “Global Citizen”, dealing with descriptions and defining the population of the Internet users in Serbia nowadays. The study has shown that the least Internet struck, at least according to the subjective estimates of our examinees, is telephone, then reading books, and the most struck is press, radio and in the first place television. (Golčevski, N, Milanović, G, “Global citizens- Empirical study of the Internet users in Serbia 2003”, CePIT, BOŠ, 2003. (Golčevski, N, Milanović, G, 2003.)

3. METHODOLOGY

In this paper the quantitative and qualitative approach have been combined- the method of triangulation. The techniques and instruments have been chosen within the descriptive research method compatible to the subject and purpose of the research.

From the techniques, we have applied: interviewing, surveying and scaling.

The instrument is a questionnaire with 16 questions and it is compatible to the subject and purpose of the research. Using it, we have examined the attitudes of the young on the media influence on language culture and culture in general, and indirectly the media culture of the young.

The subject of the research is the media culture of the young.

Practical aim of the research is that, based on the results obtained, we can suggest adequate solutions to the issue of the media influence on communication culture and culture in general amongst the young.

The theoretical aim of the research is to determine how much do the media influence on the communication culture and development of awareness of the young on the media influence and the level of the media culture of the young.
The hypotheses: H0 - the media influence badly on the language culture and culture of behaviour of the young.

The auxiliary hypotheses: H1 - most of the examinees watch television, H2 - most of the examinees follow entertainment program, H3 - the media have a significant role in education, H4 - the media promote violence and hate speech, H5 - most of the examinees enriches their language by using electronic media.

The variable sample: The dependent - the answers of the examinees have been directed to examining the relations and the attitudes of the young towards the influence of the media on culture of communication and culture in general. The independent - gender, age.

Sample of the examinees: The questionnaire has been filled by 300 examinees, out of which 175 is of feminine gender and 125 of masculine. The participants of the age structure in question are from 15 to 19 years old.

4. THE RESULTS’ REVIEW

The research has been performed with participants of Novi Sad Gymnasiums “Isidora Sekulic”, “Svetozar Markovic”, “Jovan Jovanovic Zmaj” and “Laza Kostic”, “Karlovacka gimnazija” in January 2015. The filling out of the questionnaire lasted 30 minutes.

Table 1. Following types of media

<table>
<thead>
<tr>
<th>From media I follow</th>
<th>Sometimes %</th>
<th>Mainly %</th>
<th>Rarely %</th>
<th>Never %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press</td>
<td>32</td>
<td>28</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>Radio</td>
<td>33</td>
<td>37</td>
<td>22</td>
<td>8</td>
</tr>
<tr>
<td>Television</td>
<td>20</td>
<td>63</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Internet</td>
<td>37</td>
<td>41</td>
<td>17</td>
<td>5</td>
</tr>
</tbody>
</table>

The greatest number of the examinees watches television, then follows the Internet - H1: confirmed

Table 2. Following of media on the Internet

<table>
<thead>
<tr>
<th>Name of the newspapers, radios, television followed on the Internet</th>
<th>Sometimes %</th>
<th>Mainly %</th>
<th>Rarely %</th>
<th>Never %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily papers: 'Blic', 'Kurir'</td>
<td>15</td>
<td>18</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td>Weekly prints: 'Svet' and 'Skandal'</td>
<td>33</td>
<td>25</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>Magazines: Glorija and Lepota i zdravlje</td>
<td>20</td>
<td>63</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>Radio: AS, Jesenjin, Delta</td>
<td>37</td>
<td>41</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Television: B92, Pink, Prva</td>
<td>10</td>
<td>40</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Social networks: Facebook</td>
<td>10</td>
<td>85</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>
Table 3. On the television I watch

<table>
<thead>
<tr>
<th>On TV I watch</th>
<th>Sometimes %</th>
<th>Mainly %</th>
<th>Rarely %</th>
<th>Never %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative program</td>
<td>8</td>
<td>15</td>
<td>40</td>
<td>37</td>
</tr>
<tr>
<td>Entertainment program</td>
<td>24</td>
<td>56</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Film and series program</td>
<td>35</td>
<td>45</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Educational and documentary program</td>
<td>3</td>
<td>7</td>
<td>15</td>
<td>75</td>
</tr>
</tbody>
</table>

These results confirm H2 that most of the examinees follow the entertainment program.

Table 4. The function of media in education

<table>
<thead>
<tr>
<th>In my education, the media have the function which is</th>
<th>Very significant %</th>
<th>Significant %</th>
<th>I do not know %</th>
<th>None %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18</td>
<td>22</td>
<td>48</td>
<td>12</td>
</tr>
</tbody>
</table>

By these results we have neither refuted nor confirmed H3 that the media have a significant function in education. This result is of a great significance for further analysis of the issue in which we presume that the young are not aware of the great influence the media have on them.

Table 5. The media promotion of language culture

<table>
<thead>
<tr>
<th>The media promote language culture and language standard</th>
<th>Yes %</th>
<th>Mostly yes %</th>
<th>Mostly no %</th>
<th>Not at all %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The media promote language culture and language standard</td>
<td>10</td>
<td>20</td>
<td>58</td>
<td>12</td>
</tr>
<tr>
<td>From the media I have learned to express properly</td>
<td>5</td>
<td>15</td>
<td>47</td>
<td>33</td>
</tr>
<tr>
<td>The media promote swearing, hate speech and violence</td>
<td>30</td>
<td>25</td>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>

By this result we have confirmed H4 that the media promote hate speech and violence.
### Table 6. The media promotion of personality

<table>
<thead>
<tr>
<th>The media promote personality from the world of</th>
<th>Yes %</th>
<th>Mostly yes %</th>
<th>Mostly no %</th>
<th>Not at all %</th>
</tr>
</thead>
<tbody>
<tr>
<td>entertainment</td>
<td>38</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>sport</td>
<td>18</td>
<td>5</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>politics</td>
<td>4</td>
<td>6</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>science</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Table 7. Why do they follow the media?

<table>
<thead>
<tr>
<th>I follow the media because</th>
<th>Yes %</th>
<th>Mostly yes %</th>
<th>Mostly no %</th>
<th>Not at all %</th>
</tr>
</thead>
<tbody>
<tr>
<td>of entertainment</td>
<td>45</td>
<td>9</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>of being informed</td>
<td>15</td>
<td>13</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>of education</td>
<td>13</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Table 8. Educational program quality

<table>
<thead>
<tr>
<th>Educational program is</th>
<th>Yes %</th>
<th>Mostly yes %</th>
<th>Mostly no %</th>
<th>Not at all %</th>
</tr>
</thead>
<tbody>
<tr>
<td>boring</td>
<td>25</td>
<td>9</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>useful</td>
<td>12</td>
<td>11</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>entertaining</td>
<td>2</td>
<td>13</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>provocative, inspiring</td>
<td>0</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>current</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Table 9. Educational subjects

<table>
<thead>
<tr>
<th>In educational program I am interested the most in</th>
<th>Geography and nature %</th>
<th>culture, society and history %</th>
<th>foreign languages %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32</td>
<td>57</td>
<td>11</td>
</tr>
</tbody>
</table>
Table 10. Reasons of not-watching

<table>
<thead>
<tr>
<th>Reason of Not-Watching</th>
<th>Not Interested</th>
<th>The Time of Broadcasting Does Not Suit Me</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not watch the educational program</td>
<td>84 %</td>
<td>16 %</td>
</tr>
</tbody>
</table>

Table 11. Enrichment of language culture

<table>
<thead>
<tr>
<th>Method of Enrichment</th>
<th>Internet %</th>
<th>TV %</th>
<th>Books and Brochures %</th>
<th>Radio %</th>
</tr>
</thead>
<tbody>
<tr>
<td>To enrich language and culture of expression I use</td>
<td>35 %</td>
<td>32 %</td>
<td>18 %</td>
<td>15 %</td>
</tr>
</tbody>
</table>

H5 is confirmed.

Table 12. Site-read persuasive and films instead from books

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes %</th>
<th>No %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know that there is a site read.persual.com</td>
<td>73</td>
<td>27</td>
</tr>
<tr>
<td>I use this site</td>
<td>78</td>
<td>22</td>
</tr>
<tr>
<td>I rather watch the film than read the book</td>
<td>82</td>
<td>18</td>
</tr>
</tbody>
</table>

5. DISCUSSION WITH CONCLUDING CONSIDERATIONS

The results of our research confirm that watching television is one of the main activities of adolescents and it has a great influence on them. They watch television three to four hours a day. With this pace, till the completion of the high school, children spend more time watching television than they spend in the classrooms. Whereas television can provide amusement, inform and keep the children company, on the other hand it can influence on them also in an undesirable manner. The time spent watching television distracts from important activities such as reading, doing homework, playing, practicing, going in for some sport and socializing. Besides, by watching television, children find out information that could be inappropriate and inaccurate. They often cannot differ between the fantasy shown on television and reality. They are under the influence of over a thousand advertisements they watch every year, many of which are related to alcohol, fast food and toys. And our research also confirms that most of the examinees follow the entertainment program. (H2)
By the analysis we have confirmed that the examinees are after all aware of the great influence the media have on them, so that they know that the media promote violence and hate speech. (H4)

What was to be expected is that the research results will show that young mostly follow through the media the contents of entertainment character.

However, the negative side, pointed by the research, is the type and quality of precisely that content being followed. The weekly prints such as “Svet” and “Skandal” are redolent of bad taste, trash (of work of art) and deranged system of values. The weekly prints are not read, but looked at, and even if someone dares to read them, he/she can encounter colloquial speech, overfull of jargon, intolerance and hate speech. It can be concluded that most of the young follow domestic pop-folk scene setting them as the models estrade stars, which is important to the media (but also to the readers) because they sell a great number of printing.

Thereby, we can conclude that the subject of interest of the young is focused on the themes in which the level of informative and educational importance is very low.

The fact that domestic media dispose of rather poor educational program is confirmed both by the answers of our examinees and the analysis of particular program schemes of the leading in popularity television stations. The domineering broadcasts are of informative and entertainment character, out of which mostly set apart are the news, musical broadcasts as well as TV series and reality show. What we have found out during interview on the subject with the examinees, is that even though they do follow educational media contents, they do it through channels such as „National Geographic“, „Discovery“ or „Animal Planet“. A very important question arises: why enough attention is not being paid to the young as the target group and whether they are expected to take the initiative themselves and search for the answers to many questions through the Internet, disposing of abundance of inaccurate and non-censured information. The answer could be hiding in theory that as great as possible number of commercial shows is made, attracting a huge audience and making greater profit.

According to the data obtained in the research, in order to enrich their vocabulary and style of expression, the young use most Internet, and then follow television, whereas only 18 percent of the examinees use books. Likewise discouraging data that a great majority of the young would rather choose watching a film than reading a book, by which we have confirmed H5, that most of the examinees enrich their vocabulary using electronic media. In this way, by using the Internet, TV and mobile phones, they are mainly directed to foreign languages (English) so that they almost do not develop their native language: “Thanks to computer and mobile phone, young people are directed to English language, so that in that way they suppress our language. The situation is alarming because a fifteen-year-old in everyday communication uses on average 100 words and, according to the development standards, a pre-school child should have in its vocabulary about 2.000 words”. (20)

“There is a huge problem in our society because certain research have shown that even the half of the tested pupils from Serbia do not have an ability for reading, because they do not have almost any possibility for understanding written texts. For such situation I can only blame a poor principle of work in schools which insists on learning by heart and by simple reproduction of the written texts”, explains Ivan Ivic. According to his speech, modern technologies have a lot of positive effects such as fast transfer of information and better amusement, but they are intellectually lazy media offering “chewed out” information. “The new media influence on creation of a new type of people thinking a little and having a small
possibility of their own choice. Also, owing to the selected information being served to them in modern media, the young are subject to being manipulated. In the library we can choose a book by ourselves from the period from which we want, and we do not need anyone to recommend it to us”, thinks Ivan Ivić.

The negative influence of the media on language culture and culture of behaviour of the young (H0) can be avoided by introducing media literacy into educational system and including it into all levels.

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CLUSTER AND ITS FORMS IN SERBIA

Draško Bosanac

Abstract: The aim of this paper is to present the general concept of the institute of cluster, as well as its manifestations, to re-examine its past development and current situation, to predict its development and evaluate its practical importance. Clusters are sets of business entities or forms of business association. This institute arose from economic literature and doctrinal appearances in the last decade of the twentieth century. By joining forces, business entities in the institutional form of clusters aim to ensure - through lasting interactions - their competitiveness in the market, thus enabling them to optimize profits. There are several types of clusters, depending on the criteria of differentiation, and these are mainly in the differences between conditional legal form of entities, relationships between the partners in the cluster, activities they engage in, etc. The existence of various types of clusters indicates that they are based on “systemic connections” between subjects.

Keywords: clusters, association, market development, innovation

1. INTRODUCTION

The globalization of markets in terms of the application of new technologies and the intensification of economic relations require new forms of organization and performance of economic entities in order to maintain the competitiveness in the respective industry. When companies search for more appropriate ways of performance in the market, the need for cooperation of business entities through various forms of interactions and association becomes ever more acute. This market-based approach of organizing the participants is also present in the micro and the macro-economic environment, and is of vital importance in international business cooperation. Clusters represent one of the forms of inter-linking of economic entities and - as a relatively new legally-economic institut – they are the subject of review of this paper in the function of determining the current situation and create conditions for their further development. It is through cluster market approach that sets or groups of businesses in interacting find it easier to create profits, as they increase productivity, innovation in business, business reputation, entrepreneurial initiative and engagement of new forms of work through employment. These are but some of the general objectives of
the cluster organization, while details depend on the type of cluster, or economic activity in which the group is established. In this paper we specifically address the objectives of the formation of clusters, or uses that are in appearance during its formation. Having in mind the competitiveness of Serbian economy, as well as the majority of Serbian businesses and the lack of a level playing field, a cluster formation is one of the important conditions to increase competitiveness, primarily through increased productivity, production and exports. For this qualitative shift in the economic development it is necessary to change the approach to solving economic issues, engage into rational privatization, restructure business entities and change work habits of employees and employers through the acceptance of the generally-recognized and practically confirmed standards of modern business operations. The difficult economic situation in the country and decades of accumulating problems caused by different issues, are certainly not the reason for lack of acceptance or too slow acceptance of universal economic institutes, in which we can classify clusters. In our country cluster development is indeed slower than in developed countries, and in these circumstances of transitional problems it is even more necessary to speed up the process of clustering on clearly defined principles of market economy. This paper aims to, at least, support the present pointing to the need for the formation of new clusters as well as the need to bring about new ones.

2. CLUSTERS - GROUPS OF BUSINESS ENTITIES

2.1. On the concept of cluster

Defining the concept of cluster that is under consideration here, in some authoring form or another, is absolutely necessary, in order for cluster to be viewed in its entirety and in the context of all factors that have a constitutive character and was intelligible to the theoretical concept, as a basic prerequisite for their successful practical expression of the desired shape. In its general, original, meaning cluster is a group or collection of something. These “groups of something” are the explanation of the essence of clusters and in the economy they are the foundation of the “systemic connections” of factors which are formed by the cohesion of their action. Most often the association of small and medium enterprises is based on interest, specific or related activities, in order to facilitate operations, joint development or joint appearance in the market. This general definition of clusters in the economy is the basis of the different variations of the concept of specific clusters. There are opinions that the term cluster is not yet clearly defined, especially in countries in transition, but it is not a peculiarity of this institute, many institutes have not been definitively determined conceptually, but they do indeed satisfy the purpose for which they are established or formed. Thus, in defining clusters Michael Porter’s definition [1] is often paraphrased by which the clusters are geographic concentrations of interconnected companies, specialized suppliers, service suppliers, companies from related industries, and associated institutions (eg, universities, standards agencies and trade associations) which compete or cooperate.’. According to one version of paraphrasing, cluster is a ‘geographically concentrated set of interconnected companies, specialized suppliers, giving services and related institutions within a given area, present within the national market or region’ or cluster is a group of companies and organizations to each other through networking and contacts improves their performance on the market and achieved a competitive advantage, i.e. generates a surplus
– profit.”[2]. The common denominator of most definitions is that clusters in themselves involve economic operators from one activity, but also those of the vertically related activities (‘producers of complementary products, which means that the cluster in the textile/apparel branch of the producers of raw materials, manufacturers of readymade garments, scientific, educational institutions, government, non-governmental organizations.’) [3] Also, there is general agreement that cluster is a “set of geographically concentrated business entities” in the same or different activities of interest related. The fact that clusters are based on the “systemic connections”, in a practical form, means that it is a complementary activity associated states (production, processing, services, technology or similar work processes, professional qualifications, product distribution, the resources of a different character, use information on business, etc.). The relative geographical limitation of clusters is not their disadvantage, because it – as a factor – is one of the reasons for the formation of clusters, and the characteristics of the different nature of the geographical area influence the character clusters (clusters, which can be made out of elements of their concept, a certain nature, demographic, cultural, economic and other characteristics of the region).

2.2. The objectives and reasons of formation

From the introductory remarks and conceptual determination of clusters it is visible what are the main objectives and the reasons for their formation. The overall objective of the cluster is to use the ‘system connections” affiliated business entities for business success and profit. Basic conditions for the realization of profit are high productivity, competitiveness, innovation, etc. and they efficiently achieve operation within functional economic system where there is interaction of the participants, as is the case with clusters. The overall objective and the reason for the formation of clusters is concretized in clusters of certain species in specific objectives, depending on the activities in which they were formed. Since essential elements to the existence of clusters (productivity, competitiveness, innovation) are insufficiently developed and realized in companies in Serbia, the extent of clustering in our country is not good enough and is required both qualitative and quantitative development of the economic association, especially in clusters. Targets of cluster forming can be concretized differently, but it is important that those are polyvalent and interdependent activities that provide objective. Thus, in the context of competitiveness of clusters and the objective of clustering, the aim is “increasing the competitiveness of domestic producers on the domestic and foreign markets and ensuring conditions for market expansion (increase of exports); better and more efficient use of local resources (natural, production and personnel); initiate and support cooperation between the companies, between companies and educational and development institutions; connect with funds to finance innovative projects; training and education.” [3] Thus defined objective of clusters we present herewith because of its comprehensiveness and whatever is related to a particular economic activity (textile and clothing branches), it can be adjusted in the above activities of the members, to other economic activities. For the formation of clusters knowledge is extremely important, objectively given that the economic weight of individual operators realize desired business results more difficult to access state and other funds that provide financial support for carrying out their activities harder to achieve the exchange of business information, technological and organizational knowledge, weight bearing on the state authorities in arranging regulations in certain
economic and other activities, the more difficult establishing contacts with large business systems and specialized business partners, etc. Clusters are able to significantly perform at the market as well as in relation to the state authorities, which should be an important factor supporting the performance of their activities.

2.3. Types of clusters

In theory and practice, there are many types of clusters, depending on the criteria for their determination, primarily of the activities they are involved members of joint-under takings. There are: industrial clusters, clusters of management, clusters of small and medium-sized enterprises, clusters of entrepreneurs and the like. and within these clusters are specific, narrower, the industry (automotive cluster, cluster of flowers manufacturers, software cluster, etc.) According to the criteria of the relationship partners in the cluster there, ”horizontal clusters (partners at the same level in the chain of creation of value added), vertical clusters (partners in the pyramid suppliers), regional clusters (partners in the commercial sector) clusters in the industry (partners in a specific field of activity), entrepreneurial clusters (partners / to companies), international clusters (partners in overlapping networks of clusters) and others.” [2] In practice, there is a division of clusters by economic operators, according to the form of organization, according to the transfer of knowledge and technology [4] 1) Division by economic entities: the cluster with a large number of small operators (often in terms of clusters in which they gathered direct competitors which belong to micro or small enterprises, and they have a common interest in addressing the structural problems of their branches of activity); clusters with one or more leaders (when they appear as part of the cluster operates a significantly stronger company, which usually belongs to the category of medium or large company. The direction of development is determined by the leader of the lower support members); subcontracting clusters (they occasionally establishment sized enterprises to realize their own projects. Cluster members are mainly small subcontractors and suppliers closely related to the required activities); specialized clusters of medium-sized enterprises (established by medium-sized enterprise specializing in their industry, how to increase competitiveness and enable further development); Breakdown by form of organization corresponds, basically, to the breakdown cited in references in paragraph 1), according to the criterion of the relationship partners in the cluster; 3) Division to the transfer of knowledge (knowledge sharing among potential competitors sounds pretty unrealistic among local entrepreneurs. However, it is in developed countries, a common method that increases the potential of each company): MarshalArrow-Romero’s model is the foundation of Silicon Valley in the US. Among IT companies which could hardly compete with each other there is an exchange of knowledge to make it through value-added services or products achieved higher profits each member; Porter’s model is applicable when it comes to direct competitors. This is not about the disclosure of vital business secrets, but about the transfer of the right information so that everyone can increase their efficiency and jointly compete on even stronger markets in which the individual can not compete; Jacobs model is based on the transfer of knowledge between the members of which have related activities, while innovation and development parts originating in the fierce competition to create more quality products and enable new business. 4) Division according to technology. According to technology, there are simple, compound and complex clusters. Simple clusters are based
on our own technology such as the production of food or raw materials, where it comes to the improvement of existing processes. Complex clusters combine two to five different technologies trying to achieve synergy effects in each. Complex clusters are extremely rare and include a range of different technologies, interdisciplinary specialist knowledge and are mainly focused around the chemical industry.

