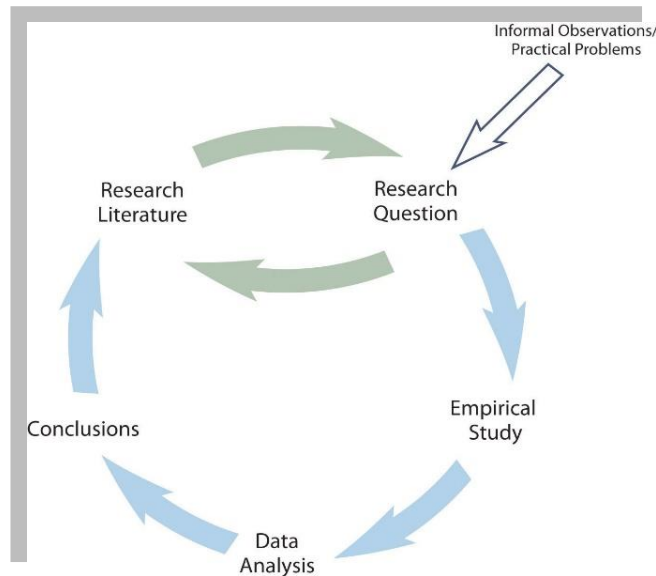


**The 7th International Scientific Conference
Management and law 2024**

**“Modern Challenges in Management, Economy, Law, Security and Information Society”
May 17, Belgrade, Serbia**



BOOK OF ABSTRACTS

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Faculty of Business and Law "MB" University

Belgrade, May 17, 2024

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The International Scientific Conference "Management and Law 2024" will be held at the Faculty of Business and Law of the University "MB" in Belgrade, for the seventh time. The topic of the Conference "Management and Law 2024" is: Modern Challenges in Management, Economy, Law, Security and Information Society" It will be held on May 17, 2024.

The beginning of the conference activities will be marked by the first plenary session, which takes place immediately after the official opening of the conference. The plenary session is held in the full format of all participants and guests of the conference. Speakers and presenters in the plenary session will present papers that have resulted from research in key thematic areas and that have potential and significance for application in practice. In addition to the presentation of research results at the plenary session, we will have the opportunity to hear key speakers with their presentations on dominant and significant topics.

The conferences will consist of three dynamic panel discussions/three sections: management, law and information technology which will be led by a moderators, who will encourage an active and broad debate among the participants. The main idea of the conference is focus on the main challenges by developing research methods, namely: achieving a sustainable economy, managing the digital revolution, overcoming the globalization crisis, reducing poverty and inequality and developing effective public policies. The focus of the conference is also on the affirmation of new regional experiences and their application and we believe that the knowledge gained at the conference will be a contribution to promoting sustainability in theory and practice, and that it will be useful to researchers, businessmen, decision makers, professionals and students. An important contribution of the conference is also focus the attention of the public on the search for the most adequate modalities for more efficient use of the indisputable social and economic potentials and to enable a constructive dialogue and consideration of the possibilities for the practical implementation of good practices in the Republic of Serbia.

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HOW CAN DRONES INFLUENCE GLOBAL SECURITY?

Emilien WATELET,
Director of ID2Move, CAP Innove, Belgium

***Abstract:** The term "drone" is a buzzword right now. In the news, it is mentioned regularly for reasons both good and bad. This is the paradox of this kind of unmanned vehicle, which became popular and accessible in the 2010s. It can help companies be more precise, reach unreachable places, and save lives. Unfortunately, it can also be used as a lethal weapon in battlefields. What does this look like? How is it used in the current wars around the globe? How does it affect our daily life as citizens? What can we do to address the subject? This article elaborates on those questions. In any case, with the constant evolution of innovations, drones are an endless topic which is and will be influencing all of us.*

***Keywords:** Drone; Unmanned Aerial Vehicle; War; Counter-drone; DJI; Social acceptance; Weapon*

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THE ROLE OF STATES IN THE SUPERVISION OF HUMAN RIGHTS

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Abstract: *In addition to norms, institutes, and mechanisms for their enactment, publication, and interpretation, each legal system, also has elements that provide insight into how the adopted rules are implemented and what is undertaken when it is determined that there is a discrepancy between what is prescribed and what happens in practice. This also applies when it comes to human rights law - that part of international and national law that regulates human rights. After the introductory part, the paper deals with fundamental problems concerning the concept and types of supervision over the observance of human rights, and then the concept and types of internal supervision of states over the observance of human rights. After that transboundary supervision of states over respect for human rights (the concept of cross-border supervision by states, diplomatic protection, etc.) and supervision over respect for the rights of foreign citizens - groups and individuals - were discussed. In the concluding remarks, the author points out that not only do states themselves or on the initiative of other subjects exercise control over the state of human rights, provide protection of specific human rights and their holders, etc. but they also monitor the state of human rights in other countries and, when necessary, take steps within the limits of international law. The author underlines that efforts to ensure the free, complete, and safe enjoyment of human rights must not turn into some form of abuse. For better understanding, he gives a few interesting examples from contemporary practice.*

Keywords: *International Law, Human Rights, Monitoring of Human Rights, States, Diplomatic Protection, Abuse of Rights*

I MODERN CHALLENGES IN ECONOMICS AND MANAGEMENT

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ARTIFICIAL INTELLIGENCE AND ADMINISTRATIVE CULTURE IN THE CONTEXT OF GOOD GOVERNANCE – FROM PARADIGM TO TENDENCY