3. CLUSTERS IN SERBIA - CURRENT SITUATION

In the previous part of the paper, speaking about the concept and aims of and the reasons for the formation, we have given basic information and a general assessment of the clusters in Serbia, whose development and quality depend on several factors, but primarily on the degree of economic development and the state of the economy of the country. ‘Clusters develop with more intensity where small business achieve a higher level of development, as well as in countries with a tradition and experience in the development of business incubators developed with the relevant institutions, and where there is a highly qualified, trained, educated and technologically trained workforce. The basis of clustering is in its entrepreneurs, managers and innovators who work in related, interconnected companies’” [5]. These assumptions cluster development does not represent all the preconditions of its development, but these are some of the most important, and it is clear that the basis for the development of clusters in Serbia is very weak and requires a special effort of all relevant stakeholders to intensify its development. This view looks like a common theoretical declarative commitment and dedication, but the issue of clusters with us he has a constitutive character. In complex transitional conditions with inherited and present lagging behind in technology and market development, just the effort of all relevant factors of economic entities and the state (through flexibility and expertise of its authority) can accelerate the practical association of businesses in all forms, but particularly in the form of clusters. Opinions are divided, in the legal and economic theory, whether in the economy of Serbia there are any real clusters or adapted forms of clusters similar to clusters around the world. Notwithstanding this serious dilemma, essential characteristics and principles of organization of clusters are clear and the business must seek to establish all rational forms of business association, and that in practice, develop their forms that aspire to “real” forms clusters. This situation of forms of cluster development in Serbia is conditioned on the inherited experience of the forms of association that is substantially different from the cluster ways to connect businesses, as demonstrated by the characteristics and type of cluster that has been mentioned. Objectives of clusters are very different indeed from the goals of earlier mergers of undertakings (market width, etc.). Private initiative and entrepreneurship, which constitute one of the bases of the cluster organization, are not at the required level of development. Government efforts are not insignificant in this area, but not nearly enough for serious development of clusters. Ministry of Economy and Regional Development has been working on the realization (since 2006) of the Programme to support the development of clusters. Serbian Chamber of Commerce formed the Council for clusters with defined mission, vision, goals and tasks and it is one of the attempts of the state to accelerate the development of clusters in Serbia. Council in 2012 issued a catalog of clusters in Serbia [6], which is a step towards creating the record of clusters as a starting point for activities on new development impulses. However, there is no unified record of the cluster, since national authorities of some clusters and
their development official and software do not support and do not have data about them when making records. Given the fact of relatively disordered records on clusters in Serbia, we do not use specific numbers of active clusters, noting that on the specified catalog from year 2012 collaborated some 40 clusters. According to many authors, the number of business clusters is slightly over 20. Typical examples of clusters in Serbia are: the Automobile Cluster of Serbia (the first cluster that was formed in Serbia in 2005, with headquarters in Belgrade, as a network of Serbian companies and organizations in the automotive business. It includes 40 companies, 5 support institutions, about 12,000 employees and a turnover of around 280 mil euros); Serbian software cluster, cluster BIPOM-Balkan-Black Sea Industry Agricultural machinery, Šumadija flower cluster of flower producers, the Agency for wood-cluster from Serbia, etc. Most clusters are formed in the field of agricultural and food industry and tourism. Clusters of small and medium enterprises are the most important forms of association and collective operation of these business entities. Speaking about the objectives and reasons for the formation of clusters we pointed out the assumption that a small business undertakings difficult to achieve independently, without relying on larger business entities or systems. "The European Union with each document of strategic development of its economy at the center of policies and measures to encourage the development of small and medium-sized enterprises places activities aimed at innovation, the establishment of small and medium-sized enterprises and networking, and in particular on the development of clusters. This, especially, as of the territory of the European Union SMEs account for 99% of the total number of all active business entities." [7]. In Serbia too the small and medium enterprises (SMEs) and entrepreneurs constitute the most important segment of the Serbian economy, although at a much lower level of development than SMEs in the European Union.. The consequences of the global economic crisis and poor development base in Serbia resulted in a standstill and thus slow development of clusters of small and medium-sized enterprises. The state has realized the role of the SME sector and proclaimed 2008 as the year of strategy development of competitive and innovative small and medium enterprises for the period 2008 to 2013 by setting strategic goals and directions of development of this sector. This strategy is aligned formally with the European Charter for Small Enterprises and the Small Business Act. It is difficult to determine to what extent this strategy is implemented in the reporting period, no established, it can give a general assessment that the present recession has significantly downgraded its results, although the first stage of strategy successfully and quickly implemented. The realization of development strategy of SMEs is extremely important because in Serbia, these companies account for over 99% of the total number of enterprises. Operation of small and medium-sized enterprises in the form of clusters will be achieved all the business assumptions that we highlight comparative advantages of clusters as a form of joint economic action and ‘networked’ interactions associated companies (productivity, competitiveness, innovation, etc.). They are extremely important, especially for the Serbian economy, industrial clusters that represent “ a complex organizational model, geographically networked related companies from one or several industries and companies from different and complementary activities “ [5] This concept of networking of business entities clearly indicates a large number of participants in a particular economic activity, but also the need for the participation of institutions related to the support of economic activity (the provision of various services: financial, transport, communication, etc.). Without this
approach the organization of industrial action does not have the conditions for competitiveness of Serbian industry.

**4. LEGAL FRAMEWORK AND PLAN OF CLUSTER DEVELOPMENT - FINAL CONSIDERATIONS**

The achievement of this paper’s objective, as stipulated in the abstract, can certainly further promote the institute of cluster in Serbia, through the introduction to both general and some special features of clusters, to the extent permitted by the scope of this paper. On several occasions we emphasized the necessity of a greater and continuous involvement of the state in the process of clustering Economic Area. One of the most serious steps in this regard is the acceptance of the above mentioned Small Business Act and the EU obligations of its application through ten principles formulated. The adoption of the Law on Associations of 2009 (Official Gazette of RS, ‘, No. 51/2009) offers a broad legal basis for associating the NGO sector, and especially the economic sector in the form of clusters, especially because of the express provisions of that legal persons can be founders of the association, as in the previous solution was the exclusive right of individuals. Legal solutions represent a suitable framework for the achievement of important goals operation cluster-productivity, innovation, cooperation at all levels of business, organizational profiling. The entities organized in clusters feedback should influence the further improvement of the legislative and institutional framework of operation. In addition to the creation of an appropriate legal framework for the operation of the cluster state should provide favorable conditions for financing this operation (especially non-refundable incentive funds), as well as the education of the participants assumed that successful organization of the cluster. Support to the realization of the state of cluster development provides one of the essential preconditions of stimulating economic growth and development. Legal theory and practice are largely in agreement that Serbia should develop in clusters, in the international economy, the adopted principles and to, first, in areas where it is possible to achieve rapid results and to achieve adequate competitiveness and productivity. The special significance of these results is gaining legitimacy of active business entities to participate in international economic cooperation and achieving competitiveness in these conditions of market operation. International competitiveness of businesses can be achieved only through the development of complementary forms of doing business, and clusters are one of the optimal forms to achieve that goal. Strategic orientation of a cluster is a prerequisite to achieve the set business objectives, and it must involve better use of yet underused domestic resources, in all their forms (energy, manufacturing, human, etc.). Better use of different resources involves clusters of location close to their source (raw materials, a significant market, scientific and educational institutions, industrial centers, etc.). Individual cluster development should be monitored, multidisciplinary, efforts to create a favorable business environment for the development of clusters, which is not yet satisfactory. This is one of the important problems of clustering in transition countries. Is indisputable and decisive importance of the completion of the privatization process and faster affirmation of entrepreneurship and private initiative in all its forms, with or without government support. Cluster development should be exempted from the inherited habits of administrative and procedural irrationality.
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DEMOCRACY

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INTRODUCTION

Both our daily intake / interpretation of democracy in the media, family, public transport and generally all around us, as well as extensive research on the relationship between the democracy in our country, etc., require more complex study of this phenomenon by professional individuals and institutions. Certainly, we can not ignore the many theoretical explanations of the concept and the term of democracy by various authors, but we also witness both its vagueness and ambiguity.

Commitment to research this topic has arisen because of the importance and advantages of democracy as a kind of political order, but also because of the lack of the negative characteristics of this phenomenon.

Economic development favors the development of democracy as developed societies are based on respect for property rights and ownership of pluralism, ensuring the right to work, etc. Historical heritage and from it created social awareness and climate are either limiting or encouraging elements for the development of democracy. Civil society is based on the principles of autonomy, associativity and the public, and it actually represents the legitimacy of the modern state. This paper provides an overview of democracy in modern conditions and points out some of the problems, challenges and issues facing democracy in the future.

“Democracy (yet) does not live here, and will not soon, and we just hope it shall not permanently move out,” this is one of the titles within a public opinion survey conducted in 2014 in Serbia by the National Democratic Institute and CeSID. One cannot remain indifferent to this, therefore, this paper presents parts of this research, among other things.

1. DEMOCRACY HAPPENS

*Libertas inaestimabilis res est.*

Democracy is a very complex system of relations between the state and citizens towards achieving personal freedom of citizens and the transformation of state power. Democracy
is a political system based on the possibility that the people / citizens can elect their representatives, and on the fact that democracy is a political orientation that favors the rule of the people through elected representatives of the people.

According to available sources, the understanding of the word democracy is linked to the Greek historian Herodotus, at a time when demos consisted of citizens of the polis, a small town, a sort of commune. Some sources indicate that for Aristotle demos meant the poor. The ancient city-state (city-republics), which is the source and inspiration for the later (and even modern) debates about democracy, had significant deficiencies. First of all, women did not have the status of ‘citizen,’ just like foreigners and most of the slaves. This, at first glance, simple definition of democracy hides many theoretical and empirical pitfalls and obstacles, because the question is who constitutes the nation, whether they are all members of a community (in ancient times it was the only free citizens, not slaves) whether this constitutes majority (by what criteria), is it “lower” classes, social groups, or is it the average organic whole of society, or is it simply some form of mass of people (unstructured and undefined). (Šijaković I., 2008:1)

During the second half of the twentieth century in theory there existed a division between “Western” democracy and “Communist” democracy. A particular feature was “a self-governing democracy.” David Held mentions nine models of democracy, which are grouped into two groups. The first group are the classic models of democracy (Athens, protective, development and direct democracy), and the second group includes competitive elitism, pluralistic democracy, the rule of democracy, participatory and modern (combined) democracy. D. Held later mentions three major groups of models of democracy: the rule of Athens and the Republic, liberal representative and one-party democracy.

Many theorists understand democracy as a system of justice and equality among people, as a process that recognizes the diversity in society and allows constant criticism of phenomena, relationships and processes. Democracy is at the same time both acquisition and instrument of freedom, justice and equal opportunities in society. W. Churchill and J. Nehru have similar views on democracy: a good form of government because it is less bad than all other forms that occasionally occur.

In addition to the decisive and constructive dialogue, which in itself is a profoundly democratic standard, there are some other undisputed democratic principles such as pluralism, inclusiveness and equality. It is important that dialogue acknowledges the spirit of democratic culture and its essential elements: mutual respect among participants and their willingness to accept a common ground. (White Paper on Intercultural Dialogue, 2008: 2).

There are also negative opinions which represent democracy as a procedure that allows the people to believe that they rule, so that it could be easily manipulated by the elite or any powerful individual. In that case, the people are called upon when you need to justify or support the actions of rulers or elite. These views show to what extent the concept of democracy is a complex, multi-layered, complex, hidden, unclear and still imprecise and incomplete, both from theoretical and empirical aspects.

2. KINGDOM OF FREEDOM AND EQUALITY

One of the fundamental values of democracy is equality of all men in society. This is a key principle that underpins real democracy. (Čavoški, R., R. Vasić, 2011: 3). For every soci-
ety and the state creation of equal starting positions is a complex and difficult process which separates the mature, advanced and democratic countries from those that are not.

“The kingdom of freedom begins only where work determined by hardship and by external expediency ceases; by the nature of things it lies beyond the sphere of material production ... Freedom in this area may consist in the fact that people as associated producers, rationally regulate their interchange with nature, place it under their common control, instead of being ruled like a blind force; But it always remains a realm of necessity. Only outside it starts development of human power, which is an end in itself, the true realm of freedom, but that can flourish only in the realm of necessity as its basis “(Karl Marx, 1973: 4).

Individual and collective freedom (political, economic, cultural) present a value of democracy which is directly based on the equality of people in society. In Greek idea of democracy freedom often occupied a more important position than equality. According to Plato, among other things, freedom is seen as the highest good in a democracy. (Plato, 1976: 5).

Democracy allows people to affect regime change against various forms of totalitarianism and dictatorship. The very basis of human and democratic rights is the possibility of choice and selection from the many alternatives. This confirms the true meaning of existence of citizens: to be able to vote and to be elected.

Democracy enables development of competitive spirit by bringing attitudes, opinions, suggestions, etc. to provide alternatives. It means “force of stronger argument” freedom and the culture of dialogue, tolerance, compromise, avoiding the imposition by force of arguments and situations in which conflicts are triggered.

Pluralism recognizes the existing diversity of interests. The most important link in the chain of pluralism is freedom of every individual, and the ability to share the interests and attitudes. Pluralism (economic, political, cultural) represents a significant value democracy because it opens up a space of manifestation of different needs, interests and abilities.

### 3. MODERN DEMOCRACY

“We define democracy as a social process that brings the rules and procedures of participation into political life and the organization of society. As for liberalism, we can conclude that it is a phenomenon that responds to every restraint, restriction, neglect and exclusion of these rules.

Democracy in modern conditions appears as a form of return to democracy. This is evident from the example of the countries of Latin America, Asia, Africa, namely those environments where democracy was suppressed by military dictatorships. After the collapse of these regimes there was a gradual return to multiparty and parliamentary forms of political action.

The situation is similar with some countries of the former “socialist regime” who before “socialist revolution” had parliamentary democracy. They are now “back” on the paths of democratic procedures, but this is rather the establishment of new / ‘unknown’ relations.
3.1. Challenges to democracy

There are many challenges, problems and issues facing democracy in the future. Analyzing democracy in modern conditions, etc., Šijaković lists some of these obstacles: how to avoid a situation where democracy appears as the “tyranny of the majority”; how to remove the impression that in some societies, democracy appears as “obsession with democracy” (citizens are demanding more democracy, and the government believes that “given” too much democracy); if you do not constantly evolving and is not included in all aspects of social life, but remains only on formal procedures and requirements, democracy is inevitably transformed into a “dogma”; how to avoid a situation where democracy is emerging as a tool for manipulation and “control” of the masses; how to create the conditions for democracy, free public opinion and to “restrain” the negative effects of mass media and modern means of communication, and to develop more the culture of dialogue and tolerance at all levels of society, and finally, how to speed up the integration process of democracy in society, with equitable development of local, regional and global needs and interests of modern man (citizen). (Šijaković I., 2008:1).

Time will tell whether these questions, challenges and problems facing democracy will be resolved.

4. STATE OF DEMOCRACY IN SERBIA - OPINION POLL

A headline in one part of the report of the study of public opinion in Serbia, conducted in 2007, concerning the attitude towards democracy, is “Democracy (yet) does not live here.” At that moment, research indicated that democracy still did not have the majority in our society.

Some 39% held the view that democracy has no alternative, and against this were collectively 40% (22% of respondents claimed for them there is no difference whatsoever between democracy and non-democracy, and 18% said that sometimes can be better than democracy) of those who did not perceive democracy as the only possible concept of governance.

The predominance of undemocratic attitude was minimal, but in the report it was analyzed as a deficit of democracy in Serbia. At that time, the general opinion claimed that these findings confirmed a bit ironic assessment that democracy is not living on a permanent address in Serbia, that still it was not “the only game in town.”

By analyzing data from surveys in 2014, the percentage of those who have faith in democracy as the rule fell from 39% to 30%, while on the other hand the number of those who do not increased. Further, the number of those who believe that it does not matter what form of government is installed increased from 22% to 25%, while the percentage of those who think that sometimes undemocratic government is better than the democratic one rose from 18% to 24%.

The decline of confidence in democracy is accompanied by an increase in distrust, so the difference that seven years ago was minimal now amounts to almost a fifth of the population: 30% of proponents to 49% of opponents. Findings from 2007 indicate that in terms of the functioning of education, generational belonging and employment status of the attitude toward democracy, it could be concluded that the high school was the dividing point of (non)acceptance, and that the democratic sentiments and practices are rooted above average
among the highly educated and young people. If these data are compared with findings from 2014, it can be said that the key demographic characteristics of respondents of democratic orientation remained the same. These features are not the same because there is a noticeable change in the age groups. They suggest that in the youngest group (18 to 29) and older age groups (over 50 years) there are noticeable trends of declining trust in democracy, while a positive attitude towards democracy above average is represented among the middle age respondents (30 to 49 years). The closeness with certain political parties and identification with them proved to be an important determinant in their relationship to democracy.

5. CONCLUSION

Ancient Greece is the cradle of democracy, but the ancient philosophers did not always unreservedly favor democracy over other forms of social organization. Plato opted for power of one man - monarchy, Aristotle advocated the power of several people - the aristocracy; Cicero advocated the power of all - democracy. In ancient Greece there was first established “democracy” as a political practice.

Many theorists see democracy as a system of justice and equality among people, as a process that recognizes the diversity in society and allows for constant criticism of phenomena, relationships and processes.

Equality between people in society is a key principle that underpins real democracy and equality is reflected in the conditions and opportunities provided to citizen so they can realize their needs.

There are many challenges, problems and issues that democracy shall face in the future. Let us see what the future brings!

6. REFERENCES

Abstract: Today, very few countries decide on a fully liberalized foreign trade. Domestic companies, in countries with a trade deficit, find it hard to compete with foreign companies that are, more often than not, serious competition. In that regard, domestic manufacturers require protection by limiting imports and subsidizing exports. However, the use of such measures by the state in the contemporary international relations increasingly limited, primarily by the World Trade Organization and International Monetary Fund. From the above it can be concluded that the possibilities to improve the position in the balance of trade are very limited. In this sense, foreign direct investments, which are export-oriented, would be highly desirable from the standpoint of reducing the high deficit in foreign trade.

Keywords: foreign trade balance, FDI, spillover effects.

ATTEMPTS AT ACHIEVING FOREIGN TRADE BALANCE

Countries faced with foreign trade deficit can achieve foreign trade balance can be achieved in two ways:

- spontaneously through the liberalization of foreign trade,
- through various government measures.

The growth of foreign direct investments in the countries of Eastern Europe in the period 1990-2002 significantly helped financing the growing current account deficit during the transition period, without jeopardizing future growth of the anticipated outflow. It is estimated that about 86% of the deficit of the current balance of payments (which has quadrupled in the nineties) of the of Eastern European countries in the period 1997-1999 were financed through foreign direct investment. Within these countries, Hungary, the Czech Republic and Poland, as countries with largest inflows of foreign direct investment,
could, thanks to them, maintain and reduce the level of their foreign debt. This had significantly improved the credit rating of the country in the eyes of potential investors. The better the credit rating, the better the influx of capital. This should contribute to faster economic growth. Greater potential economic growth attracts new capital investments, thereby creating a basis for achieving long-term growth. Of course, these effects occur with a time lag, but it does not diminish their importance.

When considering the impact of FDI on the balance of payments, it is necessary to take into account the impact of FDI on imports and exports of the country. It is known that foreign direct investments usually finance the import of equipment, machinery and necessary raw materials thus, affecting the deterioration of the current balance of the transition countries, where the trade balances of branches of multinational companies, for the most part the previous period were negative. Negative impact on the current account is particularly pronounced if the investments are aimed at producing for the domestic market (especially if the goal of FDI is bypassing customs).

In parallel with the above, there may be considerable pressure on the exchange rate toward appreciation of the domestic currency (due to its increasing demand due to the inflow of foreign capital), which in turn negatively affects the competitiveness of domestic exporters and worsening trade balance. However, if later date investments include substitution of imported inputs with domestic products (by creating closer ties with domestic producers, which takes some time) or if they are directed at exports (and better use of existing resources in the host country), the effect of FDI on the current the balance can be positive. Empirical data indicate a strong relationship between foreign direct investment and increase of export competitiveness in several countries in the region.

Greater potential of economic growth attracts new capital investments, thereby creating a basis for achieving long-term growth. Of course, these effects occur with a time lag, but it does not diminish their importance. Investing of multinational corporations in a country creates opportunity for local companies to become its suppliers. By entering the supply chain of multinational corporations, local companies have the ability to place part of their production in branches of multinational corporations in other countries. Although domestic manufacturers in those cases generally do not export under their own name (this is intra-firm sale), they can still achieve significant positive effects from such exports. Increasing production may enable the realization of economies of scale, which lowers their fixed cost per unit and increases their price competitiveness if they decide to sell part of their production independently.

Relationship with the export-oriented branches of multinational corporations can provide important information about the basic features in demand in foreign markets, and the preferences of potential customers in terms of product quality, design, packaging, etc. If the domestic company uses the acquired knowledge in the right way in other operations, it can gain significant competitive advantage.
THE RATIO OF FDI AND EXPORT GROWTH IN THE COUNTRIES IN TRANSITION

The largest part of the growth of export of products from countries in transition is associated with FDI inflows, as can be seen in increasing the participation of branches of foreign companies in the industrial export. The most striking example is Hungary, where the share of foreign affiliates in total industrial exports increased from 0 (end of 80s) to around 85% in 1998. The largest part of these exports is actually intra-firm, since the majority of foreign companies located in a transition country are affiliates of large multinational corporations with well-developed international network of suppliers. The net effect of FDI on the trade balance of Hungary became positive in 1998, enabling significant foreign exchange inflows on this basis and reduction of the current account deficit. Such export growth was the primary lever of overall economic growth in Hungary, as exports represented the most significant item of demand (much higher than consumption and investment).

Parallely, FDI influenced the change in the structure of the Hungarian exports in the direction of reducing the share of agriculture and labor-intensive products in favor of capital-intensive products and new technologies.

Changes resulting from foreign investment mean that today we consider Hungary to have comparative advantages in these sectors, which some ten years ago was unthinkable. In other transition countries, the share of branches in export growth was less than in Hungary, but with the growth of their exports in the second half of the 90s, their importance and impact on the country’s exports have grown steadily. In more progressive countries in transition we can observe structural changes in exports, similar to those in Hungary, because the share of automotive products, electronic, electrical industry keep increasing. Other countries in transition, which attract only a small part of FDI, have as dominant labor-intensive products (European south-east countries in transition) and raw material-intensive products (ex-USSR), which means that the structural changes that occur under the influence of FDI have not yet occurred.

We must note yet another negative effect (in addition to the growth in imports) that FDI can have on the balance of payments of the host country. FDI are undertaken in order to achieve certain profit, which is then reinvested or transferred to their country. Repatriation of profits represent outflow of FDI, so that the net FDI (which is used to cover the current account deficit) decreases with greater transfer of profits. In countries in transition repatriation has so far been present to a lesser extent due to the fact that the FDI only in recent years has significantly increased and that it takes time to generate significant investment returns.

However, this does not mean that it will not increase in the future, when the invested funds begin to bring specific results. Transfer of profit, however, can occur only if a branch has been operating profitably, so despite potential repatriation of profits FDI is still preferred to loans from abroad that must be returned regardless of the profitability of their use.