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***Abstract:** This paper explores the dynamic interaction between artificial intelligence and administrative culture, in the context of good governance. The impact of artificial intelligence on administrative culture and decision-making within the framework of good governance is investigated through qualitative analysis. Through this method, the cultural changes caused by the acceptance of artificial intelligence are investigated, examining how and in what way ethical and moral elements are incorporated into administrative practices, and the way in which the effectiveness of artificial intelligence has an impact in improving the efficiency and transparency of decision-making. Research reveals that the integration of artificial intelligence into administrative processes is driving transformative changes in management paradigms, affecting administrative culture and decision-making trends. Despite its potential for efficiency and objectivity, ethical considerations are paramount in the implementation of artificial intelligence, necessitating compliance with governance principles. Administrative cultures must adapt in order to embrace AI technologies while respecting ethical standards, transparency and accountability. By cultivating a culture that prioritizes ethical decision-making and by responsibly using artificial intelligence technologies, administrative officials can tackle the complexity of modern management challenges. Dealing with such new challenges requires the establishment of new security mechanisms in order to reduce and/or mitigate the risks of integration and application of artificial intelligence in accordance with moral imperatives and with the aim of serving the public and collective interest.*

***Keywords:** Artificial intelligence, Administrative culture, Good governance, Decision making, Ethics and morality.*

STRATEGIES TO SUPPORT THE INSTITUTIONAL FRAMEWORK OF ECONOMIC DIPLOMACY IN THE REPUBLIC OF SERBIA

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Abstract: *The institutional frameworks of economic diplomacy are not the same in all countries, but, in a general sense, they can be understood as systems whose functioning follows national differences in goals, design, resources and efficiency. What is common in modern models of economic diplomacy is clear coordination of activities, clear institutional competencies, strategic approach in economic-diplomatic practice, effective cooperation of participants in this process and strong connection of the economic-diplomatic mechanism with the national economy and its interests. The key role in creating resource and organizational prerequisites for the coordination of economic diplomacy, regardless of the diversification of participants in the economic-diplomatic process, belongs to the state. Unfortunately, our country is still in the process of perfecting the optimal model of economic diplomacy that will enable attracting foreign direct investments and increasing exports, as well as establishing better economic cooperation with international organizations. This paper analyzes the characteristics of economic diplomacy in Serbia and the challenges that our country faces in the process of establishing economic diplomacy, as well as the results of economic diplomacy activities in our country so far. The aim of this paper is to determine the current institutional framework for the implementation of economic diplomacy activities and what needs to be done to improve it.*

Key words: *strategies, institutional framework, economic diplomacy, globalization, transition, economic development, EU.*

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APPLICATION OF CONCEPTUAL FRAMEWORKS OF RISK MANAGEMENT IN THE COMPANY AS A KEY COMPONENT OF SUCCESSFUL MANAGEMENT STRATEGY

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***Abstract:**In the modern business environment, companies are faced with an increasing number of challenges and uncertainties that can significantly affect their business, profitability, reputation, even their survival. Changing market conditions, technological innovations, regulatory changes, geopolitical instability and many other factors contribute to the creation of complex scenarios in which a modern company operates. Exactly in context which is mentioned, risk management becomes a key component of a successful management strategy. Risk management, as concept and practice, includes a systematic approach to recognition, analysis, evaluation and management of potentially negative events or situations that can affect achieving goals. Understanding the concept of risk management is to explore how organizations can effectively identify, investigate and how to analyze and manage risks in order to achieve sustainable and successful results. The research methodology will combine qualitative and quantitative approach. Qualitative research will include the analysis of various theoretical frame. A quantitative approach involves the analysis of relevant performance data companies, with the application of statistical methods, in order to establish a link between success organizations and their risk management and the attitude of management in implementation conceptual frameworks in the analysis.*

***Key words;** Risk, uncertainty, management, company, strategy.*

MONEY LAUNDERING THROUGH CRYPTOCURRENCIES

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***Abstract:** Authors in the paper are investigating money laundering through cryptocurrencies worldwide. Money laundering using cryptocurrency involves converting illegally obtained funds into digital assets to conceal their illicit origins. Criminals often use complex methods to mix and transfer funds across various wallets to obfuscate the transaction trail. This makes it challenging for law enforcement agencies to track and investigate these activities. As a result, regulatory bodies are continuously working to implement stricter measures to prevent money laundering through cryptocurrencies. Based on available data and reports from relevant financial institutions, an overview of money laundering through cryptocurrencies (CML) worldwide is given. In order to draw adequate conclusions, the data used in the paper are official data from financial institutions relevant to money laundering. The time series used in the paper includes data related to the period from 2014 to 2023 and the forecast model based on optimistic and pessimistic scenarios is constructed.*

***Key words:** Money laundering (ML), Blockchain technology, Cryptocurrency, Anti-money laundering and Fraud.*

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FOREIGN EXCHANGE BUSINESS OF RS AND THE EFFECTS OF PAYMENT TRAFFIC WITH ABROAD

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Dragana Trnavac

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***Abstract.** No economy can be isolated from the world, but must cooperate with other countries in various fields, especially in the economic field. Economic transactions in the form of imports and exports, loans and credits occur between entities - residents of different economies. Foreign trade transactions include various types of foreign trade transactions that involve the transfer of funds between countries. All these transactions are paid abroad by bank transfer or various other instruments. Each currency has different values in each country, and balances in this regard are always open to change. While fluctuations adversely affect some countries, the currencies of others become more valuable. However, it is not always good if your currency is too valuable. Currencies that are overvalued negatively affect exports and can sometimes lead to imports of cheap products. This paper is designed to determine whether Serbia has a sufficiently developed and organized foreign exchange business and payment system, which would enable it to be included in the integral payment system in Europe without major changes and investments.*