The experience of countries in transition shows that FDI significantly contributed to the financing of gap between domestic accumulation and growing investment demand, thus enabling a faster process of replacing obsolete equipment and introducing new equipment without additional borrowing abroad. We can try to determine the indirect effects of FDI in the countries in transition in the current period by observing changes in labor productivity in these countries. Labor productivity in these countries before the transition was significantly lower than in EU countries.
In the past ten years there have been some changes. Here we must emphasize the huge difference in labor productivity between foreign affiliates and domestic firms: productivity in local firms ranges between one and two thirds of the productivity of branches. At the same time, the average labor productivity in branches and local companies in transition countries is still below the EU average. Only a small number of sectors, such as transport equipment industry, certain companies in the electronic industry and computer equipment, labor productivity was above the EU average. These sectors are characterized by high intensity of outsourcing, which represents the main source of FDI externalities. However, as we can see, this has been more of an exception rather than the rule in the last ten years, so there is little evidence that the intra externalities occur in countries in transition. Recorded indicators do not mean that the indirect effects of FDI will not appear in the transition countries.

There are several arguments that support this claim:

- First, most of the FDI that entered the country in the transition entered through privatization of existing enterprises. In fact, most of the successful companies were the first to be privatized, so it cannot be expected that long-standing losers that remained locally owned will respond in some large number to opportunities and threats from foreign investors. In privatized companies, it takes a certain period of time necessary for their restructuring to have a positive impact on the rest of the economy. Greenfield investments, which may have greater potential for externalities have yet to be intensified (provided that undertaken reforms are continued).
- Second, the intensity of externalities is significantly determined by the absorption capacity of the domestic economy. Although the countries in transition are characterized by a relatively high quality of human resources and a certain level of maturity of the technology, they need to adapt to market requirements of modern, technology-intensive production.
- Third, with foreign companies entering the transition countries, it is not simple for domestic producers involved in its global network of suppliers to begin their business right away. It takes time to establish connections and outsourcing has become more significant. In doing so, it is possible that more established enterprises follow multinational corporations into new factories, thus reducing opportunities for local companies.
- Fourth, it is possible that the large presence of SDI diminishes the ability of local companies to adapt to new, market conditions. Accordingly, it is necessary to assess the optimal level of FDI (which will stimulate externalities, without being restrictive for domestic producers).

The effects on prices have not been sufficiently analyzed, nor are they easy to determine. Theoretically, it is known that if the terms of trade for a country are unfavorable, then the foreign sector, in general, has a negative impact on domestic prices. The same is true if the current account balance is positive. Then domestic goods are placed abroad, domestic market supply gets weaker with the same demand, so it affects inflation. The empirical method of the impact of the external sector on domestic inflation is often used. However, almost as a rule, inflation in the domestic country is the result of the economic policy of the given country.

Research suggests little impact of FDI on price movements, for example: in Slovakia 11.8%, 10.2% in the Czech Republic, in Croatia 9%, in Macedonia, 7%, in Hungary 6.2%,
in Moldova 4.9%, in BIH at 3%. In the case of our country, the competition among foreign companies still fails to show relevant reduction of prices.

Although FDI are but one of the factors of growth of the private sector in the transition economies, given the low potential of local investors, they had a great influence on their development. The rate at which the share of this sector in GDP grew in the transition period is significant and can be associated with cross-border acquisitions and mergers through the process of privatization. The impact of FDI, through the privatization, on the growth of the private sector varies by country. At the beginning of the transition, except in Hungary and Poland, privatization method favored domestic investors. In the mid 90s the situation changed and foreign investors got more importance in privatization of other countries too.

The process of transition in Central and Eastern Europe towards a market economy both in direct and indirect ways is under the strong influence of foreign direct investment. Direct impact on economic growth in key industries is evident, as well as in the development of trade, trade relations and technology transfer. Indirect impact is evident in institution-building of the system, encouraging privatization and the creation of conditions for competition.

The basis for this is in modern growth theory, which emphasizes the importance of improving technology, efficiency and productivity as well as growth stimulators. In this light, it can be said that the contribution of FDI to economic growth is reflected in the transfer of advanced technology from industrialized countries to less developed, or underdeveloped countries.

In addition to the above-mentioned direct effects, FDI can have indirect effects on economic growth. In fact, the most important thing is that FDI provides the possibility of permanent increase in the growth rate of the spillover effect, transfer and diffusion of technology, ideas, management, etc.

**CONCLUSION:**

For those who are faced with the foreign trade deficit, foreign trade balance can be achieved in two ways: through spontaneous liberalization of foreign trade, and various government measures.

Today, very few countries decide on a fully liberalized foreign trade It is extremely difficult, if not impossible, for local companies in countries with a trade deficit to resist foreign competition: cheaper and higher quality competition. Therefore, domestic manufacturers often require protection through the restriction of imports or subsidizing exports.

However, two main levers of today’s world, the World Trade Organization (WTO) and the International Monetary Fund significantly restrict the use of such measures by the state. Options to improve the position in the trade balance became very limited. In this sense, foreign direct investments, which are export-oriented, would be highly desirable from the standpoint of reducing the high deficit in foreign trade.

FDI offer the possibility of a permanent increase in the growth rate of the spillover effect, through the transfer and diffusion of technology, ideas, and knowledge management.
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INFORMATION AND COMMUNICATION TECHNOLOGIES AND A GREEN ECONOMY*

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Abstract: The concept of «green economy» is urged to provide more harmonious coordination of components of economy, society and the nature within a paradigm of a sustainable development. At the moment it becomes a global course of innovative, anti-recessionary formation in many countries and regions of the world. One of global tendencies of «green economy» is the development of information infrastructure.

Keywords: Green economy, Information and communication technologies, influence

INTRODUCTION

Information and communication technologies (ICT) become an important factor of modernization of society every year, influencing socio-economic indexes. Upon transition to «green» economy the special attention is paid to formation of the modern information infrastructure having key value for providing a sustainable development and modernization of economy. According to experts, construction of new information infrastructure – one of global tendencies of «green economy». In a number of EU countries «green» measures in the sphere of development of information infrastructure are developed. Development of digital and «green» economy is according to a number of the international institutes and organizations (International institute for sustainable development, Digital Economy Policy Group (DEPG), The Organisation for Economic Co-operation and Development (OECD)) synergetic connected and there is a need of new approaches of management for their effective interaction.

THE INFLUENCE OF ON THE «GREEN ECONOMY»

The opinion [1,2,4,5] is created that the sector of ICT can influence development of «green economy» by three main ways:
1. Direct influence (the first level) - reduction of direct impact on environment by production, distribution, operation and utilization of ICT, way of improvement of power efficiency (use of renewables, development of cloudy computing means, especially in remote and remote areas) and materials (reduction of use of toxic materials, processing improvement).

2. The stimulating influence (the second level) - impact of ICT on production efficiency, distribution and consumption of goods and services:
   - increase in efficiency of consumption and production in power, transport, construction and production sectors by means of expansion of “clever systems”, reduction of emission of greenhouse gases;
   - «dematerialization» of physical products and services (economy of paper at electronic billing; use of means of remote access; holding virtual meetings in the state and private sectors);
   - increase in access to education (remotely), medical (telemedicine), to the state services, social interaction and cultural growth, participation in public life.

For this purpose it is necessary to provide general and inexpensive access to broadband communication networks, to promote digital literacy of consumers, to promote more active use by consumers of ICT for access to information, communication, an exchange of knowledge, expansion of new communication networks (5G), to ensure information security of consumers. The innovative approaches to management of digital economy based on democracy, responsibility, transparency and the accountability, which are turning on such mechanisms as self-regulating processes take root (Internet communities, a state policy in the field of ICT).

![Figure 1: Types of impacts of digital economy on «green» economy [3].](image)

3. System influences (the third level) - information support of “green economy”, transformation of behavior of consumers:
   - distribution of information on decrease in negative impact on environment (monitoring of measurement of environment);
- pricing and stimulation of price sensitivity;
- assistance of technology of acceptance (nekhnologichesky progress provokes changes in behavior, it is possible to give «evolution» of desktop personal computers on laptops, and then netbooks as an example, digital music, e-mail, teleconferences).
- increase in access to education (remotely), medical (telemedicine), to the state services, social interaction and cultural growth, participation in public life.

Today in EU countries the foundation for the so-called “third industrial revolution” is laid. Assuming digitization of communication, power and transport and development of the so-called «Internet of goods and services». It will allow according to experts [6] ability of public organizations and individuals to control various natural and public systems in real time, to operate activity and influences of these systems.

FEATURES OF INFORMATION INFRASTRUCTURE OF THE REGION

We will consider features of information infrastructure on the example of one of northern regions of the Russian Federation - the Komi Republic which is located in north-east of the European part of Russia. It should be noted that all the markets of telecommunications services in the region are liberalized mi, they almost restrictions of economic activity, ie, allowed privatization, partial or complete deregulation in the prices of services and control of wages and so on.

The sole provider of fixed telephony in rural settlements of the republic is OJSC «Rostelecom». In the Komi Republic fixed telephony provided an average of 94% of rural settlements. In the sector of fixed telephony in the country as a whole, and especially in rural areas, competitors Rostelecom is not expected.

The high level of installation of telephones reached the territory and through the implementation of the program for provision of universal telephone service, when almost every village of the republic have been installed, are 757 payphones, of which 706 payphones - in rural areas of the country. Since 2012, this company was discontinued because of the high cost of this type of telephone sets (1,8 million for 1 unit.) and service (every vending machines costing the budget of the Russian Federation in the 35 thousand rubles). The head of the Ministry of Communications and Communications Nikolay Nikiforov commented that «it was easier to buy iPhone to each users».

Mobile services are in a period of dynamic growth. In the mobile segment of the republic a high level of competition. Investment and marketing strategy mobile operators by the state is not controlled. Mobile services have four operators - JSC «Parma Mobile» (Tele 2), OJSC «Vimpel – Communications» (Beeline), OJSC «MegaFon Ural Branch» (Megaphone), JSC «Mobile TeleSystems» (MTS).

In 17% of rural settlements of the Komi Republic of the total number of no service provider. In these villages with a population of three people to 700 people in total population of 17,700 people.

MTS is the only mobile operator to 6% of rural settlements with a total population of more than 12,000 inhabitants. For many settlements mobile Internet is the uniqueness-governmental, to gain access to the Internet, but at a low rate.

Problems of development of this sector in the Republic of Komi is, first of all, the lack of municipal cable facilities to develop their own infrastructure communications network op-
erators. Existing communication facilities are owned by Rostelecom, which restricts access
to them other operators. Thus the cost of leased lines is high, which hampers the develop-
ment of cellular networks in rural areas.

One of the fastest growing segments of the telecommunications market to increase the
number of users and the development of infrastructure is an Internet access service. In the
country there are different ways to access the Internet: broadband access using wired, fiber
optic communication lines, mobile broadband wireless connections (3G technology and
4G), broadband internet access technology-based VSAT (Very Small Aperture Terminal),
dial-up access.

Eleven percent of rural settlements of the republic do not have Internet access. The total
population in these settlements is for about 5700 people.

Broadband Internet access is different from the dial that does not take the telephone
line and in accordance with the International Telecommunication Union rules should be
carried out at a speed of 256 kb/s using wired and wireless links. Fixed Shih wideband access
based on wired connections in rural areas is carried out by fiber-optic communication line.
Rostelecom speed traffic is not always the appropriate application.

All other organizations provide broadband or dial-up access to the Internet only in ma-
jor cities of the country. Therefore, urban residents have the opportunity to choose among
service providers, especially in Syktyvkar, cheaper rates. Residents of rural areas can only
use the services of Rostelecom, and where it does not provide the service, use the expensive
internet.

Mobile Internet services provide all four mobile operators. Tele 2 provides access to the
Internet only on technology 2G. Rural settlements are regional centers of the Komi Republic
covered by 3G network at least one of the three mobile operators - MTS (since 2009), Beeline
and Megaфон (since 2010). In 2013, MegaFon has completed construction of its own plot
of fiber-optic line on the site Syktyvkar-Ukhta, a length of 420 km, before that here used
microwave link.

Internet access using 4G networks is available only to subscribers of the mobile opera-
tor MTS in Syktyvkar and Pechora with similar villages from April 2014.

The problems of development of this segment in rural areas include the lack of interest
of mobile operators who do not plan to develop its 3G-network all over the country, as it
requires a large investment. The main reason is the large distances between settlements and
the low population density in rural areas. For example, the policy is aimed only at Beeline
is to spend at least 2G-network in those areas of the country where it does not exist at all.

Analog TV broadcasting is not available in 14% of villages, where 12,4 thousand people
(1,3% of the total population of the republic) live. Only a few cities, urban settlement, and
regional centers are currently connected to a digital TV in a test mode.

All municipalities of the Komi Republic, depending on the proportion of people living
in rural areas with all kinds of information services, can be divided into groups with low (60
to 68,1%), medium (from 72,8 to 83,7%) and high (from 86,7 to 99,6%), information provi-
sion.

The analysis showed that the proportion of rural settlements with all kinds of informa-
tion infrastructure (telephone, Internet, mail, broadcasting) in the total number of rural set-
tlements small areas - from 22 to 60%, but it is in these localities majority of the population
of municipalities - from 60% to 99,6% of the total population of the district.
So the development of information infrastructure of the Komi Republic has several features.
1. There is a high fixed telecommunication density in both urban and rural areas.
2. Internet is developing generally in the large settlements along a transport and economic axis of the Komi Republic – a railway from Kolas to Vorkuta.
3. The density of an alternative post network is low.
4. There is a lack of essential digital TV channels and radio channels in terms of settlements.

CONCLUSION

As well as in a case with many «green» technologies, the governments of the republic and the country have to create appropriate favorable conditions for development of ICT. The task of the government of inclusion of ICT in «green» economy, means: universal, inexpensive access to broadband networks and services, including in remote settlements due to financing through various forms of the state investments, subsidies and standard requirements.

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REFERENCES

CONFLICTOLOGY COMPETENCE AS AN INDISPENSABLE CONDITION OF PROFESSIONAL MANAGERIAL TEAM BUILDING IN EDUCATIONAL INSTITUTIONS

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Abstract: The considered article gives prominence to conflictology competence notion and discloses its main characteristics. Thus it reveals the main aspects of team building in an educational institution as well as gives all grounds to define the conflictology competence as an indispensable condition of the effectiveness of the professional activity of managers in higher educational institutions. When a team consists of different persons, it contributes to the effectiveness enhancement in general, but at the same time, it may cause a great number of conflict situations, which will hinder the working activity of all participants. In order to avoid a negative influence of conflicts, it is necessary to possess a well-developed conflictology competence.

Keywords: conflictology competence, team-building, educational institution, training, conflicts negotiation.

Under modern stressful working conditions, conflictology terms of reference attract the attention of a wide circle of scientists. Nevertheless, organizations of all kinds still require professionals who can impress with effective communication skills and conflict situations constructive solving. The ability to build relationships based on collaboration and constructive cooperation positively influences the professional activity what contributes to psychological climate improvement and relationships harmonious development among the staff members. High level of conflictogenity in educational institutions raises the topicality of conflictology competence development among the collaborators of educational institutions. Thus, purposeful organization of conflictology competence formation activities becomes more and more important.

Certain scholars (G. Berezhnaia [1], Ye. Bogdanov [2], V. Zazykin [2], B. Hasan [3], O. Scherbakova [4]) have researched the issue as regards the essence, structure and regularities of various spheres professionals conflictology competence functioning and development. Usually the conflictology competence is identified with such notions as conflict
competence, conflictology training, conflictology literacy, conflictology competency. Very often all these notions are applied as synonyms, but to a certain extent it may complicate the research of the mentioned notions and the application of scientific achievements in practice.

Competence is a complicated individual-psychological formation based on the integration of theoretical knowledge, practical skills and significant personal qualities, which provide for the effective performance of professional activities.

I. Zimniaia distinguishes three main groups of competences in her scientific researches:
- competences, which belong to a person as a vital function experiencer (health preservation, knowledge enlargement, value-sense orientation);
- competences, which belong to human-human interaction (conflicts resolution, cooperation, tolerance, communication);
- competences, which belong to human activity (cognitive tasks settlement and solution, nonstandard decisions taking, activity facilities) [5].

While defining the competence characteristics, I. Zimniaia distinguishes its following aspects: motivational (readiness for competence exhibition), cognitive (competence content knowledge possession), behavioral (the experience of competence exhibition in different situations), value and sense (the attitude to competence content and the object of its application), emotional (emotional and volitional regulation of the process and competence exhibition result) [5].

Therefore, we study the conflictology competence as a cognitive and regulatory substructure of a personal professionalism, as a dynamic structural formation which presupposes that a professional should possess the knowledge of what the conflict is, master the skills of strategic behavior when the conflict arises, the ability of emotional self-regulation and have significant personal qualities (such as empathy, reflectivity etc.).

In their researches Ye. Bogdanov and V. Zazykin emphasized the importance of conflictology competence formation. Thus, they have considered the conflictology competence as a cognitive-regulatory subsystem of professionally important qualities of a person, which includes the corresponding special knowledge and skills [2]. Insufficiently developed conflictology competence is a substantial psychological reason of conflicts emergence. Considering the conflictology competence the authors distinguish gnostic, constructive (regulatory), communicative, normative components and components referring to reflexivity and status. Certain knowledge and skills in conflictology sphere demand the development of certain personal and professional qualities, which enable the effective application of the available knowledge and skills for conflicts management. Conflictology competence relates to social and perceptual, auto-psychological, psychological and pedagogical, administrative and legal competences. Therefore, the development of every separate competence provides for the development of the conflictology competence in general [2].

In his researches, B. Hasan discloses the conflict competence as an inseparable component of a general communicative competence, which includes the level of awareness as regards the range of possible behavioral strategies in a conflict situation and the ability of these strategies adequate application in a certain life situation [3]. In its general sense, B. Hasan defines the conflict competence as an ability to refrain the contradictions in a productive
conflict form, what contributes to its resolution. The researcher distinguishes two levels of conflict competence:

- the first level implies the ability to discern the qualities of a conflict, the skills of conflict participants cooperation organization in order to refrain the contradictions for the productive conflict resolution;
- the second level implies the ability to project conflicts necessary for educational results achievement, as well as to create conflicts in course of educational interaction processes [3].

Ye. Bogdanov and V. Zazykin indicate that conflictology competence and conflict competence are different notions. However, we do not agree with such opinion of these researchers as we consider these notions identical.

Firstly, L. Petrovskaia, A. Kulikov an A. Shypilov while studying the conflictology competence include into its basic structure such components as corresponding special knowledge and skills, the abilities of conflict management and conflict negative consequences elimination, reflexive culture (the developed abilities for the reflexive analysis accomplishment) [6; 7]. These components form the bedrock of gnostic, regulatory, communicative components and of the components of reflexivity and status in the researches of V. Zazykin and A. Denisov. Therefore, conflict competence and conflictology competence imply the availability of identical structural elements.

Secondly, L. Petrovskaia and V. Zazykin determine the mentioned competence types as components of a social and psychological competence [6; 8]. Therefore, we can confirm that the notions “conflict competence” and “conflictology competence” are identical.

As regards the difference between the notions conflictology competence and conflictology literacy, we refer to the researches of O. Scherbakova, who discloses conflictology literacy as a basic level of conflictology competence development revealing itself in everyday intuitive experience, which allows solving problems and contradictions in a constructive way without applying special mechanisms [4]. In addition, conflictology competence finds its expression in a preschool age when a person follows the norms of conflict-free communication in role-playing games, fair plays, as well as the norms of a problem constructive solution at everyday interpersonal emotional and direct communication level. Conflictology competence is a system of scientific knowledge on the conflict and conflict management skills, which are purposefully developed in the process of special training in accordance with the situations of communication entities educational and professional interaction. It implies a certain level of knowledge, skills, abilities and qualities of a person on the conflict analysis, management and self-management in course of conflictology conceptual and factual material mastering [4].

We agree with the viewpoint of A. Markova, and consider, that professionalism “notion” is wider in its meaning than “competence” notion, as it implies not only the mastering of a high level of professional activity, but also the desire to consciously change and develop own professional qualities, to make an individual creative contribution to the profession and to raise the profession prestige in society. A person may be a good professional in a certain sphere, but cannot be competent in solving all kinds of professional issues. Such consideration allows studying the competence as professionalism component.

Thus, the analysis of modern scientific publications testifies to the fact, that one of the most important social and psychological reasons of conflicts emergence is a low level of
conflictology competence development. Therefore, the development of a conflictology competence of working specialists is one of the main conditions of their successful professional activity.

Conflictogenic educational environment is formed by real and simulated interpersonal and mental conflict situations and conflicts. Mental conflict situations and conflicts (motivational, cognitive and role) are inherent in all components of the educational process. The significance of mental conflicts in a mental life of a person is defined by the fact, that the conflict itself changes the previous and forms the new relationships of a person and as a result, the personality integrity becomes to be a subject to certain changes. Therefore, the development and solution of a conflict represents the form of a personal development of its participants [9, p.105].

The formation of professionally conflictology competence of a manager of a higher educational institution can be implemented on the basis of an environmental approach, which presupposes the creation of a conflictogenic educational environment with the presence of interpersonal and mental conflicts. Because conflict becomes a central element of a conflictogenic environment, it makes sense to enhance the environmental approach with a conflictology component with the aim to develop a coherent conflict-environmental approach for better conflictology background organization [10]. Conflict-environmental approach unites environmental and conflictology components and is regarded as an organization and self-organization of an educational process which considers the nature of origin, specific features and logic of conflicts processes and events.

Unfortunately, in educational institutions despite the efforts of separate persons the majority of all workers do not possess the mentioned conflictology competence what contributes to the emergence of difficulties on every stage of a working process. Of course, managers bear full responsibility for all processes in an organization. However, the problem is that they have to control not only their own activities aimed at the constructive way of conflict negotiation, but be able to teach other workers to cope with possible conflict situations.

Under manager conflictology competence we understand the availability of abilities to employ the acquired knowledge and skills in the process of professional functions implementation rather than simple bulk of knowledge and experience. In this case the very conflictology competence finds expression in the arisen conflict situation correct assessment ability and optimal decision taking. For the achievement of a constructive communication in a conflict, it is necessary:

1. to establish a contact (it requires to possess knowledge in psychology);
2. to exchange information (it is necessary to know the needs, interests, requirements);
3. to offer reasonable arguments;
4. to make a decision (result).

L. Karpova considers that three spheres and namely motivational, subject-practical (operational-technological) and self-regulation represent the structural components of professional competence. The developed motivational sphere ensures the maturity of cultural, personal-motivational and social competences. Subject-practical sphere is characterized by cumulative knowledge (professional, subject, psychological-pedagogical, methodical, methodological); skills (gnostical, communicative, organizational, diagnostic, projective, constructive, managerial); qualities (obligatory, important and desirable), what stipulates the
effectiveness of teacher professional and pedagogical functions implementation. This sphere maturity contributes to the development of certain professional sub-competences: methodological, practical and assignment, didactic-methodical, special and scientific, economic and legal, valeological, informational, managerial and communicative. Self-regulation sphere maturity contributes to the development of such sub-competence as psychological competence and autocompetence i.e. volitional and emotional spheres management skills and abilities, professional destruction overcoming technologies, reflection maturity [11].

Modern specialist professional competence (considered as a readiness to perform official and professional obligations in accordance with current theoretical and practical achievements and experience, which correspond to the global demands and standards on a high professional level) is regarded by S. Tsymbal in a form of a unity of its three components: value and motivational component, subject and practical component and autoregulatory and volitional component, which are considered as personality aspects concurrently [12; 13].

We consider that the structure of a conflictology competence of managers is represented through the acmeological system and so far includes the system of qualities characterizing an individual and a person – axiological component; content block (knowledge) – informational component; operational block (skills) – operational component. In this meaning, the axiological block is invariable. Both informational and operational components include an invariable part, i.e. knowledge and skills, necessary in all spheres of conflict management, and a differentiated part, reflecting the specific features of knowledge and skills, necessary for the implementation of every sphere of responsibility.

The success of a teamwork relates to the coordinated positive synergy – the capability of all participants to achieve the high productivity of their activity, which presupposes that the corporate result will be extremely higher than the result of every individual separately. As regards the conditions favorable for such synergy emergence and enhancement, except products and services innovativeness, production technologies modernization, marketing and management effectiveness, they include team workers relationships quality. The effectiveness of the activity of an every separate participant, who works for the production process improvement, advertisement strategies development and management system efficiency provision, is determined by relationships constructiveness, which implies the possibility to find a common language, coordinate decisions and solve conflicts.

The necessity to create a competitive managerial team in a higher educational institution and the formation of preparedness to work in such a team are stipulated by the following circumstances:
- high competitiveness between different organizations which afford educational services;
- the complicacy of tasks which have to be solved by educational institutions workers;
- the dynamics and variety of all tasks, which imply the formation of target groups.

While analyzing the problem of managerial team formation on the basis of system-structural approach, the researches L. Karamushka and O. Fil determine the following team characteristics as concerns activity common aim definition:
- common aim or set of aims have to be recognized by team members and accepted on the emotional level;
team activity common aim has to be precisely coordinated with own needs, interests of all team members and accepted on a motivational level [14, p.27].

The formation of psychological and pedagogical preparedness of a manager of educational establishments for the work in a competitive managerial team becomes possible after training programs implementation, which should include:
- the training of positive motivation formation for the activity in a managerial team of an educational institution;
- the training of skills development as concerns main roles fulfillment and partnership cooperation in a managerial team of an educational institution;
- the training of educational institution managerial team competitiveness development;
- conflictology competence formation and enhancement training.

As we consider that team-building effectiveness enhancement directly depends upon the conflictology competence level of every separate member of the team, we offer to implement a number of trainings directed at the intensive development and digestion of knowledge, skills and abilities of a conflictology competence for all members of an organization (in this case of a higher educational establishment). The topics chosen for every separate training session should be thoroughly considered and developed referring to the classification of previously revealed personal qualities, tasks and exercises of the training. But the chosen topics should obligatory include such elements as psychological barriers negotiation, existing stereotypes overcoming, the formation of a person self-control and self-consciousness qualities, the formation of an understanding in communication, intercultural communication means, communication style formation and a technique of cooperation strategy selection, the formation of locus of control. The sequence of all trainings is defined by the stage of different conflicts negotiation and actuarial factors of communication situations development. It is very important to develop and implement exercises aimed at conflictology competence enhancement. Thus to achieve this it is necessary to apply different creative tasks, business games, master classes, lectures, group psychological consultations, personal growth support groups formation, personal creative potential development groups formation, educational blocks etc. The scheme of an educational training for educational institution managers is offered below:

1. aims of the training:
   - conflictology competence development;
   - stress-resistance development;
   - favorable social and psychological climate;
   - workers professional development;
   - constructive organizational culture development;

2. structure of the training:
   - diagnostic stage (the analysis of the qualities and needs of all participants while answering the questions as regards who and what will be taught in order to define the type, structure and content of the training program; at the same time it is required to evaluate the needs of an organization, which include staff policy, organization de-
velopment strategy, staff potential qualification level, staff dynamics, organizational culture, existing conflicts and stress management system);
- conceptual stage (the definition of the aims of a training, characteristics of participants, their level of awareness, list of requirements, resources, training technology, training format);
- informatory (content-related) stage;
- analytical stage (the analysis of the work, difficulties, workers involvement, the evaluation of the training and the attitude of participants toward it);

3. organizational teaching methods:
- conflict cartography;
- case-method;
- business and role games;
- discussions;
- behavioral imitation;
- brainstorming;
- mini-lectures.

Our further researches imply the correlation analysis carrying-out in order to prove the existence of relationships between the level of conflictology competence of the managerial staff of a higher educational establishment and ability to work in a professional managerial team (team-building abilities and skills). Besides, we are eager to select the battery of psychological tests to reveal individual-psychological qualities of training participants to adjust the influence of the training to the requirements of its participants.

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LICENSE AGREEMENT

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Abstract: Our Obligations Act uses the term “license agreement” while Foreign Trade Law speaks of “the law of industrial property and knowledge and experience (know-how).” License Agreement is the most common form of technology transfer and the contract on assignment or the use of techniques, inventions or protected rights. The license is the term used for a variety of economic legal relations, the experience and knowledge that the licensor has.

Keywords: contract, license, law.

INTRODUCTION

License Agreement falls within the obligatory contracts called double-bonding and freight contracts, commutative contracts, contracts with lasting benefits distributed, contracts are concluded intuitu personae, formal contracts. The written form of these contracts is a very important characteristic; further, Foreign Trade Law introduced a special form, the so-called solemn form of this contract, which consists in the registration of the contract with the competent administrative authority. Basic economic and legal significance of such a contract is that it provides the possibility of another person is really someone else’s use of the intangible asset. Economic importance of the license agreement reflected in the possibility: that the owner of the rights that the subject of the license agreement, may derive material benefit from his rights, allowing the use of the right to pay a license fee to the owner of the rights, as a licensee, transfers to the licensee the right, exploiting the subject of the license agreement, and to the limits and in the manner prescribed in the contract, the owner rights remains the subject of protection, although the law itself benefit the other person that the licensee can really exploit the intangible good of others for commercial purposes with payment license fees to license the licensee exploiting good develops and improves its manufacturing resources to the licensee based on the assignment of property may enhance their own research process. The decision to purchase a license derives from the overall business policy and strategy for domestic companies and is based on the comprehensive considera-
tion of many issues related to the job. When taking a license, buyer must assess current life stage of technology. A comparative analysis should establish advantages of this technology compared to other technical - technological solutions. And it is precisely this area that has the largest hazard - whether the buyer chose the most adequate technology that will allow him competitiveness in the market. Buyer must pay a fee for the license he uses. The fee is calculated in several ways:

- as a fixed amount
- based on realized production,
- as combination of the two payments.

Just buying a license without a long-term consideration of all factors arising from it usually does not give the expected results. Therefore, it is useful to first provide a market for the product that will be produced by the acquired technology.

1. MONOPOLY PRACTICE IN LICENCE AGREEMENTS

The wider meaning of licensing means the transfer of elements of technology and product negotiation and contracting. This sense refers to the right to use the contracted protected and unprotected elements of technology / product within a certain time period for a specific technology. By licensing, both the licensor and the recipient increase the value of the company by increasing capital, the technological level of knowledge, reputation and stature. In addition, licensing provides the creation of new business relationships and opportunities [Stakic B., M. Unković, 2011 386]. The advantage of the license includes:

- winning new markets in which the company is not active,
- examine the possibility of setting up a new branch,
- investigating the possibility of a higher degree of cooperation,
- the establishment of a new market with less investment using domestic sales network of the company,
- reducing the risk of failure in the placement of a new product in a new market for export of other products,
- obtaining the funds needed to complete the financing of research or investment started,
- possibility to obtain another product / technology in return [R. Djurovic, Stakic B., 1991: 281].

2. TYPES OF LICENSE

There are several types of licensing: license of patent, industrial design, trademark, copyright, contracts on know-how, franchising. From the perspective of the recipient there are three types of licensing. License type depends on:

- quality of essential products: patents license contract on know-how;
- formal quality of the product, license of industrial design;
- marketable quality of the products; trademark license.

Negotiating and drafting license agreements is a complex, highly professional task that requires expertise. First of all it is necessary to obtain the latest information on licensing on
the Internet, or to contact the relevant organization. It is also advisable to use the technical, commercial and legal advisors to determine, prior to concluding an agreement of confidentiality all aspects of licensing, professional and for the mutual benefit of the parties. The owner of intellectual property rights on the basis of the license agreement, as the licensor gives approval for the exploitation of their rights, a person who receives a permit is required to pay a fee. The main obligation of the licensee is to grant a license to the right that he owns. A relevant provision of the contract must determine the nature of the license: exclusive, non-exclusive license or a solo license. In any case, the right remains the property of the licensor [Marković M., 2007: 12].

3. LICENCE AGREEMENT

In international economic cooperation the need to develop technological improvements and knowledge was largely initiated by the participation and contribution of science in all aspects of the production factors underlying the economic prosperity of a system. The creation of new and improvement of previous knowledge and accomplishments achieved multiple results in terms of global competition. In order to reach more complete results, competitive and achieve success in the market led to a need for international economic relations enrich another specific type of cooperation related specifically to technological developments and their exchange. This is confirmed by the license agreement or the law of the economic exploitation of shared industrial property rights [Law on Obligations, čl.686]. Such a license is a form of cooperation between business entities, based on the assignment and transfer of industrial property rights in order to encourage the modernization and success in production and business. License to transmit knowledge, the internationalization of modern production methods and operations and solve numerous technical and technological problems which are burdened by economic entities. Cooperation which provides such a relationship is based on a specific type of contract that bears the name of the License Agreement. This is such a legal transaction in which one contractual party, or a person who is a licensor assigns the right of economic exploitation of industrial property rights, know-how, equipment and additional content related to the ease of implementation of such a form of economic exploitation, while the licensee to pay for a fee. This agreement represents a contract of commercial law which, as in other agreements establishing a specific relationship and she has a certain content. Licensor shall be burdened by guarantee of safety of contracts and by guarantee of the existence of law on his side to give up the rights of economic exploitation to the licensee achieved success and business improvement for which it was entered in one of these kinds of relationships. Licensee uses the licensed agreed on a way to protect the provider from all forms of an unauthorized use of its industrial property rights. Payment of compensation to assign, technology, assign, charge for technical support and services is achieved and the determination of prices by the licensee to pay his Zuzana provider [Nikčević I., 2010: 220]. Through the transfer costs and the assignment of the right of economic exploitation of the licensor becomes motivated to accede to the conclusion of such contracts to the user to provide certain benefits and success in business. It is the licensor that affirms the right to economic exploitation of technology, technological know-how and other industrial property rights used in most spheres of production, where the licensee uses the technological know-how in the production of products created and as an attractive
brands on the market. Licensee produce and markets of his brands on the market, with the permission of the licensor; he is obliged to continuously and without exception to maintain unalterable and agreed standards of product quality provided to all products manufactured through one the same treatment had the same quality and maintaining the reputation of having on the market. Further, the obligation of the licensee to put the label on the products of licensing is strictly enforced. According to the criterion of how to use existing sales and manufacturing license, i.e. license that transfers technological and business know-how in the field of sales and in the sphere of production. On the basis of the legal criteria there can be statutory and contractual license. Statutory license is somewhat less common in commercial law relationships and can appear in two forms, which are: mandatory and official license [Nikčević I., 2010: 221]. A compulsory license is referred to in cases where the patent owner does not exploit or assign the right to use the patent within legal limits and thus prevents its use and the purpose for which it was created, while on the official talk of licenses in those situations where the right to use certain patent is entrusted to other participants of commercial legal relations too, not only to its holder, and all this for general needs and interests.

The contracting parties to the license agreement may – through a special clause on sublicense – provide for a contract that stipulates various of sub-licenses; this way, the licensee is authorized to reside in agreement with the licensor conclude a contract with third parties, which still gives the law privrdnenog exploitation of industrial property rights. License agreement can be presented in different ways depending on the conditions that are on this issue provided by the contract. The contract may be terminated by cancellation, but must respect the notice period and the circumstances must not be such as to constitute a major disadvantage for the contracting parties. Termination of existence of the licensor - regardless of whether it is a legal or natural person - also does not lead to termination of the contract, but the contracting parties can regulated this contractual clause otherwise [Nikčević I., 2010: 222]. In our law, the Law on Obligations provides that a license agreement must be concluded in writing and Foreign Trade Law stipulates that the acquisition and transfer of industrial property rights and know-how and experience between the companies and other legal entities with foreign persons must be carried out on the basis of contract concluded in writing. It is believed that for these types of contracts, in addition to the written form, a special so-called solemn form is required, which consists of the registration of the contract with the competent authority of the federal administration [M. Vasiljević 1991: 535].

4. TERMINATION OF CONTRACT

License agreement concluded for a definite period shall cease by mere lapse of time for which it was concluded, and it is not necessary to cancel it [Law on Obligations, čl.708.] If - after the period for which the license agreement was concluded - licensee extends his exploitation of the the subject of the license, and the licensor does not oppose, it is considered that a new agreement is concluded the license of indefinite duration, under the same conditions as the previous one. However, with the license agreement the duration of which is not specified, it stops by dismissal of either party, provided there is a certain notice period. If the notice period is not determined by the contract, it shall be six months, provided that the licensor may terminate the contract during the first year of its validity. In case of death of the licencor, the license continues with his heirs, unless otherwise agreed. In case of death
of the licensee, the license continues with his heirs who continue his activities. In the event of bankruptcy or liquidation of the licensee, the licensor may terminate the contract [Law on Obligations, čl.711].

5. CONCLUSION

Sellers of technologies have great use of licenses. Through licenses they sell their technology where export of goods is not possible or is not economically justified. Customers of technologies also benefit from licenses, and through licenses they come into possession of new techniques and technologies. This enables further technical and economic development, increases employment and labor productivity, reduces production costs, allows for faster catching up with or faster following of the world trends of industrialization and specialization.

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Abstract: Negative consequences of traffic are suffered by the whole of society. Some of these consequences are rehabilitated by insurance funds, a significant portion is related to damage to vehicles. In the process of compensation for damage to vehicles it is important to do quality-determining of the extent and amount of damage so that compensation is fair, and the injured suffer less impact. Liability is usually equated with guilt, even though this is not true, at least in legal terms, because if we take these two words as synonyms, we can talk about different types of liability. This paper entertains the responsibility in case of accidents in traffic through legislation.

Keywords: Liability, motor vehicle accidents, insurance

INTRODUCTION

The use of motor vehicles has long ceased to be a luxury. Modern conditions of life imposed almost inevitable use of motor vehicles. This is influenced by the fact that vehicles have a number of advantages compared to other modes of transport. On the other hand, high-power at the disposal of motor vehicles increases the risk of damage. For this reason, motor insurance is necessary. Motor insurance today is the most represented branch of insurance in our country. The reason for this statement is certainly mandatory insurance. Motor vehicle insurance is of special importance in the development plans, which is closely linked to the development of the automotive industry. The automotive industry is one of the leading industries in the field of scientific, technological, technical and organizational research. It has a significant impact on the economic development of certain countries, employs millions of people, and there are hundreds of millions of motor vehicles around the world.
1. INSURANCE

Insurance is a complex economic-technical and legal system, and it is the subject of interest of various scientific disciplines. The essence of insurance should be sought in a technically organized company, which calculates an adequate premium for the risks assumed and managed. In essence, the insurance association represents all those who are exposed to the same dangers, with the aim to jointly submit the damage that will befall some of them [Lisov M., N. Zharkov, 2010: 2]. Man creates material goods that are often very vulnerable to sudden adverse effects of nature or human mistakes. Pre-assessing the possibility of an unwanted event, the insurance company reduces or erases the negative impact of the damage suffered by the individual or society. For the reconstruction of the destroyed goods funds are needed. Therefore, they must be assigned in advance, for the reconstruction of what can be destroyed in accidents or disasters timeline. In economic terms, this means that each produced well-defined insurance premium provides economic reparations in case of damage or destruction.

2. AUTOMOBILE LIABILITY INSURANCE

The car has long since ceased to be a means of transportation that only wealthy people have. As motor vehicles develop all around the world, the number of occurring traffic accidents is increasing, and they take many human lives. Damage cannot be removed solely by the funds of culprits for the accident because the indemnity payments to a third party threaten the existence of the driver or owner of the car that caused the fortunes [Manual for practice in the insurance and re-insurance, 403]. In car accidents about 50,000 people are killed annually, about 150,000 remain disabled, and about 1,600,000 get hurt and need to undergo hospital treatment. In 2005 the European Union in road accidents 41,600 were killed. Projections claim that in 2010 this number will amount to 25,000 people [Deiter Pscheidl, Terzić N., 2007: 277].

Motor insurance has a very wide application because it establishes a balance disturbed by damage. In this insurance legal relations are established between the three entities: the insurer, the insured and the third injured party [Sokal V., 1976: 152]. All modern states introduced the compulsory motor vehicle liability insurance to protect persons who were injured in traffic accidents. Victims of traffic accidents find it easier when they know that damage will be shouldered by organizations that are financially stable and well off. Automobile liability is mandatory (statutory) contractual insurance. Legal provisions on compulsory insurance generally have imperative character [Šulejić P., 2006: 287]. Regardless of the fact that this insurance is mandatory, it is also contracting by nature because legal issues do not arise automatically as the conclusion of insurance contracts. Compulsory insurance is also in the interests of injured parties and in the interests of the person who caused damage and for this reason it is considered that the compulsory insurance is the best means of protection that is acceptable to all members of society [Curkovic M., 1989: 15]. The effect of automobile liability insurance is associated with the vehicle, not the owner or the person who manages it, unlike the hull-insurance where insurance is linked to the owner and not
the vehicle. Insurance comes into force from the moment when the vehicle begins to be used. It is the responsibility of the insured to conclude the insurance contract before the vehicle involved in the traffic. It covers damage caused on the domestic territory because the compulsory insurance is introduced as compensation for damages in the domestic country. If the vehicle is operating in foreign countries, insurers will provide coverage if the damage occurred in the territory of a country with which our country has signed an agreement on the green card or other countries on the basis of specific provisions on the extension of the territorial coverage.

Also, foreign vehicles entering our country must provide proof of insurance valid on the territory of our country. If persons do not have valid documents or proof of the existence of insurance coverage, they are obliged to conclude border motor insurance with local insurance organization. It is highly important to note that the insurance covers also the damages resulting from the use of motor vehicles (cause-and-effect relationship can exist not only in the collision or impact to pedestrians, but also with the dazzling headlights, in case of fire, explosion, falling objects from the vehicle, etc.). On the basis of motor insurance, the right to compensation belongs to the owner or driver of the vehicle that caused the damage [Marovic B., 1996: 211]. When the means of transport is managed by a driver who is not the owner of the means of transport, the owner of the means of transport shall enable the driver during use of means of transport to have an insurance policy or other evidence of the concluded insurance contract. Automobile liability insurance only covers damage caused to third parties, which means that the third injured party is entitled to compensation, regardless of who managed the motor vehicle, whether it be the owner of the vehicle or another person [Law on Compulsory Insurance, 2009 Article 21.].

3. LIABILITY IN CASE OF ACCIDENTS CAUSED BY A MOTOR VEHICLE

Increased risk of causing damage during the use of motor vehicles in traffic made the legislators decide on specific standardized rules on compensation of damage in this area. Motor vehicles by their legal nature are characterized as dangerous goods. 2009 Law on Road Traffic Safety in its basic principles defines vehicles. According to this Law a vehicle is a means of transport that moves with the power of its own engine, and is by its construction, devices, components and equipment designed and trained for transport of persons, i.e. things to perform work or towing the trailer, with the exception of rail vehicles [Law on Traffic Safety]. Motor vehicles fall into dangerous things, and under them we considered movable and immovable assets that by their location and property pose an increased risk to the environment [Radisic I. 2004: 244]. If there is mutual fault each owner is responsible for the overall damages in proportion to the degree of guilt. If there is no guilt on the occurrence of the accident, the holders are equally responsible. This is true unless - for the reasons of fairness – something else is required. To the third injured party holders of clashed vehicles correspond independently of guilt and severally [Radisic I. 2004: 253]. The victim is granted the right to demand full compensation from any holder. The vehicle user is obliged to conclude a contract of insurance against liability for damage. This agreement is a condition for the registration of motor vehicles. This is a standard contract where one pays a certain amount and issue the insurance policy that identifies the owner of the vehicle. The failure to provide vehicle damage caused borne by the owner of the vehicle [Radisic I. 2004: 263]. The third
injured person requires the expense of the insurer who owes compensation for damages instead of the insured person.

4. TYPES OF INSURANCE OF MOTOR VEHICLES

Motor insurance covers all types of motor vehicles and land vehicles. It is divided into voluntary risk insurance of motor vehicles (basically covers damage caused by the destruction, damage and theft of the vehicle) and liability insurance of motor vehicles (covered by damages for bodily injury or death caused by a third party, or damage caused to his property). In many countries this insurance includes insurance of passengers in a car accident. This branch of insurance is rapidly evolving with the development of motorization, especially in the last few decades. Today, in many countries it is one of the most important types of insurance [Marović B, Žarković N., 2002]. Motor insurance is divided into four groups [www.osiguranje.online.rs]:

1. Auto insurance
2. Collision Damage Waiver (full and partial)
3. Green card
4. Road Assistance.

Insurance of Motor Vehicle liability for damages arising from the use of motor vehicles to third parties, is today the most common form of compulsory insurance and unlike fully comprehensive insurance it is conditioned by the law [Pekija D., 2011]. “The owner of the vehicle has to conclude a contract of insurance against liability for damage caused by the use of motor vehicles cause to third parties due to death, bodily injury, damage to health, destruction or damage of things, except for the damage to property he received on the transport of [Law on Compulsory traffic insurance, Article 18].”