***Keywords:** foreign exchange business, exchange rate, currency, payment transactions, foreign trade*

**TAX POLICY AND ENVIROMENTAL CHALLENGES IN THE EUROPEAN UNION –
EARLIER TENDENCIES AND THEIR REFLECTION TODAY**

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Davor Macura

Alta bank. Belgrade, Serbia, bord owner

***Abstract:** Ecological taxes are today considered one of the most attractive instruments of environmental policy. Their basic idea is to change the price of natural resources in line with their scarcity, which corresponds to the fundamental principle of the market economy. Environmental taxes are means to correct, mitigate or eliminate diseconomies and other failings of the unregulated market. The motivation for their introduction is in fact the appropriate environmental resource management. It is assumed that the environmental tax in the amount of damage caused by particular economic activities would stimulate pollutants to include these damages in their production and consumption decisions.*

***Keywords:** Environmental taxes, environmental taxation, environmental policy, environmental protection, externality, diseconomy.*

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DESIGN AND IMPLEMENTATION OF QUALITY MANAGEMENT PRODUCTS AND SERVICES

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***Abstract:** The twenty-first century has brought about an entirely new notion of quality management, focusing on producing excellent products and services that will attract new customers while retaining existing ones. Quality management is now the main driver of an organization's competitive advantage. As a basic condition for affirmation and survival, there was an increase in the supply of high-quality products and services. All this relates to price competition with an increasing number of innovations, starting from the production market and progressing towards the sales market and the competence market. Companies engaged in various types of production or service provision essentially strive to meet the needs of their customers, improve the quality of the product, and provide adequate and quality service. The quality system should be based on the principles of management's commitment to quality management, with a focus on customers and ensuring the satisfaction of human resources in the organization. Because of all this, contributes to the fact that constant improvement and cooperation of all participants in the process of providing services will undoubtedly lead to successful business and desired results. Research aims to demonstrate the value of quality in all aspects of business and the importance of quality management, which contributes to an organization's industrial success and improved market positioning.*

***Keywords:** quality, quality management, implementation, quality techniques, organization, management, quality management;*

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INFLUENCE OF INTELLECTUAL CAPITAL ON BUSINESS PERFORMANCE AND CREATION OF COMPETITIVE ADVANTAGE

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***Abstract:** The accelerated process of globalization in the last few decades has led to a series of technological, political, economic and social changes that have transformed the world economy and affected the performance of organizations, the way of acquiring value and creating a competitive advantage. Intellectual capital has become one of the most important factors for achieving better performance of organizations by applying new knowledge, skills and innovative ideas, which are a prerequisite for business expansion and competitiveness. The modern economy is an economy based on knowledge and its competitiveness is based on high technologies, innovations, the creation of multinational and transnational companies and corporations, and global networking. Every organization strives for a sustainable competitive advantage that allows it not only to survive in the market but also to have continuous recognition, growth and development. The aim of this paper is to determine the impact of intellectual capital on business performance, which will enable the organization to create a continuous competitive advantage as the starting point of any successful organizational business.*

***Keywords:** intellectual capital, human capital, structural capital, organizational performance, competitive advantage.*

SATISFACTION WITH SUPERVISOR'S COMMUNICATION AMONG EMPLOYEES IN BANKING ORGANIZATIONS

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***Abstract:** Organizational outcomes are related to employees' satisfaction, their job performance and other job-related attitudes and behaviors. Accordingly, organizational outcomes are also related to employees' satisfaction with communication in their organization. Previous empirical research has shown that among communication dimensions, employees' satisfaction with supervisor's communication has the strongest relation to job satisfaction. Therefore, this paper examines employees' satisfaction with supervisor's communication. In addition, it examines supervisory and non-supervisory employees' attitudes to satisfaction with communication with their supervisor. Thus, the aim of this paper was to determine whether employees are satisfied with supervisor's communication as well as whether supervisory employees and non-supervisory employees are equally satisfied with the communication with their supervisor. 166 employees who work in banking organizations in the Belgrade region (Serbia) participated. Descriptive statistics were used to present and analyze the respondents' answers. The main finding has shown that the surveyed supervisory employees rated the communication with their supervisor well in contrast to non-supervisory employees. This finding suggests that supervisory employees in lower positions in the hierarchy of surveyed banking organizations in the Belgrade region should improve communication with their employees, and the management of these organizations should offer them a supervisor communication training program or a supervisor communication skills course, etc.*

***Keywords:** employees' satisfaction, supervisor's communication, banking organizations*

EVOLUTION AND SIGNIFICANCE OF CLOUD COMPUTING: A COMPREHENSIVE ANALYSIS IN AUTOMOTIVE BUSINESS OPERATIONS

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Abstract: *This research article conducts a thorough examination of the developmental trajectory and profound significance of cloud computing in modern company operations, with a particular emphasis on the consequences for original equipment manufacturers (OEM) efficiency. Motivated by the need for cost savings and underutilization of traditional computing resources. This paper examines the limitations inherent in old models and investigates the paradigm shift to cloud services with software compliance. Three-way integration of virtualized hardware, a dynamic software platform, and application deployment emerges as a disruptive mechanism that promotes efficiency, flexibility, and global access. This article adds to the expanding body of knowledge on the transformative influence of cloud computing on OEM operations within larger business ecosystems by meticulously analyzing and synthesizing current literature and empirical findings.*

Keywords: *Cloud computing, OEM efficiency, sustainability, green cloud computing, transformative trends;*

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TURNAROUND STRATEGY IN SERBIAN INDUSTRY

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***Abstract:** The main aim of this study was to determinate the key factors in strategic choice for corporate turnaround in Serbian industry. The authors suggested that following factors correlated with turnaround strategies i.e. cause of crisis, crisis stage, organizational life cycle phase, competitive position, and industry life cycle stage. The findings suggested replacement of management as the first action of successful turnaround. Retrenchment strategy has been conducted in all observed Serbian companies. The findings have significant implications for practitioners attempting to manage corporate turnarounds. Furthermore, an analytical framework could be used in other emerging economies.*

***Keywords:** turnaround strategy, recovery, industry, crisis, Serbia*

**THE RELATIONSHIP OF THE GREEN AGENDA OF SERBIA AND THE
URBANIZATION OF THE MUNICIPALITY OF SURČIN FOR THE
IMPLEMENTATION OF EXPO 2027 - SITUATION AND PERSPECTIVES**

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***Abstract:** The construction of the National Stadium and the exhibition-residential complex "EXPO 2027" for the purpose of holding an international specialized exhibition will have positive effects on the Republic of Serbia. They are reflected in the development of a new urban area in Belgrade, at a location administered by the Municipality of Surčin. At the same time, the development of road and railway infrastructure to this location will enable accessibility from all parts of the Republic of Serbia, which further confirms the national importance of this capital investment, classifying it on a macro level as the most significant project in the modern history of Serbia. However, the question of the micro level - Surčin municipality - the current state and future development from the perspective of environmental protection remains open. This work seeks to find out whether and in what way the planned capital investment will affect the quality of life of the people living in Surčin municipality, that is, whether the project "Expo 2027" will meet the goals of the Paris Climate Agreement, reduction of environmental pollution - air, soil and water, and contribute to harmonization with the legal acquis of the EU in the areas covered by the Green Agenda: decarbonization, energy efficiency and reduction of industrial emissions. In this research, descriptive and comparative methods, methods of analysis and synthesis were applied, and where possible, statistical methods were used. The paper did not consider the financial values of the capital investment.*

***Keywords:** Expo 2027, Serbia, Belgrade, Surčin, Green Agenda, land, water, air*

REACTIONS OF SCIENTIFIC PUBLIC OPINION AND TENDENCIES IN THE PRESERVATION AND PROTECTION OF CULTURAL HERITAGE

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***Abstract:** Areas of Serbia and the Balkan Peninsula are rich in medieval cultural heritage, but we are witnessing an increasing attempt to destroy and obliterate the identity of the people and the culture itself. This was particularly pronounced after the NATO aggression against the Federal Republic of Yugoslavia in 1999. The aim of this work is to conduct an analysis of scientific public opinion in relation to the safety aspects of the preservation of cultural heritage. Methodology: we perform a quantitative and qualitative analysis of ten scientific papers, five from Serbia and five from Europe, focusing on the notion of cultural preservation in relation to the various strategies offered. We present the results in a tabular and descriptive way. The results indicate different views of scientists in relation to the safety factor of the culture itself. The concluding considerations indicate that the preservation of cultural heritage is directly and indirectly related to social events, and that security itself must be harmonized with social changes in the world.*

***Keywords:** scientific public opinion, cultural heritage*

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THE IMPORTANCE OF IMPLEMENTING GOOD GOVERNANCE PRINCIPLES IN PUBLIC-PRIVATE PARTNERSHIPS IN SERBIA

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***Abstract:** The interaction and influence of public-private partnership projects (PPPs) on sustainable development in Serbia is largely neglected. Currently, there are no policy in place that even tackle the possibility of including sustainability considerations in any phase of the PPPs implementation. Implementing good governance principles in PPPs can bring a wide range of benefits for the country. Good governance ensures efficient and timely execution of PPP projects, leading to the development of critical infrastructure such as roads, bridges, energy facilities, and healthcare facilities. This, in turn, contributes to economic growth and improved quality of life for the citizens. Transparent and accountable governance practices are also crucial for making Serbia more attractive destination for foreign investors. Successful PPP projects generate employment opportunities, both directly through construction and operation phases and indirectly through associated industries. This contributes to economic growth and helps alleviate unemployment concerns. If well-designed indicators are included in any phase of the PPP cycle (e.g. in the procurement processes, through project specifications and award criteria), it can lead to greater efficiency and sustainability of the infrastructure projects, or provision of public services. On the other hand, by failing to incorporate economic, environmental, and social implications right from the beginning, public authorities can miss a unique opportunity to significantly reduce the whole life cycle costs of the PPPs projects. By developing sustainable development indicators and detecting which specific governance instruments and incentives can be implemented within PPP projects, the sustainability of public infrastructure and services delivered through PPPs in Serbia will be enhanced. In conclusion, the implementation of good governance principles in PPPs in Serbia not only ensures the successful execution of infrastructure projects but also brings about positive economic, social, and environmental impacts, positioning the country as an attractive destination for investments and collaboration.*