The owner of the motor vehicle or the person involved in a road accident is obliged to inform the insurance company of the accident within 15 days from the day of the incident. The insurance company shall, within 14 days of receipt of the claim determine the extent of the claim so that they can provide the applicant with a reasoned offer of compensation and pay damages. If the filed claim for damages is not complete, the insurance company is required to - within eight days of receipt of a written request - address the applicant and ask for the completion of documentation. If within 14 days of receipt of the claim it is not possible to determine the basis and the amount of that request, the insurance company is obliged to (within 45 days of receipt of the request for the damage to property and within 90 days of receipt this request for damages to persons) deliver to the applicant a reasoned offer of compensation, and in the further period of 14 days to pay damages. The insured person loses the rights of insurance in the following cases [Law on Compulsory Insurance in Traffic, Art.29]:

1. if the driver did not use a motor vehicle in accordance with its intended purpose;
2. if the driver did not have a driver’s license to drive a motor vehicle of a certain category, unless the vehicle is operated by a person who is a candidate for the driver during the training to operate the vehicle, with respect to regulations under which this training is regulated;
3. if the driver's license revoked or he was banned from traffic or he received the prohibition to operate a motor vehicle or he is under protective measure prohibiting the use of foreign driving license in the territory of the Republic of Serbia.

4. If the driver operated a motor vehicle under the influence of alcohol above the permitted limit, narcotics, or prohibited drugs or other psychoactive substances;

5. If the driver intentionally caused the damage;

6. If the damage is due to the fact that the motor vehicle was technically defective and this is a circumstance driver was aware of;

7. If the driver after a car accident left the scene, but did not give their personal information and insurance information.

In case of accident, participants are required to complete, sign and mutually exchange the European report on the accident. The form of the European report on the accident is free and is provided by the insurance company with whom you provide the vehicle [http://latablice.com/]. Duly filled-European report on the accident both the injured party and the insured can use as a claim for damages on the basis of automobile insurance. The insurance company is obligated to give the insured a policy of automobile insurance together with the European report on the accident. During operation of the motor vehicle in traffic, the driver is required to have a European report on the accident and to present it at the request of an authorized official.

CONCLUSION

Compulsory motor insurance is one of the most important insurance, primarily because it protects the injured party. Today it is not enough to have coverage only in the country in which the vehicle is registered, and the reason for this is the large movement of motor vehicles from country to country. States have made efforts to facilitate each other by creating a system where compulsory motor insurance applies when crossing the border of the home country. The main objective of the international automobile liability insurance is to guarantee drivers with foreign registration plates cover for the damage in the same way that cover is provided for drivers of that country.

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TIME MANAGEMENT IN THE MANAGING INNOVATIVE DEVELOPMENT OF ENTERPRISE

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Abstract: In article is researched establishment of time management system. It is shown uniqueness of the given factor in the organization of production processes. There are formed author’s approach to the definition of “time management” and use of the time factor in the functioning of innovation processes.

Keywords: time management, time, investment, management, organization, resources, project.

Introduction. Global crisis retract their turnovers in Ukraine, therefore it is necessary to consider the prospects of innovative development of enterprises and look for alternative ways and modern models of enterprises management.

These models should be based on innovative basis of production growth, more efficient use of intellectual resources, and the timely exploration of research results in order to use progressive techniques and technologies. System improvement of enterprise organization, namely the use of methods of time management, can reduce excess expenditures of labor and improve labor productivity.

Brief Literature Review. Classics of time management theory are considered F.Taylor, K.Makhem, M.Meskon. Nowadays this problem is studied by scientists and publicists from different countries and already proposed many methods of time management. Among contemporary authors of former Soviet Union are O.Gorbachev, E.Merzlyakov, V.Rastymeshyn, G.Arkhangelsk, O.Hastev and others. The most widespread are the works and approaches of foreign experts L.Zayverta, J.Knoblauha, K.Bischof, P.Doylya, S.Covey, B.Tracey, B.Santo, J.Cowley and others.

The purpose of this article is substantiation of new way of organization management based on using effective methods of time management.
Results. «Time management» is somewhat abstract category. Time management does not exist in nature. Human can only manage that things on what can direct its influence, such as the distribution of own funds, etc. Understanding of the time nature and building of life should be with understanding of two basic characteristics of time - limited and fluidity. «Time is money» - not entirely accurate statement. Time has wider application than money. Time is all that is given to us in this life. Time and life are synonyms. Time can be invested. The rest can be invested only taking into account time. Human needed and needs universal currency for the evaluation of the way that he chooses every second. Historically, it is money, but time is a measure more natural and universal. That’s why more natural to build business on time resources, not on the money [1]. Therefore, there is a need for extensive use of time management system.

On the introduction of the term «time management» pretend company Time Management International. Its founder, Dane K.Meller, in 70s invented TimeManager - difficult arranged notebook-diary that can be considered the ancestor of modern organizer [2].

For S.Pryntom, time management is technologies of time management in real situations of everyday life, it is a lot of examples, techniques and practical recommendations that make the proposed concept of time management visible and that are easily memorized [3, c.145].

Time management, according to B.Treysi, is the art of managing not only of its own time but also of life in general. He compares it with the sun, and all components of human life - family, relationships with others, revenues, earnings, health, self-improvement is the planets that moving around it [4, c.79].

According to Vladimir Usov, time management is a redistribution management of work volume, required resources in a given time and space [5, c.59].

Therefore, in our opinion, time management is a set of methods of optimal organization of strategic management, planning, project implementation, ongoing tasks and calendar events.

Thanks to its properties, time characterizes not only a quantitative, but also qualitative changes in the condition of different types of matter. Just time makes it possible to measure any form of movement and disparate processes, to determine changes in the internal state of the object, penetrate in the essence of economic processes, understand the patterns of its development [6, p.26].

Time for businesses is as important resource as money. Time is one of three options, along with the cost and quality that determine the position of enterprise on the market. However, often there are such situations that on urgent and important tasks of enterprise as the whole, so ordinary employees, do not have time generating significant demand on the use of time management.

It should be noted that the innovative process is the result of well-organized strategic planning and market-oriented management need to be based on the results of long-term and medium-term forecasting of scientific-technological and innovation development [7, p.8].

It does not require evidence the fact that every organization is a fairly complex technically and economically structure. And from the choice of its strategy, from the particular method of interaction and communication links in its components, from management of working time depend the success of the enterprise [11; 10].
On the basis of implementing the strategy, there are forming business values, foreign culture and the image of the company. It is the basis for the introduction of time management system and the ability to create an internal culture. System of time management is located between two cultures - external and internal.

The time factor alongside with price and quality of products determines the success of the enterprise functioning on the modern market (table. 1), because the main objective is the effective use of time.

Table 1 The impact of the time factor on the competitiveness of enterprises [12, c. 16]

<table>
<thead>
<tr>
<th>Time factor</th>
<th>The impact on the competitiveness of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimizing costs</td>
<td>Minimization of the cost of warehousing and storage through a coordinated, efficient operation of enterprise.</td>
</tr>
<tr>
<td>Reducing the final price of the product</td>
<td>Analysis of the main and subsidiary activities helps to establish in which is the largest growth of value, and where there is potential to reduce it by changing the placement of activities.</td>
</tr>
<tr>
<td>Fast adaptation to market changes</td>
<td>The implementation of fast response system that allows reducing time of performing operations and delivery period.</td>
</tr>
<tr>
<td>The elimination of time operations</td>
<td>Reduction of the production cycle by decreasing time of receipt of material flow at all levels of the supply chain.</td>
</tr>
</tbody>
</table>

V.Savchuk [13, p. 124] states that in times of crisis the decisive factor of preserving effectiveness of the company is the speed and confirms it of possibility use of the theory of relativity and the formula for determining the energy of the physical object:

\[ E = m \times c^2 \]

where \( E \) – effectiveness of organization;
\( m \) – mass or volume of used resources;
\( c \) – speed at which the resource is used.

Expressed in square, speed rate indicates a more significant influence on the result compared to the amount of used resource.

Time management system should be implemented from the perspective of complex relationship between internal factors of enterprise functioning such as goals, objectives, structure, technology, and people.

An important step in creating an effective system of time management is defining the objective of both the short and long term period. Management, based on the prevailing objective, is not associated with additional effort, since it is based on the planning process with the definition of deadlines of planned actions or events. The goal is not only determine that actions that should be undertaken, but also stimulates their performance. It is necessary to turn the goal into the action plan, including determining the most priority areas. Successful ranking of tasks by importance has a significant effect on growth performance. For evaluation of innovative type of production often is used time criteria that are listed in
Table 2 Comparative characteristics of traditional and innovative types of production *

<table>
<thead>
<tr>
<th>Indicators (characteristics)</th>
<th>Type of production</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Traditional (extensive)</td>
</tr>
<tr>
<td>Duration of production cycle</td>
<td>Months (with a tendency to increase)</td>
</tr>
<tr>
<td>Time of readjustment production</td>
<td>Days</td>
</tr>
<tr>
<td>Terms of orders performance</td>
<td>Up to week</td>
</tr>
<tr>
<td>Supplies of materials and semifinished products</td>
<td>Volume of monthly demand</td>
</tr>
<tr>
<td>Reaction of production systems to changing market demand</td>
<td>Slow</td>
</tr>
</tbody>
</table>

* Compiled by authors

At innovative type of production all processes are performed quickly, efficiently, accurately the duration of the production cycle lasts for days with a tendency to decrease. Speaking of the traditional type of production, then there is observed longer duration for all processes in the company. Therefore, using of an innovative type of production is more effective than traditional.

Typically, time management is essential in the development of any project, it defines the end time of the project and its scope. It should be noted that for the innovative development, an important role plays the payback period of innovative projects, it describes the risk and liquidity of the project, because it shows how long the investment capital will be “in a position of risk.” Thus, all things being equal, the shorter the payback period is the more liquid project. A long payback period means that the investment will be linked for many years and so the project is relatively illiquid [8, c. 405]. Today we can say that time is one of the key driving factors influencing the innovative enterprises as innovation activity always associated with risk.

At the core of innovative development lies purposeful process of search, preparation and implementation of innovations that can improve production efficiency. An important role in this process plays innovation infrastructure. It provides both movement of information, knowledge, technology, market flows and interactions between different institutional structures.

On the importance of innovation infrastructure indicate studies of American scientist F. Lin, who found that the average period of innovation exploration was: from 1885 to 1919 - 37 years, from 1920 - 1944 years - 24 years, from 1945 - 1964 years - 14 years; quantum phys-
ics, nuclear power, electronics - 3-5 years, mobile phone - 1 year. Innovative infrastructure began to emerge from the early 50s of the twentieth century, was developed in the mid-90s of the twentieth century, which also confirms the significant role of innovation infrastructure accompanied by all stages of the innovation process to preserve its continuity and reduce the terms of innovation exploration.

In the process of innovation management, time management is an integral part of activity of any successful company. It plays an important role in the functioning of the company, because the sooner and more quickly the company will enter the market and mastered it, the more revenue it will receive. The time factor directly affects the economic performance of the implemented innovations (Fig. 1). Therefore, one of effective criteria of innovative technologies should serve the duration of preparation stage of innovations to entering the market, a new product or service.

![Figure 1. The increase profits through advancing output of innovations to market](Image)

If a company in the XXI century does not deal with time management, it means that other competitors will win the competition at the same level of price and quality, but being engaged in time management. We cannot miss any opportunity to become in something more effective and better than others. To keep pace and achieve timely results to be ahead of competitors, you must be able to control time.
Table 3 Examples of the influence of the time factor on enterprises *

<table>
<thead>
<tr>
<th>Objects</th>
<th>Characteristics of the influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese model - the fourth generation of the innovation process by Roy Rosvellom</td>
<td>Model of advanced experience is based on a parallel activities aimed at simultaneous work on a project of several groups of experts.</td>
</tr>
<tr>
<td>Use of time norms</td>
<td>improving labour productivity and its financial incentives; planning basis at all levels of organization production and labor; reducing downtime in production.</td>
</tr>
<tr>
<td>The organization of the production process</td>
<td>Using consistently parallel and parallel type of movement objects of labor, which can perform faster workflow.</td>
</tr>
<tr>
<td>Management organization</td>
<td>planning work; use organizer; delegation of authority; the ability to prioritize.</td>
</tr>
<tr>
<td>Net planning and management</td>
<td>Parallel performance, which significantly reduces the yield.</td>
</tr>
<tr>
<td>Virtual enterprises</td>
<td>rapid response to market requirements; execution speed of orders.</td>
</tr>
</tbody>
</table>

* Compiled by authors

On innovative enterprises in China the entire innovation process shares in many small steps. Above each stage can handle few dozen employees in teams. If necessary, people can migrate from team to team. Often the work on stage can go along or include representatives of various departments. The workers help each other, believing that the main thing - it is timely made project. They use informal relationships that help more quickly resolve the problem [9].

In Japan exists method of “Kaizen”, which based on the principle of “one minute”. The principle of this method is that a person involved in a particular case exactly for one minute, but day by day and in the same time. One minute of time - is quite small, so easily doable for any person. Lin did not get up on your way. The same actions that you would not perform for half an hour, coming up with excuses or justification, you can easily do by one minute [10, с. 216].

The author of this management concept is Masaaki Imai. He believes that “Kaizen” is the philosophy that can be applied equally well in business and in personal life. In the Japanese, word “Kaizen” means “continuous improvement.” Based on this strategy, in the process of improvement can be involved all from managers to workers, and its implementation requires relatively small investments. Kaizen philosophy assumes that the company should focus on permanent improvement. Therefore application of stated strategy is quite appropriate for innovative enterprises.
In western practice a flexible work schedule that allows employees to organize your life so that they could devote themselves to the company. Flexible schedule, experts say, is a mutually beneficial practice for both workers and for employers. Important to note that efficiency is generally not reduced, but increased. No wonder that half the firms in Europe are working by such schedule. With the reduction of working hours of the employee, emerging socio-psychological climate that allows more focus on the performance of their duties and not be distracted by other things.

The use of grid scheduling of market innovations (Fig. 2) can calculate its basic parameters on the basis of graphic construction and evaluation of the results of the project in time (GERT). The feature of this graph is the limited capacity of the customer (individual or company) of the control sequence phase of the market, but this does not prevent the exercise of market processes monitoring, detection and use of existing potential improvement of business results of the customer.

Figure 2 clearly traced parallel performance that significantly reduces the yield which confirms the importance of time and resources for its effective use.

![Grid schedule of market innovation](image)

**Figure.** 2. Grid schedule of market innovation

Time Management is an event or training process of conscious control over the amount of time spent on specific activities which specifically increased efficiency and productivity. Time management can help, along with the skills, tools, and methods used in the implementation of specific objectives, projects and tasks. This set includes a wide range of activities, including: planning, distribution, setting goals, delegation, analysis of spent time, monitoring, organizing, making lists and prioritization. The control system over time is combination of processes, tools, techniques and methods.

Examples of effective use of time are virtual enterprises. They are completely focused on the customer as its main characteristics - speed of order fulfillment and completeness of customer satisfaction. As customers and performers are united in an open network, the boundaries between the interacting companies are vague and transparent. This structure is created by the information integration of resources partners. Thus, there is integration of cultures, traditions, resources, experience and knowledge of partner companies. There is
an artificial community, formed electronically, which often goes the life cycle of individual enterprise.

The purpose of the virtual enterprise is the rapid response to market demands and maximization of the degree of utilization of company’s resources, not receiving the profit by maximizing customer satisfaction with the goods (services) in the traditional enterprise. Virtual enterprise increases the speed and quality of order execution by combining the resources of various partners in a single system. If traditional company for the development and launch of new product on the market requires attracting significant resources, virtual enterprise thankfully to informational and communicational ideology can much more quickly find new partners with relevant market needs resources, knowledge and abilities.

We can select the basic steps for time management on the enterprise [14, p. 13]:
1) clear statement of the objects;
2) planning for achieving them;
3) identification of perpetrators;
4) prioritization of tasks;
5) focus on performance of key tasks;
6) hard work on the implementation of tasks;
7) monitoring the achievement of goals.

Since the main factor on the enterprise is human capital, thus implementation of time management system necessary with considering personal time management:
- planning time should be regular, systematic and consistent;
- using flexible planning methods without rigid parameters of time, focus and respond to changing situations;
- no restriction in the rigid framework of the plan;
- fixing the results in writing;
- delegation of authority;
- performance only really important things (Pareto principle);
- limiting external distractions.

Examining time management in today’s conditions, we can conclude that time management has undergone significant changes in forms and signs. Time management acquired the status of effective management of the enterprise as a whole and the individual in particular [15, с. 267].

**Conclusion.** Time management allows: quickly achieve its goals; have time to do all the important things; minimize “jobs involving all hands” at work; avoid “gaps” in the projects, tasks, etc; work only 40 hours for a week; pay more attention to your family; be highly organized and punctual person.

Importantly, along with other management tools, time management can work in difficult conditions of limited time without loss of quality of accepted decisions, can improve productivity and reduce time spent. Therefore, on the innovative enterprises this is a key element of success. Time management is one of the most profitable investments.
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INSTRUMENTS OF MONTENEGRO IN THE FIGHT AGAINST ORGANIZED CRIME

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Abstract: The instruments for combating organized crime in Montenegro, in the broadest sense, consist of all institutions and bodies which manage, plan, organize, coordinate and implement measures and activities in the security system of Montenegro. As the basic elements in this respect we can identify the following bodies: bodies of political (civil) coordination and control (Parliament, President of the Republic, the Government, the Council for Defense and Security, the security forces (army and police), emergency situations forces, the Agency for National Security prosecution and the courts of law. On the other hand, as instruments for preventing and combating organized crime in the narrow sense the following are defined: the Parliament Committee for Security and Defense, the Government, the police, the national Security Agency, the prosecution and the courts of law.

Keywords: Montenegro, police, the National Security Agency, the prosecution and the courts for combating organized crime, preventing and combating

INTRODUCTION

The connection between organized crime and money laundering, terrorism and other particularly serious crimes is one of the most socially dangerous phenomena, both at national and international levels. In the context of the commitment of Montenegro to take all necessary actions to fulfill the conditions for the planned integration into European and other international security structures, the means and forces that can effectively resist such have become the key issue.

For combating organized crime and high corruption, terrorism and other serious work of political crime, the Supreme Public Prosecutor’s Department has formed a body to fight organized crime and it is managed by the Special Prosecutor. Accordingly, preventing and combating organized crime in Montenegro is primarily dealt with by the Police Directorate, Agency for National Security, the State Prosecutor’s Office and the courts. Thus, in the context of the Criminal Investigation Police a Department was formed to combat organized crime and corruption. For combating organized crime and high corruption, terrorism and
other serious work of political crime, the Supreme Public Prosecutor’s formed a Department to fight organized crime and it is managed by the Special Prosecutor.

In such a concept, the instruments for the fight against organized crime and national security system as a whole re managed by the political entities (civil) of coordination and control, first and foremost by: the Parliament Committee for Security and Defense, and the Government of Montenegro. A particularly interesting body is the Council for Civilian Control of Police, as an independent body that evaluates the use of police powers to protect human rights and freedoms.

**THE PARLIAMENT AND THE GOVERNMENT OF MONTENEGRO**

*The Parliament of Montenegro*, among other things does the following: enacts laws; brings national security strategy, and supervises the Army and Security Services, provides legal conditions for the functioning of the security sector, etc. In this regard it should be noted that the jurisdiction, powers and actions of all institutions and agencies of the Republic of Montenegro involved in the fight against organized crime are regulated by several laws, among which are: the Police Act (Official Gazette of Montenegro”, no. 28 / 05 and “Official Gazette of Montenegro”, no. 88/09); The Law on the National Security Agency (“Official Gazette of Montenegro”, no. 28/05 and 86/09), etc. At the end of 2010 the Parliament passed the Law on Parliamentary Oversight of Security and Defense (“Official Gazette of Montenegro”, no. 80/10), in which the area is legally regulated for the first time, and the competent body - the Committee on Security and Defense – was given the powers to carry out consultative hearings, control hearings and parliamentary investigations.

A particularly interesting body is the *Council for Civilian Control of Police*, since President of the Assembly of Montenegro initiates the procedure for appointing members of the Council by making a call to the authorized nominators, and the Assembly notes the completion of the process of appointing the members of this body. It is the body that assesses the use of police powers to protect human rights and freedoms and can be approached both by the citizens and police officers. Council for Civil Control of Police is composed of five members appointed by the Bar Association of Montenegro, the Medical Association of Montenegro, Association of Lawyers of Montenegro, University of Montenegro and NGOs dealing with human rights. The President of the Council is elected by a majority vote of all members and the mandate of the Council members is five years.

The police shall, at the request of the Council, provide the necessary information and notifications. Council for Civil Control of Police provides reviews and recommendations to be submitted to the Director of Police, who is obliged to inform the Council about the measures taken.

*The Government of Montenegro*, among other things, conducts the national security policy: by nominating National Security strategy, as well as the laws in this area; monitoring the state of national security; providing material and financial resources for the needs of the national security system and the required level of operational and combat capabilities of the security forces; by concluding and enforcing international treaties and agreements in the field of national security and compatibility of national legislation with international documents. It should be noted that the Government of the Republic of Montenegro in mid-2005 adopted a program of fight against corruption and organized crime, and then the Action
Plan for the implementation of the said Program. These documents set out the concrete measures and activities of line ministries, state bodies and institutions responsible for preventing and combating corruption and organized crime. Also, the objectives and terms, i.e. dynamics of obligation discharge were defined, as well as indicators for measuring success and possible risk factors.

**POLICE DIRECTORATE**

National Security Strategy document establishes that the police provides general, personal and property safety and protection of citizens. The police is the relevant body regarding internal security and performs tasks related to the prevention of and fight against organized and other forms of crime, protection of human rights, monitoring and control of the state border, securing public order and peace, safety of citizens and traffic safety and helps to civil authorities during natural or artificially-made disasters. Further, the police is the relevant body in the fight against terrorism, proliferation of weapons of mass destruction, corruption and the production and trafficking of narcotic drugs.

Police operations in Montenegro are performed in the organizational units of the Police, established by the Police Act and the Regulation on the organization and functioning of public administration, which the Government of Montenegro adopted 19. 10. 2005. According to this Act, the Police was established as an independent organ of the state administration. At the headquarters of the Police there have been established the following organizational units: Office of the Director, Division Criminal Police, the Border Police, the General Affairs Division, Department for Security of persons and buildings, the Department of Human Resources, Legal Affairs, Telecommunication and Information Systems, Operational Communication Centre, Department of internal control and enforcement powers, Special Anti-Terrorist unit, Special police unit, Department for international police Cooperation and European integration and the Department of Planning, development and Analysis. Within the Criminal Police Department a special department was formed for combating organized crime and corruption, as well as the Witness Protection Unit.

Within competence of the Police of Montenegro, in accordance with the legal provisions, is the following: protection of the security of citizens and constitutionally established rights and freedoms; protection of property; prevention and detection of crimes and offenses; location and capture of perpetrators of criminal acts and violations and their consequent transfer to competent authorities; maintenance of public order and peace; securing public assemblies and other gatherings of citizens; provision of certain persons and facilities; monitoring and control of traffic safety; surveillance and border security and border control; control of movement and stay of foreigners; providing conditions for undisturbed work of courts, maintenance of order, protection of persons and property, as well as other tasks defined by law.

Supervision of the appropriateness and legality of the work of the Police is conducted by the Ministry of the Interior. The Ministry - for the needs of the Police – also conducts common, general, administrative, material and financial, normative-legal and personal affairs.

Control of the police work in Montenegro is provided by parliamentary, civil and internal control. Internal control of the police is performed by authorized officials. The internal affairs control means: control of legality of performing police duties and control the applica-
tion of authority by police officers; financial control; counterintelligence protection; other controls important for efficient and legal work of the police. The findings of the internal control are reported to the police head. The forms and manner of performing internal control are prescribed by the Ministry of the Interior.

International police cooperation is of great importance for Montenegro, given that it is estimated that 80% of its organized crime has an international aspect. The declaration of state independence in 2006 has had a major impact on international police cooperation Montenegro. In fact, a few months after the country’s independence, Montenegro became a member of Interpol, after which he entered the internationally numerous arrangements, and signed and ratified a number of international conventions and protocols in the fight against organized crime and terrorism (in addition to those inherited from the joint state with Serbia). It is especially important that Montenegro acceded to the Convention on Police Cooperation in Southeast Europe (Vienna Convention) governing police cooperation among the countries of the Western Balkans. Several countries have in Montenegro their police attachés or other delegates on issues of law enforcement, while Montenegro sent a police attaché into SECI Centre in Bucharest. [5]

THE NATIONAL SECURITY AGENCY

As part of an integrated security system, the National Security Agency in cooperation with state authorities, ministries and administrative bodies, in accordance with safety standards, and on the basis of the Constitution and the Law, performs tasks related to the protection of the constitutional order, security and territorial integrity of Monte Negro, constitutionally defined human rights and freedoms, as well as other activities of interest to national security. Functionally, the ANB is subordinate to the government and control of the legality of its work is performed by the Parliament.

National Security Agency is the legal successor of the State Security Ministry of the Interior of the Republic of Montenegro, and is an autonomous central-intelligence-security institution, which has no police powers, other than those prescribed by the Law [2]. Amendments to the Law on the National Security Agency from 2011 extended the powers of ANB in cases of reasonable suspicion of preparing assassination of public officials, and disclosure of data and documents containing state secrets (secret surveillance inside buildings after the approval of the President of the Supreme Court, the obligation operators of electronic communications and postal operators to officials ANB allow access to confidential information), as well as to officials of ANB who perform counterintelligence and security protection to the right to carry service weapons.

Responsibilities of the National Security Agency in the fight against organized crime stem from the legal competence of the Agency as such, which include the collection of data and information of direct relevance to national security, collecting information about potential threats, plans or intentions of organizations, groups and individuals aimed against the territorial integrity, security and constitutional order, and the collection of data and information on activities of organizations, groups and individuals aimed at the commission of internal and international terrorism and organized crime, etc.

In its work, ANB applies all modern intelligence methods and means in order to gather intelligence and to perform other duties and tasks within its jurisdiction, including the fight
against organized crime and corruption, as well as prevention and prevention of terrorism. In this regard, the Agency may request from the citizens, with their consent, to request notification, information and technical assistance on the nature of the conduct of national security. ANB is authorized for the use of secret intelligence methods and means, that secretly gather intelligence information and data relevant to national security, including cooperation with domestic and foreign nationals, (espionage methods), monitoring and surveillance, with the use of technical means for documenting and purchase of documents and objects (secret plans, reports, sketches and other documents and objects) [3].

As regards the application of agent operation method, ANB has the legal authority to, on the principles of voluntariness and confidentiality, in cooperation with local and foreign nationals collect intelligence information and data being has the right to issue its operational worker official document or label in order to conceal his real identity and the identity of the person with whom he established a secret cooperation. In addition to espionage methods ANB is authorized to implement measures and surveillance or monitoring, based on a decision of the Agency Director. Also, the Law on National Security Agency stipulates the conditions and procedure for making certain information and data ANB police and other competent authorities, which relate to the activities of their field.

The provisions of the same Act stipulate that ‘surveillance of mail and other means of communication, upon written proposal of the Director of the Agency for National Security, in each case must be approved by the President of the Supreme Court, if there are grounds for suspicion that threaten national security... secret activities, planning and execution of preparations for construction of internal and international terrorist attacks and other violent actions against state authorities and public officials in Montenegro and abroad.”

THE JUDICIAL AUTHORITIES SPECIALIZED IN THE FIGHT AGAINST ORGANIZED CRIME

Department for combating organized crime, corruption, terrorism and war crimes of the Supreme State Prosecutor of Montenegro is a specialized organ of prosecution headed by Special Prosecutor that act before higher courts in Podgorica and Bijelo Polje. The Department manages the pre-trial proceedings, directs the work of the Board the police and takes the necessary measures to detect crimes within its jurisdiction; requires the conduct of an investigation, raises and represents indictments and takes other legally prescribed actions and measures in order to seize and confiscate objects and assets acquired through criminal acts [7].

In terms of criminal prosecution, the Supreme State Prosecutor of Montenegro and the Police Directorate continuously make semiannual analysis of statistical data on the number of cases in the field of terrorism, subject to the implementation of training in the field of financial investigations. Together with the analysis of the harmonization of legislation with international standards and conventions, these are the essential indicators of effective implementation of criminal prosecution of perpetrators, accomplices or persons who are in any way related to terrorist activity [1].

Specialized department of the Higher Court in Podgorica and Bijelo Polje is competent to try cases of organized crime, corruption, terrorism and war crimes. Namely, in Montenegro there are no specialized courts or special court departments dealing only with cases of
organized crime have already been dealing in these cases the competent ordinary courts and acting in other cases. The only difference is in the composition compared to other offenses, because organized crime - at first instance – is tried by a panel composed of three professional judges, and in the second instance Chamber composed of five professional judges [4].

CONCLUSION

It is known that the instruments for combating organized crime in the broadest sense consist of all institutions and bodies which manage, plan, organize, coordinate and implement measures and activities in the security system of Montenegro. As instruments for combating organized crime in the narrow sense the following are defined: the police, the National Security Agency, the prosecution and the courts. Thus understood instruments for combating organized crime, as well as the system of national security in general, are managed by the political (civil) entities of coordination and control, in the first place: the Parliament Committee for Security and Defense, and the Government of Montenegro.

Instruments for the fight against organized crime, as part of the overall national security system, is based on the National Security Strategy of Montenegro, adopted on 27 November 2008, while the previous document National Security Strategy was adopted on 20 June 2006 - shortly after the announcement Montenegro’s independence. In the context of the commitment of Montenegro to take all necessary actions to fulfill the conditions for its integration into European and other international security structures, Strategy document is the basis for a fundamental reform of the national security, as well as for legislative adaptation and further development of the national security system [6].

In any case, it is rightfully considered that the capacity of the National Security Agency, the police and other institutions and bodies relevant to the investigation and prosecution of organized crime and corruption has been considerably enhanced by new laws and technical means, but training is still necessary on the use of these new instruments, in particular the need to train judges about it. It is also considered that there exist the necessary preconditions for a successful confrontation with organized crime and corruption and there will “soon come a time that success is measured not only by the number of adopted laws, but also the number of convictions” [8].

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TREATMENT OF ESPIONAGE IN LEGISLATION IN SOME EUROPEAN UNION COUNTRIES

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INTRODUCTION

The independence of the Member States of the European Union, must not under any circumstance be relativized in the view of the membership in the European Union, although the EU, no doubt, did take a part of their national sovereignty. The reason for this lies in the fact that the countries voluntarily renounced part of their sovereignty in favor of the European Union and that this process is legally defined and regulated by legal acts of the Member States.

All criminal laws of the Member States of the European Union recognize the institution of a criminal offense of espionage, whose modern forms of administration actually incurred in Europe as a continent. By espionage incrimination they protect the known and unknown information about the facts, resources and procedures in the sphere of intimacy of society or the state to ensure its independence and the security of the state system, established by the Constitution and laws.

ESPIONAGE IN THE LEGISLATION OF THE FEDERAL REPUBLIC OF GERMANY

The legislator of the Federal Republic of Germany in the first chapter of the Criminal Code of 1994, which is entitled: “Betrayal of peace, high treason, endangering of the democratic rule of law”, groups the offenses endangering the internal and external security of the state. In the second chapter, entitled “Treason, betrayal of the country and jeopardizing its external security”, the legislator treats the problem of espionage.

The crime of espionage against the state the legislator of the Federal Republic of Germany envisioged for those persons who perform activities that are focused on the discovery and disclosure of state secrets. This is the basic form of the offense and does not necessarily have to include a description of the offenses that consists of collecting state secrets, but such per-
sons may engage in collecting other data not covered by these criminal acts, such as inquiring about the characters that are in contact with state secrets, and such similar actions. [7]

Another form of the alleged criminal offense is that offender expresses willingness to discover and disclose state secrets to a foreign power or its representative, if the offense is not covered by the description of the criminal acts issued by the country and handing state secrets. Thus, this is about criminality status of a conscious attempt to commit espionage. For both forms of the offense there are identical sanctions provided, namely imprisonment for a term not exceeding five years or a fine. In particularly serious cases the punishment is imprisonment of one to ten years.

German legislator has left it to the court, in its discretion, to either reduce the sentence or refrain from punishment, but only if the conditions are met that the perpetrator voluntarily waived his behavior and that the relevant state authority said everything he knows. If the perpetrator of the basic form of the offense was forced to such actions by a foreign power or its representative, he should not be penalized if he voluntarily desists from this and openly says everything he knows to the competent state authority.

The legislator also envisioned the existence of the crime of espionage, ex officio. The basic form of this criminal act is an act by a German citizen against the Federal Republic of Germany for the secret service of another foreign power or if he performs espionage activity which is aimed at communicating or sending data items or information. There is also a special form of the crime that involves the expression to do the action of the basic form for the secret service of a foreign power or its representatives. Both forms of the offense are sanctioned by imprisonment not exceeding five years or a fine. There are also more severe forms of the said criminal offense, which basically means that the perpetrator announced or sent data items or information that is safeguarded by a competent authority, in cases where the offender abused his official position and failed to keep such a secret, or caused serious harmful consequences to the Federal Republic of Germany. The sanction for more severe forms of the said criminal offense is imprisonment of one to ten years.

The Criminal Code of the Federal Republic of Germany provides for the possibility of imposing special safeguard measures by the Court of espionage for offenders who have been convicted of a criminal offense which involves forethought, with imprisonment of not less than six months. In such cases, the court has the option to declare the offender incapable of performing the public service and deny the right to participate in public elections as an electoral candidate and the voter.

Similarly, the German Criminal Code provides for the possibility of forfeiture of items used to commit a crime of espionage. These are the items arising from the crime, which were used or intended for the commission or preparation of the crime, as well as the objects that constitute a state secret. The court may seize other items too related to the offense not covered by legal description, provided that this is necessary in order to eliminate the risk of serious consequences for the external security of the Federal Republic of Germany. Confiscation of above items is executed even when the perpetrator is not guilty of their crime.

In the fifth chapter of the German Criminal Code entitled Offences against the defense of the country, there are listed criminal offenses of military espionage and neighboring offenses. [4]

The offense of work for the intelligence service, which endangers the safety involves the execution of works outside of the scope of this law for an institution, party or other associa-
and their members who collect the notice of matters relating to national defense or procure another to such activity or supports it, this time standing in the service of aspirations directed against the security of the Federal Republic of Germany or the combat readiness of its troops. The legislator has stipulated that from the description of the criminal work activities aimed at informing the public through the usual reporting in the press or other electronic media should be exempted. The sanctions for this crime are imprisonment up to five years or a fine. A necessary condition for this type of punishment is that for the same offense a more severe punishment is not provided in accordance with other legal regulations. Thus, the legislator has predicted heavier punishment for the perpetrator, if prescribed. Punishment is prescribed also in the cases of attempts to commit the said criminal offense.

The criminal offense of endangering security includes recording or listing of military resources, military facilities or equipment, or military activities, and giving those videos or descriptions to another, thus knowingly endangering the security of the Federal Republic of Germany or the combat readiness of its troops. The criminality of this offense is excluded if the perpetrator had permission to film issued by the competent authority. The sanctions for this basic form of the offense are the prison sentence of up to five years or a fine.

A special form of this offense includes taking pictures or recording from an airplane or other aircraft, or a territory subject to the scope of this law and giving these photos before to another, and thus knowingly endangering the security of the Federal Republic of Germany or the combat readiness of its troops. The penalty for this type of criminal offense is imprisonment for up to two years or a fine if the offense does not receive punishment in accordance with the basic form of this criminal act. It is notable that in both forms of the offense the law provides the existence of premeditation, as a condition of criminality. The legislator foresees attempts as criminality of the offense.

Finally, the German Criminal Code provides for the possibility of forfeiture of items used to commit offense under this chapter. These are the items arising from the crime, primarily recordings and photos, as well as devices that are used in committing the offense. The court may seize other items too related to the offense not covered by legal description, provided that this is necessary in order to eliminate the risk of serious consequences for the external security of the Federal Republic of Germany. Confiscation of above items is executed even when the perpetrator is not guilty of their crime.

ESPIONAGE IN THE REPUBLIC OF FRANCE

The French penal legislation recognizes the crime of espionage and it is criminalized in the Criminal Code and the Military Penal Code. Those offenses are covered by the concept of espionage secret information relating to the national defense, then the data on the French military units, facilities, warehouses, ammunition, material on aviation and maritime units and ships and any other information by which a foreign power and its agents may obtain data of interest for the Republic of France.

The said offenses include all information whose disclosure could harm France, and benefit other countries. Despite efforts to identify all confidential and other data that are secret and whose disclosure is actually the crime of espionage, these efforts were eventually
abandoned - their enumeration was abandoned - and a broad wording that such data include all data that are of interest for France was adopted. [1]

The Fourth Book of the Criminal Code of the Republic of France defines crimes and offenses against the nation, the state, public order and peace. The first chapter defines the object of criminal protection of the basic interests of the nation, which include: independence, territorial integrity, security, republican form of its institutions, its defense and diplomatic means, protection of the population in France and abroad, the balance of its natural environment, and the essential elements of its scientific and economic potential.

The first chapter of the Fourth book of the Criminal Code of the Republic of France, entitled “On betrayal and espionage,” determines who can be perpetrator of a crime of espionage and that as a citizen of France and a military officer in the military service of France (this means the members of the Foreign Legion), all this primarily for the actions of compromising defensive power of the state.

The second part defines crimes of connections with a foreign power, foreign company or organization controlled by foreign agents to cause hostility or aggression against France. We see that the focus of the legislation is on the foreign factor, regardless of whether it is a state body or a private company. The above shall be considered as justified taking into account the centuries-old practice of intelligence agencies to make their breakthroughs in foreign territory implemented under the cover of economic activities. For the perpetrators of these actions there is a fine and imprisonment without strict time limit, which is not so common in the French legislation. A milder form of identical acts of the offense only with the consequences of damage to the basic national interests of France, is punishable by imprisonment of ten years and a fine.

The third part incriminates the submission of data to a foreign power. The term data includes: information, processes, articles, documents, digital data and files whose use, dissemination or collecting harm the fundamental interests of the nation providing the possession of the foreign factor. Here too as the foreign factor the legislator considers state authorities, enterprises and organizations in the possession of foreigners. These actions are punishable by 15 years of rigorous imprisonment and a fine.

Collecting and sorting these data in order to sell to foreign factor is punishable by 10 years imprisonment and a fine. It is clear that the preparation to sell itself is punishable, but it is necessary that a turnover to the foreign factor is not realized because then it would become the above criminal offense. To carry out activities aimed at obtaining possession of data planned for foreign factors would be punishable by 10 years of imprisonment and a fine.

The last part of this chapter of the Criminal Code deals with the instigation of the enumerated offenses. The methods of direct incitement are listed: promises, gifts, pressure, threats or violence against a stirred up. Incitement is punishable even if the work is not executed due to circumstances independent of the will of the perpetrator. Such actions are punishable by imprisonment of seven years and a fine. [5]

In the third section of the Criminal Code of the Republic of France there are other forms of threats to national defense cited. For example, for unauthorized entry into military facilities a prison sentence of one year and a fine is stipulated. Illegal entry into relevant authorities in the public or private premises in areas of restricted access, material or secret in the field of research, study or production for the purposes of national defense is punishable by imprisonment of six months and a fine. Decree of the State Council of France defines con-
ditions for fencing off and marking of protected objects, as well as conditions for approval for entry into the premises.

The fifth chapter of the Criminal Code of the Republic of France provides for more stringent penalties for most offenses in this area in case of declaration of a state of imminent threat of war or a state of war.

**ESPIONAGE IN THE REPUBLIC OF CROATIA**

The Criminal Code of the Republic of Croatia entered into force in 2013. In a special chapter the Criminal Code defines crimes against the Republic of Croatia, in accordance with settled practices inherited from the former Yugoslavia, citing high treason, the occupation and the recognition of capitulation, preventing the struggle against the enemy, or key provisions relating to the disclosure of classified information and espionage.

A separate article of the law provides for the offense of making available classified information to an unauthorized person. Unlike the criminal act of espionage, when this work is not necessarily that there is a foreign factor present, the formulation “unauthorized person” is sufficient. This is punishable by six months to five years in prison on the basis of the form of the crime. This Act defines the existence of severe forms of offenses, in paragraph three, in the form of greed, which is sanctioned by imprisonment of one to ten years if the work is done during a state of war or imminent threat of war will be punished with imprisonment of three to twelve years. The law also stipulates careless forms of offenses, which is punishable by imprisonment up to three years. As in the case of trade secrets, the legislator in Croatia avoided to define the notion of secrecy in the Criminal law, although it is clear that it is a state secret, and there is also the practice of all former Yugoslav republics which in their criminal codes define the mentioned term.

The crime of espionage is also sanctioned by the Criminal Code of the Republic of Croatia. The basic form of the offense is described almost identically by other countries of the former Yugoslavia, except for the fact that the perpetrator explicitly that the confidential data entrusted to him or come to them unlawfully. Basically, we do not consider this emphasis which way the perpetrator came into the possession of classified information to be crucial, except for the part concerning the determination of sanctions, which are otherwise determined by imprisonment from one to ten years, as well as in other jurisdictions. Paragraph two prescribes punishment for the preparation of a criminal offense, that excels in fact of collecting secret information. In this case it is necessary to determine the intent that they be filed foreign intelligence service. This offense is punishable by imprisonment of six months to five years. Paragraph three criminalizes work for a foreign intelligence service and provides for a fine of one to ten years in prison, as well as in other jurisdictions of the former Yugoslavia.

Further, a qualified form of the crime is defined too in paragraph four, relating to the commission of the criminal act of war or armed conflict, which involves the Republic of Croatia. Here the legislator stresses that Croatia does not have to be at war for its armed forces to be involved in the armed conflict, since this country is a member of NATO and the European Union, where they can engage in combat missions in multinational operations led by international organizations listed. Thus, the legislator wanted to incriminate these cases
too through the engagement part of the Croatian armed forces and their protection. Possible sentence for the alleged offense is at least five years in prison. [6]

The Criminal Code of the Republic of Croatia in the section dealing with offenses against the armed forces considers the criminal offense of unauthorized entry into military facilities and making sketches or drawings of military installations and weapons. Unlike other countries in the region, Croatia has opted for the criminalization of these offenses only in cases of war and immediate threat to the independence and integrity of the country. In other cases it is not considered a criminal offense. Thus, it can be said that Croatia has taken a very liberal attitude on this issue in relation to other countries which consider these actions to be offenses even in peacetime. Croatia has sanctioned the execution of these crimes only in case of war or immediate danger, with imprisonment of up to three years.

CONCLUSION

The criminal legislation of Germany, France and all other European Union member states recognize the institution of a criminal offense of espionage, whose modern forms actually incurred on European soil. Essentially, all of these incriminations protect secret (proprietary) information from the sphere of intimacy of society or the state, to ensure its independence and security of the constitutional order.

Analysis of the Croatian criminal legislation is especially meaningful for practical as well as theoretical reasons. Namely, Croatia was the last country to join the European Union, and are important to us her experiences in the field of harmonization of national legislation with the EU legislation are of extreme importance for us.

On the other hand, Croatian legislation has the same roots, similar to the historical development and social circumstances in which it was under construction so it can be used for an adequate empirical basis for the harmonization of our legislation with the European Union. It is particularly interesting to note how they treated the basic human rights and freedoms and the protection of the security of society and state secrets, as well as methods of countering industrial espionage, which may or may not necessarily be linked to the foreign factor.

It is undisputed that according to certain issues in the field of espionage and related offenses the Republic of Croatia has a somewhat different approach compared to other countries of the former Yugoslavia. These differences are caused by its membership in international organizations such as NATO and the European Union, but also by different status and needs that this country has in protecting its national values.
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CONTEMPORARY CONCEPT OF THE ENERGY PARADIGM

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Abstract: The article analyzed the history of research and discoveries in the physics of energy, since the 19th century. Showing pattern of new principles of using electromagnetic technology (Tesla electromagnetic principle). Suggested category «nature way energy» and submitted its classification attributes groups.

Keywords: energy, nature way energy, Tesla electromagnetic principle, hydrogen energy, cold nuclear fusion

1. INTRODUCTION

The social development has been immense change, which were based on the development of the physics of energy-electrical processes. This ensured the development of computer and information technologies, which provide a system of automated control of energy production.

In the energy technology of the 20th century breakout occurred, which provided an opportunity to generate electricity, by a controlled nuclear reaction atom. It creates a new direction of energy - nuclear energy.

But relatively quickly the energy industry has become very dangerous and in environmental terms is a potential threat to all living creatures. In addition, in terms of technology the principle of generating electricity has not changed. Nuclear reactions provide a large amount of heat, which brings the water to steam. And the steam through turbine rotational movement on the induction generator provides electricity removal. In fact, the technology has remained the same - the rotational mechanical work is converted into electric current.

At the same time press and news fed a lot of information about the latest developments generate electricity without the use of traditional technologies already, and on the basis of only the title of the so-free energy [1].