***Keywords:** good governance, public-private partnerships, sustainable development, policies and practices.*

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CHANGES MANAGEMENT IN A COMPANY'S CRISIS ENVIRONMENT

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Abstract: *In a changing environment, in order to survive, businesses themselves must constantly change and develop. The changes, dynamics of decisions, activities and interactions that the crisis requires indicate that organizations respond in different ways, some of them are completely effective, while some completely ineffective. Despite the fact that Serbia in its recent history faced a large number of different crises and emergency situations, domestic theoretical thought is practically at the very beginning. The article discusses the specifics of crisis management and the basic and interrelated phases of crisis management, starting from crisis situation prevention and planning through various management system responses. The characteristics of crisis managers who should take into account the essential principles of crisis management are considering by looking at the environment of the organization, its resources and by analyzing the compatibility of the strategy with the current business situation in order to adapt the available crisis management tools to the specifics of certain types of crises. Part of the research context of the article is also a looking at building a crisis management team, pointing out the importance of its effectiveness, but also the necessity of respecting ethical principles. Also, similarities and differences between crisis management and concepts such as risk management, security management, disaster management, civil protection and business continuity management were considered. In order to combat crises, the key success factors of the company become the ability and speed of adaptation, whereby strategic and organizational changes are necessary for the company to react rationally to the changing environment, with the emphasis that after the end of each crisis there should be a process of learning from the past event, taking into account difficulties that arise on that occasion.*

Keywords: *crisis management, risk management, types of crises, knowledge management*

THE NECESSITY OF THE DEVELOPMENT OF TRAFFIC INFRASTRUCTURE FOR THE FURTHER DEVELOPMENT OF SPA TOURISM IN SERBIA ON THE EXAMPLE OF BUKOVIČKA SPA

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Abstract: *The role of transport infrastructure in the process of tourism development and the development of spa tourism in Serbia is of key importance for the further development of spa tourism in Serbia. The latest trends in tourism indicate that people want to travel several times a year on shorter trips. In addition, increasing people's knowledge about the necessity of health care and relaxing moments as a prerequisite for a longer and better quality of life has led to the development of spa tourism in the world. Due to its natural and geographical characteristics, Serbia has a great potential for the development and growth of spa tourism. A large number of thermal waters, spas, villages, mountains, national parks and other natural resources makes Serbia one of the most attractive destinations for spa tourism. In addition to the necessity of investment in tourist facilities, the first prerequisite for the further development of spa tourism in Serbia is investment in traffic infrastructure, especially in the vicinity of places with developed tourist potential for spa tourism. In this paper, it is pointed out on the example of the Bukovička spa, which can improve its tourism with its exceptional tourist potential, thanks to the traffic infrastructure, which must be more developed and better maintained. The complete traffic infrastructure in Serbia, roads of all categories and routes, constitutes an integral element of the material basis of tourism which is vital for tourism development. Investing in the transport infrastructure of Bukovička banja will lead to the exploitation of its great natural potential, climate, flora, fauna, geographical location, cultural and historical heritage, material and non-material culture, gastronomy and will finally contribute to lower transport costs due to its good geographical location.*

Keywords: *traffic, traffic infrastructure, spa tourism, Bukovička spa*

“GREEN” FINANCE AND “GREEN” BANKING

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***Abstract:** "Green" finance and "green" banking mainly refers to the process of considering environmental and social aspects when making investment decisions, which leads to increased investments in long-term and sustainable activities. More specifically, environmental considerations refer to climate change mitigation and adaptation, and more broadly to the environment and related risks (eg natural disasters). Social considerations can relate to issues of inequality, inclusiveness, labor relations, investment in human capital and communities. The governance of public and private institutions, including management structures, employee relations and executive compensation, plays a fundamental role in ensuring the inclusion of social and environmental aspects in the decision-making process. In the paper, we analyze the connection between financialization and a sustainable environment, starting from the experiences of post-transition countries and analyzing the regulations in the EU.*

***Key words:** green finance, green banking, EU.*

DETECTION OF MISINFORMATION USING NLP METHODS AND STYLOMETRY ON SOCIAL MEDIA IN THE SLOVAK LANGUAGE

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Abstract: *We encounter misinformation every day, and most of the time we ignore it. However, classifying information as misinformation is a difficult process. The main goal of this project is to solve this task and create a model for the automatic binary classification of information as misinformation or not. This project aims to analyze and propose a model for the detection of antisocial behavior using natural language processing techniques, regardless of the spreader status. The first goal is to obtain and collect freely available data from social networks and create our new dataset with data evaluated with NLP methods based on whether it is misinformation or not. Another goal is to create a custom model for classifying new, unevaluated data. The next goal of this article is to compare these methods with existing ones and to choose appropriate metrics to compare with existing solutions.*

Keywords: *Misinformation, Natural Language Processing, NLP, Binary classification, Neural networks;*