Therefore, the aim of the research is the analysis of contemporary developments in the electricity generation through natural conditions and, accordingly, carrying out scientific
classification of these developments, as well as the evaluation of the possibility of a breakthrough in the energy production of cheap electricity.

2. TECHNICAL REQUIREMENT

The theoretical basis and at the same time the practice of generating electricity was developed by Tesla. In 1885 he constructed with the help of a generator provided electricity transmission lines without wires from one turbine Niagara HPP and lit the surrounding area radius of 25 miles to 200 carbon filament lamps. Tesla worked for a long time and has created a number of ingenious designs and inventions, but he died in poverty.

Then, a similar successful experiment was repeated in 1914 by Russian scientist Philipov, who created them from the installation from St. Petersburg lit bulbs in Tsarskoye Selo. Philipov were not so lucky, he was killed four days after the completion of the experiment. Focus on the first electric vehicle. So in 1931, the Tesla demonstrated a car that set the AC electric motor (a capacity was 80 hp), which was the source for a box, from which protruded two rod-that the scientist hooked up to the engine. This car has a top speed up to 150km / h, when the average speed at the time was 200-250 km / h. At the same time, the car did not require recharging during the week (as much lasted the test). Explaining the source of energy, he clearly and unambiguously stated: «From the air around us all». Specify that box was a fellow by Nikola Tesla with explicit tools radio store (12 vacuum tubes and a handful of assorted resistors). All of this together in a box of 60 cm in length, 30 cm in width and 15 cm in height of long with a pair of rods 7, 5 cm, protruding outside.

Another direction of development of energy was granted an immigrant from Portugal Andres in 1917. He conducted an experiment that made the car run York - Washington and back in presence of State Commission. The specific of the experiment was that the car was filled with ordinary water to which adds a drop of cheap and simple chemicals. The Commission approved the results of the experiment, and the documentation and the rights to the aqueous composition were sold to the United States the largest naphtha company for $ 2 million and the author after receiving the money was gone forever.

In 1927 Briton T. Brown receives a patent for a driving force due to the electric field. After 28 years in France, he has provided a working model, which allowed reaching speeds up to 600 miles per hour, and at the same time using the field voltage of 2 thousand electron volts (which corresponds to $3.20435466 \times 10^{-17}$ joule). After the demonstration in this direction was closed completely.

About the development of nuclear energy could be a very different path, safe and cheap. In 1962 Filimonenko in the USSR was granted a patent for a thermal synthesis by nuclear fusion reaction of helium from deuterium. In this direction the work of 80 companies and organizations, which under his leadership was established setting THPP (thermionic hydrolysis of the power plant), which ensured the production of hydrogen, oxygen, and high pairs pressure, with nuclear radiation absorbed. The raw material was only heavy water. The economic effect of its implementation in the industry in the USSR could provide annual savings was of $ 300 million only by burning coal, gas and oil. After the death of Kurchatov, to develop the scientific discoveries of the program have been cuttled, and the inventor was jailed. Only in 1990, the project came back, and was recreated [2].
In 1994, this facility was dismantled and taken to the United States, together with part of the staff. But the American «experts and specialists» have been unable to properly understand it. In 1996, representatives of George Soros offered by Filimonenko to sign a check for $100 million for conducting «consultations» on the installation. But Russian patriots refused tempting offers current and lived their life in poverty at home.

In the modern direction of development of the energy areas continue, but less effective. Thus, in 2011 Italian scientists Andrea Rossi and Sergio Focardi of Bologna University held a public demonstration reactor (heat generator E-CAT), that enables to get energy when operating of cold nuclear transmutation. Reactor gave 10 kW of thermal power in the form of dry steam, consuming electricity from the grid 0,60kVt, spending 0,01 grams of hydrogen and 0,10 grams of nickel for 1 kW / h of energy. Moreover, the commercial value of the installations reached $ 500, and the cost of 1 kW of heat would have been 1 cent. Subsequently, A. Rossi designed the installation of 1 MW, and subsequently designed a mini heat station [3].

In July 2012 A. Rossi project received support from President Barak Obama. Therefore, the continuation of work on cold fusion NASA was allocated $ 5 billion. In August 2013 the United States successfully launched reactor LENR, which is created on the basis of technology A. Rossi.

Thus, Rossi suggested source is not limited, practically free, clean energy. Academicians and professors all over the world ignored it and some opponents have accused scientists of fraud, because he could not explain scientifically what happens in its reactor.

In recent years the generator Rossi repeatedly tested by independent experts. The last such examination was held in March 2014, when six professors of physics from Italy and Sweden in the independent country of Rossi and laboratories, the clock surveillance 32 days in various modes tested E-CAT. The final report on this issue was published October 8, 2014, which indicated that the Reactor E-CAT can release energy equivalent thermal power plants or nuclear power plants. So, this reactor can provide every home and business, to equip his car and aircraft [4].

Some experts even attributed the sharp decline in oil prices in late 2014 early 2015 with mass production facilities E-CAT. After all such a generator can quickly displace hydro and nuclear power stations, gas and coal power plants, buckets and solar panels. According drop the need for pipelines and oil tankers. This may lead to displacement of huge financial flows [5].

This brief historical overview of the development of power indicates that energy is available in huge quantities and at relatively low cost and without the use of classical fuels (gas, oil, coal). Existing plants for the production of this promising energy and a lot of promise. But most importantly, they point to an entirely new direction of development of energy sector.

Let’s try to deal with this energy, which does not fit into the usual framework of perception. At the-first, this energy is not formed due to the ignition technology, and is inherent in the nature of the primary form. It harmoniously blended into the space, but it is possible and it forms a space that is much more accurately. From this position, there is no energy problem at all. Secondly, it is the problem of selection. And the «Achilles heel» is just the development of these technologies. The first attempts to develop these technologies optimistic enough.
Thirdly, the biggest problem is the development of a new energy paradigm ignoring its conclusion at all levels, starting with the fundamental theoretical research to conduct experiments and finished models.

Therefore we offer to operate with the concept of natural way energy. Natural way energy is the energy in the next generation, which involves the use of new knowledge, but in a fundamentally new direction, that is a departure from the fundamentals and the transition to a deep and universal understanding of the universe.

If conditionally to compare, this transition from plane to volume perception of reality and existence. This transition has already occurred and will continue to develop more and more ... So natural way energy source is actually based on the study of fundamental approaches to the structure of the universe and revisions to the very essence of nature.

From the logistics approach, natural way energy is an energy that aims for primary energy in any place and in unlimited quantities. It confirms completely principle to provide logistics needs. Besides modern energy in its fundamental approach taken to destructive processes.

From an economic point of view, the traditional energy - it is a costly part of the energy for which it is necessary first of all capital costs for the construction of production infrastructure, commissioning and maintenance. This requires a fairly complex application and automated logistics processes. Natural way energy is much simpler in this respect. It does not require such capital expenditure in servicing and maintenance. Although its receipt, that is, the formation energy environment in technical terms - it is a serious investment, but due primarily to the level of traditional economics. Logistics concept should be fundamentally different. After all electricity at any point in space in any amount is not tied to traditional infrastructure and traditional logistics schemes.

Although in principle, the large-scale approach can be fully used. For microeconomic approach appears only instantaneous application. For example, if it’s just the lighting, domestic use of electricity, natural way energy sources should be placed at a distance from vital areas or directly in the area, but with certain parameters. At this time we can only guessed. But this is the condition of human life, with safe.

For the structure of natural way energy is an energy that associated with a basic understanding of elementary processes that occur in nature every little period of time, and allow nature to exist successfully. The task of the natural way energy, above all, it is not obtaining energy, and of the role of man in the process of being, and harmonious joining human being, first of all economic activity in its natural process. Because energy is possible in an infinite volume.

The initial implementation process of natural way energy was the use of relatively large technical devices in the future will be concentrated in a compact, single-level diplomat or books. It will be linked with the development of the most fundamental understanding of natural way processes.

In general, the development of natural way energy can be considered from the late 19th century. Throughout the 20th century the idea of getting started and using energy is being actively marketed, got the appropriate patents, took a number of practical devices tested were conducted with encouraging results. On further development of these ideas after the demonstration did not take place, and if there was, the results and the projects closed. At present, the most active type of natural way energy is the development and implementation...
<table>
<thead>
<tr>
<th>Class</th>
<th>Subclass</th>
<th>Practice result</th>
<th>Efficiency</th>
<th>Commercial implementation</th>
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<tr>
<td>Aether Energy</td>
<td>Electromagnetic induction</td>
<td>The Nikola Tesla electric car 1931</td>
<td>AC electric power of 80 hp, was moving at a speed of up to 150 Km / h</td>
<td>«Tesla Motors» commercial production from 2012 (but still far from a source of Tesla electric car)</td>
</tr>
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<td></td>
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<td>A. Hubbard boat 1921</td>
<td>Moved without the supply of external energy to it</td>
<td>Is not implemented</td>
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<td></td>
<td></td>
<td>T. Brown installing 1927 - 1955</td>
<td>Speeds up to 600 miles per hour, using a field of up to 2 thousand eV</td>
<td>Works were closed</td>
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<td></td>
<td></td>
<td>T. Stovbunenko motor 1960</td>
<td>Rode a whole day around the city on a conventional battery power</td>
<td>Is not implemented</td>
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<td></td>
<td></td>
<td>V. Shkondin 1992</td>
<td>Motor-wheel of a transport vehicle</td>
<td>The sales price is 26 thousand rubles</td>
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<td></td>
<td></td>
<td>Japan motorcycle «Sumo» 2013</td>
<td>The speed of 150 km / h, in 7 times more effective for the petrol version, selling price in $2100 dollars, used mobile battery</td>
<td>Is not performed</td>
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<td></td>
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<td>Lester Hendershot 1927, 1962, 1981</td>
<td>AC generator, voltage of 220 volts</td>
<td>Is not performed</td>
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<td>John Bedini 2003</td>
<td>Motor-generator VEGA (Bedini), the launch of the 12-volt battery, 6 kW power</td>
<td>Implementation in Ukraine liquidated in 2012-2013</td>
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<td></td>
<td></td>
<td>Tariel Kapanadze 2007</td>
<td>Ether energy generator, 5 kW of electricity production</td>
<td>Is not performed</td>
</tr>
<tr>
<td>Fluid Energy</td>
<td>Vortex motion</td>
<td>V. Schauberger, 1930</td>
<td>Vortex engine on vegetable oil. Power to 350, p.v. over 9 days works, 1800-2300 turns per minute. Vegetable oil is heated to a temperature of 160 degrees</td>
<td>Is not performed</td>
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<td></td>
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<td>Richard Klemm 1970</td>
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<td>V. Bolotov, 1970</td>
<td>Rotor generator, the heating of water</td>
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<td></td>
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<td>Eugene Perkins and Ralph Pope, 1980</td>
<td>Kinetic oven, energy conversion factor of 1.5-2 times</td>
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<td></td>
<td>U. Potapov, 1993</td>
<td>Heat generator</td>
<td>Production and sale of the company «YUSMAR», «TEKMASH» since 2014</td>
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<td>Hydrogen Energy</td>
<td></td>
<td>1. Japan National Program, 1993-2002</td>
<td>Small fixed installations and electric substation capacity of 0.75 kW, up to 10 kW; transport</td>
<td>Implemented since 2006</td>
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<td></td>
<td>Technology PEM (proton-exchange) and the SOFC (solid-oxide)</td>
<td>2. US Department of Energy, 2002</td>
<td></td>
<td></td>
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<tr>
<td>Nuclear fusion</td>
<td></td>
<td>I. Philimonenko 1957, 1989, 1991</td>
<td>Installation of cold nuclear fusion</td>
<td>Installing closed and exported to the USA</td>
</tr>
<tr>
<td></td>
<td>Cold (Nature)</td>
<td>Andrea Rossi and Sergio Fokardi, 2011</td>
<td>Gave 10 kW thermal powers in the form of dry steam, consuming power from the network 0,60kV/3 spending 0,01 g and 0,10 g of hydrogen on nickel of 1 kW / h energy. Moreover, the commercial value of this setting is reached US $500; the cost of 1 kW of heat would be 1 cent.</td>
<td>2012 support for President Barack Obama, NASA has funded $5 billion. The USA released the reactor LENR in 2013</td>
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of hydrogen energy. Accordingly certain advanced countries have adopted national programs to implement it. Another focus of this energy becomes energy of water technology-based cavitations. Quite progressively implementing a program on cold fusion. It should be stated that energy on the principle of electromagnetism Tesla practically not implemented (table 1).

Modern research has specific concern such sources of energy. And their structure is very diverse. According to a source of energy, natural way energy is divided into areas:
cold nuclear fusion, which is extremely promising and environmentally safe;
aether dynamics that allows complete ensure self-sufficiency in the production and use of electricity. At present, the application is currently only in the individual sector. Developments on the possibility of industrial use are in the early stages of research;
the use of energy water, which is divided in two areas:
a) vortex energy without water cavitations phenomenon that started by Schaumberg applied in vortex pumps in various industries;
b) vortex energy water through the cavitations process. These so-called rotary generators that form the heat due to water movement.

3. CONCLUSION

The beginning of the active application and use of natural way energy was put by Tesla in the early twentieth century.

For a hundred years the development of this energy was applied to the enthusiasm of researchers. There was strong opposition and misunderstanding of these developments and inventions.

Since the twenty-first century natural energy actually has been recognized in commercial activities, and at present is being actively used in various fields, including medicine, transport, domestic heating and lighting.

There traced complete lack of state support for the development of this type of energy.

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AS DEBUGGING TECHNOLOGY OF
SUPRANATIONAL GOVERNANCE

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Abstract: Globalization has revealed a planned strategy with a constant external control. Show gradual technology transfer industrial, nuclear country in the rank of countries of the feudal status with permanent conflicts, including the military, as well as the formation of the state of the political elite are strictly controlled by the US Department of State, which is not interested in the development of the national economy, and the economy is completely tied to IMF loans.

Keywords: Globalization, independence, private property, privatization, revolutions, reforms, terrorism, chaos.

1. INTRODUCTION

Globalization in the present is not new. All have known its manifestation in reality, after the «successful» disintegration of the USSR.

We will not go into deep essence of reasoning and scientific explanations of globalization. In this regard, it has already issued a sufficient scientific and educational works. Among them, it is necessary to highlight the scientific founder of globalization – A. Weber [1], E. Azroyants (2), George Soros [3], M. Delyagin [4], Paul Collier, David Dollar [5] and several others.

A different approach in understanding globalization began and revision of national sovereignty. L. Grinin is analyzed this aspect in detail [6].

Furthermore, it should identify a new perspective on the passage of the processes of globalization, which is noted by E. Yanchenyuk [7] who proving its subjective nature.

Therefore, these views are forced to deal in more detail with the trends of the current stage of globalization. Accordingly, a number of military and political events of the world
are stepping up more hard to analyze the course of deployment globalist processes that explicitly typed of fighter character.

Thus the aim of the study is the determination of the nature of globalization as a long-term project in the implementation of the subjective interests of supranational governance structures on the example of modern historical course of the development of Ukraine’s independence.

2. TECHNICAL REQUIREMENTS

Arguments begin with stage collapse of the USSR. Preparing for the collapse took place naturally and most importantly quite legitimately, in the style of democracy development. So, December 24, 1990 deputies of the IV Congress of People’s Deputies of the USSR adopted a resolution on the preservation of the USSR (the Resolution “On Holding the referendum of the USSR on the question of the Union of Soviet Socialist Republics”) as a renewed federation of equal sovereign republics (in full the majority of 1665 for and 151 against) which will fully guarantee the rights and freedoms of an individual of any nationality. In addition, at the same congress, Gorbachev personally initiated and adopted a resolution on the private ownership of the land «for a referendum of the USSR about the question of private ownership of land», for which voted in 1553 voted deputies, against - 84, abstained – 70 [9]. In the subsequent moments Gorbachev changes his mind, and this decision in implementation has not gone.

This nuance in the behavior Gorbachev was not explained by historians not appreciated until now. Note that the problem of private property on the ground - not a problem of national character, and especially supranational. Therefore, Gorbachev «corrected» - not your priority, especially dealing with political issues.

The last referendum has overwhelming (76.4%) people’s opinion for the renewal of the Soviet Union. But the political events of the referendum pointed to disregard the views of the people. And the process of further collapse of the USSR, Gorbachev launched himself when at a closed meeting with Boris Yeltsin and N. Nazarbayev, July 30, 1991 went on a confederal signing contract with virtually no participation of representatives of the Supreme Soviet of the USSR, as it was stipulated in the decision of the Union Parliament on 12 July 1991 of the year. Yet it should be noted that the crucial role played in the collapse of the Union and the Government of the Ukrainian SSR. As is known, proclaimed independence on August 24 Ukraine, 25th - Belarus, 27th - Moldova, 30th - Azerbaijan, 31st, Kyrgyzstan and Uzbekistan. But we should not overlook the fact that by August 1, 1991 on the way to Moscow, George HW Bush visited Kiev, where he urged local, yet the party elite to support Gorbachev and make a choice in favor of freedom and democracy, but not in favor of independence. Accordingly, on August 20, the new treaty on the establishment of the Union of Soviet Sovereign Republics has not taken place, and the August 21 coup was suppressed GKCHK. But subsequent events have decided irrevocably decay problem, first August 24, 1991 the Act of Independence of Ukraine, and then the Belovezhskaya agreements.

Thus, the outcome of the referendum indicates only the public opinion in a specific period. In addition, during the referendum uncertainty begins catalyst destructive tendencies at the periphery of the state. So, the result of a nationwide referendum December 1, 1991 indicated that 90.32% of voters supported independence of Ukraine. But the referendum was
not asked a direct question about the output of Ukraine from the Soviet Union, as a response to the renewed persistence of the Union for the people of Ukraine was clearly resolved at the All-Union referendum. Accordingly, it has been tried manipulating public opinion technology, without changing the number of votes, but only one staging uncertain issues.

More eloquent moment, without waiting for the announcement of official results of the referendum, 2 December recognize the independence of Ukraine and Poland, Canada, 3 December - Hungary. It is understood that part of the territories of Poland and Hungary, entered the Ukrainian Soviet Socialist Republic after the defeat of Nazi Germany. Relatively Canada. Firstly, the country is part of the British Commonwealth of Nations, respectively, depending on the policy of the British Government. And secondly, it is possible to completely cover up the Ukrainian Diaspora.

A special moment in the implementation of the plan the discharge of national benefits and priorities have corresponding flow forecasts about the development of future independent free country. For Ukraine, these forecasts were promising economic ratings of the Union republics. These ratings are filed in German «Deutsche Bank». According to these rated Ukraine is the first in a group of Soviet republics with high economic potential. [8]. The reality in 25 years has shown quite the opposite response, Ukraine has become a country not suitable for foreign capital and takes the latest ratings in all possible projections.

After such a reputable ratings inner agitation started by the respective media. They drew a better life without the center and the fraternal republics. They exaggerate the natural wealth of the country. It turned out that Ukraine is rich and gold. But the reality has surpassed the promises. Opened the gold mine in the Carpathians, extracted 1 kg. gold and presented to President Kuchma on its official opening. A year later, the mine was left with rusted machinery and enormous Borg to the workers who died because they never received.

The most amazing thing is that the conclusions and arguments of the experts of the Academy of Sciences in Ukraine on the transition to the settlements with Russia at world prices, Ukraine is extremely disadvantageous and will only lead to a deterioration of the economic situation in the country, the presidential candidates stupidly ignored.

Then, the disarmament phase has begun. Ukraine housed 165 nuclear missiles is aimed at the United States. Abandoning nuclear weapons, Ukraine has received from the United States and Russia on security guarantees and obtains capital to eliminate them. Yes, it was the first country in the world nuclear transfer experiment in a nuclear-free status, and he passed successfully, and international security guarantees remained only on paper.
In world politics and security had to stick the term “hybrid warfare”, while in Ukraine the war have changed the concept of the operation of ATO, which lasted more than a year, and for the anti-terrorist operation carried out 5 waves of mobilization, and population have imposed a military tax.

Accordingly, the country is taking the concept of private property and its continuation will be the logical step of denationalization and privatization.

Accordingly, privatization passages alternated significant economic subway that against the backdrop of world crises quickly lost their value and importance to the public.

For successful implementation of the transitional periods of transformation of the national economy has intensified the reform of education. In 2000 it fell into this process secondary education, and then the high school. After six years of «successful» reform parents described it as «lightly managed, unprepared process simulation of reforms». Particularly negative attitude has been paid to the implementation of the education system, school transition to a 12-year and 12-score of knowledge assessment system

High School pushed to reform the country through the entrance to the Bolon process, thus indicating that this process is voluntary; polysubject; so, based on the values of European education and culture; this is not eliminates the national characteristics of educational systems across Europe; multivariate; flexible; open; gradual. Indeed, this process gradual, starting from 2003 a decade of reforms in higher education institutions of Ukraine abolished the economic theory for non-economic specialties, and for economic specialties was replaced on the micro macroeconomics. That’s all forgotten genius and a simple conclusion to Marx that capital will go to all if possible to get 300% of the profits. That patriotic fervor than in the initial period of the ATO in the East was provided. Especially the period between the collapses of the country has become the definition of the state language. The situation of languages in Ukraine became confrontational after the initiation of the project language Kivalov-Kolesnichenko «About of the Principles of State Language Policy» and vote for it in parliament.

In Ukraine, the objective of the language problem in the extent to which it is actualized in connection with the adoption of the draft law did not exist. Indeed, an opinion poll conducted in June showed that the vast majority of citizens (65,1%) consider the introduction of the language of the bill only election PR-action.

Ukrainian community was shocked by the content of the project does not, and the way of its adoption - grossly cynical and purely political. At 16 hours 09 minutes 02 seconds held a vote for the project included in the agenda, and in 16 hours 09 minutes 35 seconds, was completed voting on the adoption of it as a law. The objective conditions for the development and use of the Russian language in Ukraine became more favorable. So, if the relevance of the issue of the status of the Russian language for himself stated 8,9% of the citizens of Ukraine, in 2007, in 2005 - only 3,9% - 7,5%, in June 2012. And under such conditions, the Ukrainian government decided to untie the problem of the Russian language.