SECURITY RISKS AND HUMAN POTENTIAL DEVELOPMENT IN THE MILITARY ORGANIZATION

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Abstract: *Human potential is a term that refers to human resources within organizations, where it represents human abilities and skills. Based on that, it can be said that human resources in modern working and business conditions represent the most valuable and significant resource of every organization, including military organizations, if they are effectively and adequately managed. However, should be kept in mind that human resources can be one of the biggest sources of risk for any organization. Risk is a situation in which we are not sure what exactly will happen, and it reflects the probability of possible outcomes around some expected value. In recent decades, organizations have been making an increasing effort to assess risks at all levels in order to minimize possible negative effects on the achievement of goals. It is clear that risks cannot be completely avoided, but they need to be identified and analyzed in time in order to measure their impact on the desired results and determine the probability of occurrence, and then define effective measures for their management. When it comes to the military organization, the specificity that arises from the very character and purpose of this institution determines the importance of a special type of risk, i.e. security risks. That is why the phrase "security challenges, risks, and threats" is often used in military vocabulary. During the last decades, the emergence of new and different security challenges, risks and threats has led to a significant change in the importance and role of the human factor in the military organization. Perhaps the most significant change can be seen through the introduction of a professional instead of a recruited army. Such an army is less and less in need of numerically large formations, while the need for highly trained staff of various specialties has increased. The use of information technology, and especially artificial intelligence, as well as the need for quick maneuver and further reach of joint formations, led to the fact that the efficiency of the professional army increasingly depends on human abilities and skills, that is, the human potential of the military organization. The development of human resources, especially under such conditions, certainly carries significant security risks. The main purpose of this article is to identify security risks in the field of human resources development on the example of the Serbian Armed Forces, to analyze existing measures, as well as to consider possible improvements to avoid, reduce or possibly to accept them. In order to successfully realize the research idea, the descriptive method was used when describing real conditions and situations, as well as the method of content analysis of scientific literature and all available normative-legal and other documents. The basis of the research is the aspiration to effectively and efficiently use the available personnel in the form of a comprehensive strategic concept of human resource management, which in any case includes risk management in the development of human resources of a military organization.*

Keywords: *Risks, Security risks, Human resources, Military organization.*

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**THE CONCEPT OF QUALITY MANAGEMENT IN PUBLIC ADMINISTRATION -
Experiences from Serbia and recommendations for Libya**

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***Abstract:** Establishing a quality management system in public administration is expected to improve the functioning of the public sector and the efficient provision of public services to citizens. In institutionally regulated countries, public administrations are familiar with and apply the principles of quality management in their operations, especially in Western European countries with a developed tradition of administrative law. Although there is evidence that management techniques based on quality management principles are the key to good management, their application has not been developed or is not applied at all in the public sector of insufficiently institutionalized countries. The aim of this paper is to determine the institutional mechanisms that influence the effective implementation of public policies according to the principles of quality management in public administration, on the basis of which some lessons could be drawn for Libya based on experiences from Serbia. Although Serbia is also at the beginning of quality management in public administration and lacks numerous institutional mechanisms needed to implement these principles, there are a clear difference in administrative tradition, greater organizational autonomy and better coordination of public policies from which certain lessons can be drawn for the public administration of Libya. There are also numerous similarities, for example in both countries the lack of monitoring over the set goals in the defined management strategies and over the implementation of the set action plans is highlighted, so the authors in this paper make recommendations based on the experiences from the developed countries of the European Union that can benefit public administrations in both countries.*

***Keywords:** quality management, public administration, quality standards, knowledge management*

APPLICATION OF BUSINESS INTELLIGENCE IN BUSINESS ANALYSIS

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***Abstract:** Modern business requires more and more application of information technologies. Business intelligence should be a part of the organization's information system, with the role to facilitate and improve the organization's management. Business intelligence is an area of information technology, which aims to achieve high-quality decisions to fulfill company's strategic goals. It includes different types of technology and approaches involved in the field of IT, management, statistics, and mathematics. Business intelligence, together with knowledge management, forms new system concepts of collecting, organizing, storing, and exchanging knowledge in order to achieve the goals in given business system. Business intelligence systems are tools that help managers organize and make decisions from their data. Effective Business Intelligence systems strive for efficient collection, formatting of information and use in an optimal way for communication with different interested parties. Many software packages and applications have been created in this way. One of them, power BI (Business Intelligence) is a tool developed by Microsoft that enables data visualization and analysis to help users make informed business decisions. It enables creation of personalized Dashboards, interactive reports, visualizations, and geo-maps, whereby data can be combined from almost any application or data source, regardless of whether the data is in the cloud or locally.*

***Keywords:** business intelligence, Power BI, business management.*

THE ROLE OF FOREIGN INVESTMENTS IN THE OIL INDUSTRY

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***Abstract:** The purpose of the research is to advance long-term growth in Libya and many developing countries and enable them to join the ranks of developed countries. The two research questions that this paper deals with are: a) What role can foreign investments in the oil sector and manufacturing industries play in the economic diversification of Libya and some countries? b) What are the accompanying measures that need to be taken to increase the positive impact of foreign investments on the productivity of Libya and some countries? Important literature that guides this research contributes to the economic and social development of Libya and some countries. Foreign direct investment is considered a mechanism for improving productivity, transferring expertise and technology, encouraging employment and increasing the value of exports, especially in the oil and manufacturing sectors. There are two main results. First: continuing to encourage the prevailing industrial fabric (oil refining industry, food industries, and textile industries) in order to raise the value of exports and preserve jobs on the other hand. Second: In parallel with encouraging the development of new and diverse industrial specializations. The policy implications are that the impact of foreign investments on the economy of Arab countries varies from one sector to another. Therefore, the countries that achieved a successful economic boom are the ones that were able to direct investments to economic activities with high added value, as happened. In China and India. The negative effects of these foreign investments were that the presence of foreign investment companies negatively affected national companies. Despite their contribution to increasing exports, they negatively affected the sector's productivity. Implications for practice are manufacturing sector plays an important role in absorbing the labor force, especially the operational one that has average competencies, and thus contributes to the formation and growth of the middle class in the world. Foreign direct investments in this sector provide many opportunities to employ the national labor force and raise wages.*

***Keywords:** Foreign investments, Oil, Economic policy, Economic analyzes of Libya and the Arab countries.*

TOOLS AND POLICIES FOR EARLY DETECTION OF BAD DEBTS

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Abstract: *The purpose of the research is to determine the main causes of bad debts, to determine how bad debts are managed in banks and the extent of their conformity with banking policies, and finding solutions to the problem of debtors failing to fulfill their obligations. The two research questions that this paper deals with are: a) What are the preventive measures that banks take to address bad debts? b) What extent does the Central Bank of Libya intervene in directing bank credit? The search methods are used to develop banks' capabilities in treating their troubled debts, not only by stopping granting credit or being strict, but they must also carry out the process of monitoring and this will only be done by using early debt detection tools which are financial analysis tools and credit information system so that banks can perform their main role effectively. There are two main result in the research. First: Financial failure does not occur all at once, but rather passes through several stages to reach the intractable stage of failure. Knowing these stages leads to correct treatment of financial failure in its initial stage. Second: The causes of insolvency in financial institutions are due to common matters between the institution itself, the debtors, and the surrounding circumstances. The policy implications are that bad bank debts are considered one of the most serious problems facing the banking system and the state's economic activity because of their costly consequences and complex effects. Their impact is not limited to the present only, but extends to the future because of the instability that occurs and the shaking of the structure of trust in the bank and the elements and units of banking . Implications for practice are related to the management of the funded project, including: the lack of correct and accurate data about the project, and reliance on wrong feasibility studies based on assumptions. Unrealistic, leading to these projects faltering and not being sustainable in the future. Using debt for purposes other than those for which it was granted leads to the project assuming obligations that it will not be able to fulfill. Lack of administrative and technological expertise among those in charge of the project, lack of experience in those responsible for the project and lack of the necessary skills to manage the project, and Insolvency and bankruptcy.*

Keywords: *Bad debts, Credit, Banks, Financial market, Financial policy.*

ECONOMIC BENEFITS RESULTING FROM THE SALE OF PUBLIC SECTOR PROPERTY

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***Abstract:** The purpose of the research is to explain and define the concept of privatization for its implementation and prevention of its negative effects. And clarifying appropriate plans to remove obstacles that prevent the proper implementation of the privatization program. The two research questions that this paper deals with are: a) How successful is the experience of reforming the public sector in Libya and some countries by focusing on activating the development role of the private sector (through the privatization mechanism)? B) Did the privatization policy as one of the economic reform programs succeeded in addressing the obstacles facing the development sectors in Libya and some countries? The search methods are used through privatization that aim to raise the rate of economic growth by improving the efficiency of institutions and then reduce the burdens on the public sector, as it ultimately aims to activate the sectors of the economy to achieve optimal employment of economic resources in the long term. There are two main results in the research. First: The buyer grants business sector units all the rights and freedoms available to private sector companies, which are determined by prevailing laws and legislation. Second: An equal opportunity must be provided without discrimination to everyone who wishes to purchase part or all of the shares in some companies, without prejudice to the imposed legal restrictions. The policy implications are that privatization without proper legal regulation can lead to many negative results and bad financial impacts. In order to avoid economic tragedy, capital markets and natural monopolies must be liberalized in accordance with effective legal regulation. Implications for the practice of that the application of privatization achieves many economic benefits, some of which relate to the macroeconomic level and others to the microeconomic level, through choosing the best methods for implementing privatization according to the priorities and circumstances of the economy.*

***Keywords:** Privatization, Economic benefits, Productive efficiency, Sale of public sector property.*

THE FUTURE OF ROBOTIC VEHICLES WITH THE CONTRADICTIONS OF PROCESS IN THE GREEN AGENDA AND PRODUCTION OF DIFFERENT POWER SOURCES

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Abstract: *The use of different types of cars produces paradoxes when externalities such as environmental damage are taken into account. Using an empirical method, we tried to analyze the contradictions within the green agenda. The suggested techniques do not have to be implemented during the study phase. The article attempts to examine current global patterns to identify future alternatives for replacing aging infrastructure. In an age of great technological growth, the automobile manufacturing sector is undergoing significant changes. This transformation involves replacing outdated infrastructure with sophisticated software and energy-saving components. Although the changes represent exciting solutions, they also present significant obstacles, especially in achieving the goals of environmental sustainability. The integration of automation, artificial intelligence and modern manufacturing technology may result in less demand for workers in conventional industries. In addition, the transition to sustainable methods, especially in the production of batteries for electric vehicles, complicates the process. Financial issues, such as investment and transition costs, highlight the need for change. We have used empirical research in sustainable energy management, circular economy and urban planning projects to address these difficulties. By collecting and analyzing real-world information, we hope to provide evidence-based insights into the effectiveness of various methods and policies. Ensuring a resilient and sustainable future for transport EU regulation is key in combining environmental concerns with economic sustainability. Our research shows a historic shift in the transport sector, with autonomous cars playing a key role in designing future mobility options.*

Keywords: *robotic vehicles, green agenda, car manufacturing sector, artificial intelligence, advanced production technology approaches, power sources.*

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CONTEMPORARY TRENDS IN MANAGEMENT AS IMPORTANT PART OF ORGANIZATIONAL VALUE CREATION

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Abstract: *People are the basic potential that the organization has, and they should be the starting point and the end point in improving the quality of business. Without people with appropriate knowledge, skills and experience, even the best idea will not lead to realization. Human resources of any organization are its most important resource. Management decisions and the process of working with employees are of immeasurable importance for recruiting and retaining the right employees.*

It is only recently that organizations and institutions have recognized the concept of human resources as the main means of achieving success, quality, profitability, efficiency, effectiveness and economy in the implementation of set plans. Therefore, human resources departments have a wide range of activities, and these activities have an impact on corporate change management.