Therefore, 33 seconds of solution was a strategic point of reference collapse Ukraine. It can clearly seen the connection priority of the Russian language in the region and modern military situation in the region. The larger the percentage gaps in the region between the Ukrainian and Russian language the more resistance to the new government after the «Euromaidan». For Crimea the priority of the Russian language was 77% and, respectively, the area was the building without fighting. In the Donetsk region, the priority of the Rus-
sian language was 74.9% and in the Luhansk region, 68.8%, and thus unleashed a fratricidal war. And all this is happening on a strictly scientific approach of sociology, which notes that the language problem for citizens is not the primary. In their everyday lives they do not have significant barriers to communication, the use of language for self-expression, self-realization, solutions business and personal matters.

This was followed by a series of revolutions, sponsored by the US government, which in the end, the country has revived nationalism under fascist slogans and priorities. Accordingly, the country is drawn into the chaos and terror, in which part of the profit gets the lion and the national political elite. At the same time that the country is not left with a programmed script its leadership in key areas (Ministry of Finance, Interior, Economy and Trade) is replaced by external appointees, embellished national roots that tie the country to credits with the relevant international financial and banking institutions.

During this get a solid currency surcharge to its chic monthly domestic salary ranging from $3000 to $7000 [10].

And finally, why the government is not interested in discovering the massacres as Maidan, Mariupol and Odesa 2 May 2014, the different explosions? After all, this is the main function of the president, as the guarantor of the constitution and the territory of the state, as well as matched against law enforcement officers. Exhausted response filed blogger Soul Goodman, pointing to a theatrical production of protests with the completion of the actual murders. Accordingly, the media in full employ approach chutzpah. In this regard, they have surpassed itself and propagandist German fascism J. Goebbels. In this approach the Roman “people bread and circuses,” tributes to the period transformed the ever-pumped air mass entertainment brutal murder with the sole purpose of incitement to hatred and enmity between people and countries. And the authorities are not interested in these investigations only because they pay extra currency. In fact, the modern world has been transformed to the end. Global rulers drove the nations into an illusory virtual world in which the processes and tendencies served only to benefit their position, but not from a position of righteousness and truth.

In addition, all current attacks are divided into two groups: the media, where the actual events are organized with the help of information technology and own a little expensive; and significant, which are defining the character and create a major, strategic response in the world. Accordingly, they are very complicated, highly expensive and rarely implemented (the September 11 attack in the United States).

But behind all this there are special services that develop, fund and supervise performers represented by different organizations, and the end result is both one and the other group on the death of any innocent civilians who were not there, and in the wrong place.

Why has Ukraine become a proving ground testing of new global technologies? The answer is very simple. At the-first, the country’s territory is formed in the historical aspect of a very long period. If we look at history without political fraud, this modern territory was formed solely as a result of the collapse or decay is quite powerful at the time states.

It Kiev Russ, Rzeczpospolitata, Russian Empire, Poland and the Soviet Union. That is, the area and, accordingly, its population have passed the appropriate ‘test’ approbation. At the second, the need to practice in the development of global projects. Small countries without nuclear weapons no longer satisfy the appetite and passion of global writers. They need scope and global.
3. CONCLUSION

1. Globalism as the process is inevitable, but the direction of its movement depends solely on the subjective approach of interests of supranational groupings. Therefore, this process is planned and implemented accordingly in a fairly long period of time, embodied in specific global project. And in the context of both short and medium term it appears as independent non or little to the socio-political events.

2. The global project is implemented exclusively by internal priorities of the state. Accordingly, it creates the appearance that no one interferes in the internal affairs of the state, and they are governed solely by national law. At the same time there is a clear trend of voluntary renunciation of the sovereign nation of its rights and obligations in favor of the so-title of international law.

3. Progress in its implementation requires constant vigilance and traceability. For sooner or later begins to show consciousness of the people, which is quite different and sets priorities for its realization.

4. For residents of the country’s implementation of such a project only leads to poverty and genocide. The majority of people and pretty educated, unable to separate «the chaff from the grain».

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PROBLEMS OF SCIENTIFIC DEFINITION OF TERRORISM AND POLITICAL PROPAGANDA

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Abstract: In contemporary political and security theories, when studying political propaganda and terrorism, most authors start from the principle that these are predominantly political phenomena, i.e. essential factors of politics and the political process, regarding either internal or the foreign policy front. In fact, we are daily bombarded by the concepts of political propaganda and terrorism, in certain contexts and meanings. On the one hand, there is the daily presence of these terms, but, on the other hand, in the existing scientific fund there is no general agreement in defining the political propaganda nor terrorism. Therefore, scientific research on political propaganda and terrorism requires both scientific definition and scientific explanation, formation of various classifications criteria, etc.

Keywords: political theory, security, political phenomena, political propaganda, modern terrorism

INTRODUCTION

In the methodology of the social sciences a term is understood as a complete idea of an object. Scientific definition of concepts is defined as the scientific process and a procedure of scientific research that involves very precise scientific rules. Therefore, when we scientifically examine the political propaganda and terrorism, one must always proceed from these generally known and generally accepted rules of scientific definition, both in logic and in methodology.

In modern political theories, but also in modern theories of security, when studying political propaganda and terrorism, most authors start from the principle that these are predominantly political phenomena, and essential factors of politics and the political process, either on the inside or on the foreign policy front. For these reasons, we must first ask a few essential questions: what is the policy, what are the political phenomena and political processes? Then follow the issues of defining political propaganda and terrorism as a political and, at the same time, security phenomena. Politics, as a phenomenon and reality, is a social and political phenomenon and process – the process of general public interests management.
relying on the power in order to have the form, appearance and disappearance of various social and political orders.

PROBLEMS OF DEFINING POLITICS AND POLITICAL PHENOMENA

Politics, as a phenomenon and reality, is a social and political phenomenon and process – the process of general public interests management relying on the power in order to have the form, appearance and disappearance of various social and political orders. Maurice Deverguer believes that the essence of politics and its true nature is that it is always and everywhere ambivalent, the actual performance state that expresses the deepest political reality, a means of ensuring a certain social order, a certain integration of all in the community for the common good. Klaus Von Beyme believes that politics in ancient political theory was understood as “...the science of the good and just life and the continuation of ethics... Politics was regarded as the” royal science “as the highest of all the practical sciences.” [1] Charles Kegli and Eugene Vitkof emphasize Lasvel’s understanding of politics, after which politics is the study of “who gets what, when, how and why”. [10]

For a definitive determination of the term politics one should start from the the basic concept of politics from which the notion of political science is derived (political science). The essential quality performances of special attributes of politics are evident in the factual existence of certain functions, but also in differences and contradictions, i.e. in its disfunction (because the basic function of politics is to achieve agreement). Therefore, its main function is to eliminate, suppress and overcome differences. Both function and disfunction of politics, as a conscious, purposeful and willing activity, are achieved in real terms and are always aimed changing existing conditions, even when they declare themselves as attempts to preserve them. Politics also means action and active participation through which constant confrontations are carried out, in order to articulate and constitute public interest and to reach its implementation, i.e. its disfunction.

In any case, there is no doubt that political propaganda and terrorism are essential factors of politics, political processes and activities, activities essential policy at all of its properties. By using them, with the cooperation of other elements, one can create, alter and destroy certain social and political regimes - systems. Political propaganda and terrorism are themselves certain activities, activities of certain orientation and intensity of specific, targeted, purposeful influence of both the consciousness and behavior of individuals and collectives, both on the domestic and foreign fronts.

DEFINING POLITICAL PROPAGANDA

Bearing in mind the previous statements relating to the function and dysfunction and policy activities and political phenomena, there is no doubt that political propaganda and terrorism important political phenomena, the important factors of the industry policy. Modern social and political practice of modern communication media have us in an indisputable way point to the ubiquity of political propaganda and terrorism. The daily mentions that the concept of political propaganda and terrorism, in certain contexts and meanings. On the one hand, there is the daily presence of these terms, or, on the other hand, the existing scientific fund, there is general agreement in defining the political propaganda nor ter-
rorism. In the first place we will point out certain agreements and disagreements regarding political propaganda and terrorism.

The absence of consensus in defining political propaganda, we shall document with a number of definitions. According to one author (Barlett) propaganda is "...an attempt to influence the thinking and behavior of the community in order to adopt certain individuals thinking and behavior, while the other author (Princeton) believes that the primary objective of propaganda impact on the attitude of the mass of topics propagate, which are the subject of opinion." [4] Toma Đorđević under the propaganda recognizes"...the operation of individuals or groups in order to - through informative content which are interpreted events or developments in the social and spiritual life of people - into the consciousness of individuals or groups we transpose premeditated influences". [5]

Darko Kukić understands political propaganda as a specific activity to be analyzed in relation to the dominant and alternative value matrix systems and in relation to the basic types of propaganda: diffuse and direct. [12] Klaić under the propaganda understands "...planned expansion of the teachings and principles (religious, revolutionary, etc.). The purpose of the propaganda that people fully understand a new view of the world and to accept it as their own for a long time, unlike the agitation means getting as many people, if only for a short time, in order to achieve a particular political objective. " [11] the Oxford Advanced Leamer's the term propaganda is seen "... a) publicity with the intention of spreading ideas and information that will persuade or convince people, b) ideas or statements to the public for special (political) purposes, but often presented as completely objective. " [14]

When defining political propaganda most authors stress that it is based on a few general principles. In this context, we offer a distinctive classification of the principles of political propaganda, according to the perception J. Domenach. He cites the following principles of political propaganda: a) the principles of simplification; b) the principles of reproduction enemy; c) the principles of exaggeration; d) the principles of orchestration; e) the principles of unity; f) the principles of "transfusion" i, g) the principles of counter-propaganda."[4]

In addition to the principles, we refer to certain methods and techniques as well. Thus, the American Institute for Propaganda Analysis (Institute of Propaganda Analysis) in 1938 defined seven propaganda methods, namely: a) the method of appointment, b) the method of "lofty goals", c) the method of transfer d) reference to the authority, e) method of comparing politicians to ordinary people, f) methods of spoofing, affairs, g) methods of following, everybody does that ("The Band Wagon").

In addition to methods, in the existing scientific fund there are various classification of propaganda techniques. Here we present but a few general techniques (due to limited space): vertical and horizontal techniques of propaganda; technique of repetition of messages; 3) technique of shock effects in the message recipients; technique of promises and threats, or carrot and stick; technique of direct and indirect advertising; techniques of propaganda through action; and 7) technique of "brainwashing", etc.

DEFINING TERRORISM

The lack of consensus we see also within scientific definition of terrorism. Namely, it is rightly pointed out that terrorism is a complex political and social phenomenon, difficult to formulate. [3] Numerous attempts to define terrorism clearly show this fact. For example,
in the military lexicon the term terrorism is understood as organized and systematic use of violence with the intention of causing fear and personal insecurity among citizens to undermine the authority of the state or achieve some political objectives [21]

Radoslav Stojanović defines terrorism as an act of physical violence against another state for the purpose of influencing its behavior or pressurize ideological and political nature. Terrorism is an act of violence is also applied to people, individuals belonging to certain political, racial, or ethnic groups that have important functions in the hands of certain countries. [20] Q. Professor Saldana believes that terrorism “... in the broadest sense marks-severely crime or transgression, political or social, whose execution or advertising causes generalized fear, and by its nature creates general risk (“general danger”). In the narrowest sense (“sensu stricto”) terrorist attacks are criminal acts carried out solely or principally with the aim of creating alarm (subjective element), with the use of agents capable of causing the state of general danger (objective element). [15]

J. Waterski by terrorism means “the methods of criminal activity through which the perpetrator intends to impose terror and its supremacy, whether in a society or a country in order to save, alter or destroy social ties of public policy [22] P. Juillard as terrorism considers an act of violence that breeds fear or intimidation at the population of a country, and that threatens the life, physical integrity, health, physical and mental freedom of possible victims observed collectively. [9] Serg, and Alder are of the view that terrorism is a manifestation of the political and ideological struggle against imperialism and colonialism. [18]

B. Jenkins defines terrorism as surrogate for war, while H. Hyams under terrorism considers the use of terror by the militant politics as a way to bring down some governments in power or force a government to change its policy. [8,7]. In this, Hyams distinguishes two basic forms of terrorism: direct and indirect. W. Shultz under terrorism considers the use of extra-normal political violence and extra-normal is reflected in different ideological affiliations of those who engage in terrorism. [17]

According to S. Combs, terrorism is a dramatization of the most prohibited types of violence committed against innocent victims, and before the eyes of the public in the hope that it will cause a feeling of fear that will be used for political purposes, while W. Laqueur by terrorism means the use of violence by certain groups for political purposes usually directed against the government, and eventually against other ethnic groups, class, religion or political movements. [2] Jessica Stern defines terrorism as an act of violence or threat of violence against persons who are not in a fight, with the intention to carry out revenge or intimidation or to otherwise affect the audience “[19]. Similarly, Jonah Alexander defines terrorism as ”a process of deliberate using of psychological intimidation and physical violence by sovereign states and subnational groups to illegally achieve strategic and political objectives “ [6].

Finally, AP Schmid noted that the definition of terrorism is manifested by 22 properties. The status of the use of force and violence occurring in 83.5%, 65% political character, emphasis on causing fear and terror 51%, 47% threats, expectations, psychological effects and reactions 41%, discrimination victims and the wider targets of 37.5% targeted, planned, organized systematic operation of 32%, methods, strategies, and tactics of struggle 30.5% ekstranormalnost, violation of accepted rules that are not respected humanitarian reasons 30%, blackmail, coercion, inducement to obedience to 28%, the desire for publicity 21 5%, stubbornness, impersonality, randomness, non-discrimination, 21%, victims, civilians, noncombatants, people with no connection to the fact 17%, 17% intimidating, emphasis on
the innocence of the victims of 15.5%, the perpetrator - a group, movement, organization 14%, symbolic nature, show the other 13.5%, the unpredictability of 9%, the recurrence of violence, or 7% of the campaign of violence, crime, criminal character of 6%, the request to third parties 4%. [16]

All of the above is but a general conclusion that terrorism represents a planned act of violence undertaken by certain social groups in order to preserve or seize power, which means that under terrorism we mean only the form of physical and psychological violence that within itself includes social and psychological, or political component. [13]

CONCLUSION

Critical analysis of the existing scientific fund also shows the lack of consensus in their definition, generally speaking, and in particular, from the standpoint that these two political phenomena are especially important factors of politics and political processes. Numerous definitions of these phenomena enable us to identify political propaganda and terrorism within their essential provisions, but almost none of them meets all the essential requirements of scientific definition, i.e. none of them explicitly states all the substantive provisions of political propaganda and terrorism as a whole.

In fact, regarding definition of political propaganda and terrorism, it is necessary to determine the interdependence of concepts and realities, i.e. orientation towards complete scientific definition is necessary, which will point to all the substantive provisions of the phenomena as a whole. Therefore, scientific research on political propaganda and terrorism requires both scientific definition and scientific explanation, the formation of various criteria of classification, etc. Defining or finding the important factors in the definitions, which can occur alone or in the context of other phenomena, without indicating their major relationships, roles, functions, quality and quantity, can not provide sufficient and necessary information about the whole phenomenon.

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MAJOR TRENDS IN THE EDUCATION FOR THE THIRD AGE PERSONS IN ST PETERSBURG

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Abstract: The aim of article is to describe the situation with the third-age education in St Petersburg, to show the main tendencies and trends in such education. The results of investigation about the training needs of the third age people from St Petersburg are presented. The investigation was made in St Petersburg in March 2015 in the frame of the exhibition “Third age generation that is organized”. The results of the investigation were used for organizing educational process in the Third Age Institute in St Petersburg State University of Industrial Technologies and Design.

Keywords: third age education, gerontology, training needs assessment for the third age persons

INTRODUCTION

Due to increasing duration of life and the number of elderly citizens in society, science and social practice has significantly increased interest to gerontological issues. Retirement is one of the most crisis periods in life of elderly people, resulting in significant changes in the conditions and way of life. For many elderly people this process is long and painful, accompanied by experiences, passivity, inability to find new possibilities and contacts. In this regard, the need to preserve the active life of elder people through their education is one of the important themes of modern scientific research in the field of gerontology, andragogy and social learning for adults[1]. The aim of article is to describe the situation with the third-age education in St Petersburg, to show the main tendencies and trends in such education.

INVESTIGATION OF DEMOGRAPHIC SITUATION IN ST PETERSBURG

St Petersburg is the third largest city in Europe (after Moscow and London) and the first populous city in Europe, which is not the capital of the state. About 40 % of residents have
high education. In St Petersburg, as well as in most European cities, number of older people is increasing. It is connected with demographics, and with the improvement of medical care of the older generation. In St Petersburg on January 1, 2013 lived 1441.2 thousand people aged over 55 years, which is 28.66% of the population. The division of this group by age and sex are presented on Figure 1.[2]

![Bar chart showing the population structure by age and sex as of January 1, 2013.]

**Fig.1.** The structure of population in the age older than working age by sex and age on the 01.01. 2013

Data presented in Figure 1 show that the maximum number of people in the group older than 70 years. And there are more women in all age groups than men. So if the amount of women in the age group 55-59 years 1.5 times more than men, in the group older than 70 years, this figure is more than 2.5 times. According to the demographic forecast until 2031, the population of retirement age will grow (Figure 2). The dependency ratio (showing how many persons in the age more than working age will be in 1000 persons of working age) to 2031 will be 453[3].

**IDENTIFICATION OF MAJOR TRENDS IN THE EDUCATION FOR THE THIRD AGE PERSONS IN ST PETERSBURG**

All the work for the third age people organized by Complex centers for social service is concentrated in Social-Leisure Departments in each District. Education for the third age people is organized by providing different courses. Most popular are: Computer Literacy, Handicraft, Dances, Singing, Foreign languages. The Government of St Petersburg pays special attention to the training of senior citizens computer literacy. Courses, schools, clubs on computer literacy for older people are organized in 37 Social-Leisure departments of Com-
plex centers for social service. Libraries began to organize educational programs for third-
age persons about 10 years ago. Computer courses, schools were organized in 76 public
libraries in St Petersburg in 2014.

Fig. 2. Forecast of population of St. Petersburg, thousand persons

Education for the people of the third age is also organized in different universities &
schools: School for the third age people of Nevsky District, School of the third age in Central
District, Online-the University of the Third Age created on the basis of the St Petersburg na-
tional research University of information technologies, mechanics and optics (NRU ITMO).

TRAINING NEEDS ASSESSMENT FOR THE THIRD AGE PERSONS IN ST
PETERSBURG

The training needs assessment was done in the frame of the international conference
and exhibition"Third-age generation" that was held in St Petersburg on the 18-21. 03.2015.
A questionnaire was created about the demands for education of the third age people. In the
questionnaire nine questions were included. 146 questionnaires were received from people
of the third age who visited the exhibition. The structure of the respondents is showed at
Figure 3.

It can be seen that the most active ages, who are interested in active social life are 56–60
years old, 61–65 years old and 66–70 years old. Women are more active in any age.

Analyzing the data about the amount of retired people who is still working can be
concluded that most of women and men in St Petersburg are working till 65 years old: men
5 years after official opportunity to retire and women 10 years after official opportunity to
retire. After the age of 65 the share of the persons who are working is decreasing in all age
groups.
In the questionnaire there was a question about the training programs that the Institute of the Third Age of St. Petersburg State University of Industrial Technologies and Design is planning to organize. The results are shown at the Figure 4.

**Fig. 3.** The structure of the respondents, persons

**Fig. 4.** Respondents preferences, persons
Respondents of the survey mostly like such courses as

1. Foreign language. Women are more interested in this program than men.
2. Computer skills. Men and women are interested in this program.
3. Exchange programs with Third age universities from foreign countries. Mostly women are interested in this program.
4. Healthy longevity. Men and women are interested in this program.

Analyzing how often the third age persons would like to study, showed at Figure 5, can be concluded that most of them are interested in studying once or twice in a week.

![Fig. 5. How often people of the third age are ready to study in a week, persons](image)

One of the main questions connected with organization of Third Age Institute is the question about financing these activities. Obviously it can’t be financed only by third age people but it was interesting to understand to which extent they are ready to pay. The results of investigation are showed at Figure 6.

Most of men of the third age are ready to study free of charge, but in the ages 50-55 and 61-65 most of them are ready to pay not more than 1000 rubles for the course. Most of women of the third age are ready to study free of charge, but in the ages 50-55 and 56-60 most of them are ready to pay not more than 500 rub. for the course.

7. CONCLUSIONS

The contribution of the elderly in the scientific-technical, social, cultural and educational creative potential of St Petersburg can hardly be overestimated. The solution to the problem of sustainable development of St Petersburg requires knowledge of the laws of interaction of generations in a transforming society. Programs aimed at the connection of
generations are actively developing and implementing in St Petersburg in recent years. They, of course, require scientific analysis and further development.

Fig. 6 The desire to pay for the education of the third age people, persons

In the frame of sustainable development of St Petersburg it should be taken into account not only the features of adaptation of different generations in the conditions of developing city and society, but also multi-dimensional, multivariate relationships existing between generations. It is especially important because city need to use of personal and professional experience of third-age persons in St Petersburg.

Analyzing the behavior of older people in St Petersburg it can be concluded that a big group of third-age people have a need to continue to learn, to gain new knowledge. They are actively participating in different courses and universities for the third-age persons. The programs for such people are made in connection with such important factors as: education of adult learners, professional status of the person in the present and the past, gender differences, reflexive capacity to adequately assess the possibility of their participation in specific social and socio-educational programs. The providers of the development and implementation of such programs in St Petersburg are state organizations, public organizations, including veteran organizations, universities of the third age, folk high schools, clubs and libraries.

The survey, which was conducted in March 2015 in St Petersburg showed great desire and need of people of the third age in education. 80 % of respondents expressed a willingness and desire to increase their level of awareness and literacy through education in the “University of the third age”. Moreover, women are more focused on training – 86 % willing than men (57 %). However, only 58 % of respondents willing to pay for the education, among which 51 person (60 %) would like to pay not more than 500 rubles, 29 (20 %) persons – not more than 1000 rubles and only 5 persons – more than 1000 rubles. 37 % of the respondents are interested in studying foreign languages, 34 % in studying computer, 33 % in ensuring healthy longevity and 27 % in exchange programs with Universities of the third age in foreign countries. Conducted investigation helps to understand the preferences of the third age persons, to suggest the courses in which they are interested and to organize the education in a way that it will be more convenient for the third age people.
Education for the third age people in St Petersburg can develop only under conditions of adequate perception of aging and images of older persons. Among the main tendencies in active ageing in St Petersburg can be mentioned: a reduction in discrimination of persons working in old people, expanding their opportunities for education, retraining, and new incentives for formal and non-formal education, more intensive use of the potential of informal learning in recent years. In the frame of this the third-age education is developing nowadays in St Petersburg.

REFERENCES


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