Keywords: *New roles, innovations, value creation, ethics.*

EDUCATION IN ENVIRONMENTAL PROTECTION

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***Abstract:** The problem of defining ecological damage to humans and the environment is very pronounced due to the difficulty of measurement and the lack of exact indicators. Environmental damage from pollution occurs due to reduction of the value of resources or their exploitation. All forms of protection whose goal is to stop environmental damage require certain financial investments, which would make it possible to carry out research, control, planning, and establish technical protection measures. and working conditions.*

The application of modern tools such as strategic assessment of impact on the environment is certainly one way to achieve this goal. Also, the empowerment of the poorer population and less developed regions to manage natural resources in an appropriate manner, for example through better access to information, judicial or participation in decision-making mechanisms by involving the public in the earliest stages of decision-making or any other appropriate means. The education of environmental protection should provide a redefinition of man's relationship to nature and change its behavior: the basic condition is to respect principles of nature. The education of environmental protection is not just about exploring the natural and social sciences necessary for understanding and solving environmental problems and pollution of the environment, but also assumes extension of moral principles and the formation of a new system of values of man in relation to nature and the environment: a man can and must to be the only users of nature, and not its master.

***Keywords:** environmental protection, education, modern tools.*

II MODERN CHALLENGES IN LAW AND SECURITY

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EPISTEMOLOGICAL ANALYSIS OF THE BASIC TERMINOLOGICAL DEFINITIONS OF THE TERM TERRORISM

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***Abstract:** The subject of this paper is an epistemological analysis of the basic terminological definitions of the term terrorism. The paper, from a theoretical and methodological point of view, confirms earlier knowledge that there is no uniformity in the definition of terrorism in world literature and international legal legislation. Descriptions and scientific explanations of the meaning of the term terrorism by numerous authors are so diverse, starting with the fact that organized crime is a part of terrorism, and ending with the fact that piracy is a terrorist act. From an epistemological point of view, the paper confirms that, ranging from the phenomenology of the terrorist act to what leaves consequences for the victim, there are great differences in the understanding of the phenomenon of terrorism. The results of the comparative analysis of the available theoretical and legal definitions of terrorism confirmed that there is no necessary level of agreement regarding the definition of terrorism in domestic, European and world literature. The collision between the theoretical definitions of this term and the definitions of terrorism in legal acts on the prevention of terrorist financing is particularly noticeable. Precisely because of the lack of a generally acceptable definition of the term terrorism in legislative legal acts at the international level, it often happened that one person or socio-political group was treated as terrorists in some cases, and another person or socio-political group in the same or similar situations, fighters. for freedom. Starting from such a situation, in the conclusion of the work, a synthetic, working and characteristic definition of terrorism is offered, which can represent a modest contribution to the construction of an internationally acceptable scientific definition of terrorism as a complex and complex socio-political phenomenon. The proposed definition has an epistemological cognitive value, because it contains the basic meaning of the term terrorism. In addition, the proposed definition fulfills all eight methodological criteria for defining theoretical terms, first of all, the criteria of objectivity and content, diversity and inclusiveness, complexity and development, equivalence and proportionality, as well as the criterion of dialectics.*

***Key words:** terrorism, legal and security resources of terrorism, internationally acceptable definition of terrorism.*

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COMPARATIVE VIEW OF THE EUROPEAN CONVENTION ON HUMAN RIGHTS WITH THE CHARTER OF FUNDAMENTAL RIGHTS OF THE EUROPEAN UNION AND THEIR TRENDS IN THE INTERNATIONAL COMMUNITY

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***Abstract:** The second half of the 20th century is the era when countries open up beyond their borders. In fact, this period also marks the creation of the largest and oldest international governmental organization, the United Nations. In parallel with these integrations, in Europe and beyond, the awareness of human rights is developing - a value which by its nature is inalienable, indivisible, absolute and universal. The paper will discuss how the European Convention on Human Rights is developing, a counterpart to the Universal Declaration of Human Rights and the Charter of Fundamental Rights of the European Union, which is being developed under the example of the ECHR. These two international documents are interesting for analysis and comparison and have implications for the entire international community. What they have in common is that they have almost similar provisions, which indicates that a certain range of human rights were valid in that development process of the international community. Later that list was expanded by the American Declaration of Human Rights. It is important to know that the international community elevates human rights as the highest human value. The existence of these documents is only a step forward towards the integration of the modern international community.*

***Keywords:** UN, European Convention on Human Rights, Charter of Fundamental Rights of the European Union, comparison, trends*

RULE OF LAW AND USE OF STATE AND MINORITY SYMBOLS IN MACEDONIAN AND SERBIAN CASE

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***Abstract:** The rule of law implies that all individuals, as subjects of the law, are equal before the law in terms of their rights and obligations, as well as in the limitations imposed on certain behaviors. This equality and these limitations should not discriminate on any national, religious, gender or official basis. The subject of this paper is an comparative analysis of the rule of law in N. Macedonia (Macedonia) and Serbia conducted through an examination of the implementation of constitutional and legal regulations regarding the use of state symbols and community symbols. The purpose of the research is to determine whether the application of these principles is in accordance with the rule of law. Practice shows that the rule of law is not always fully implemented in the two cases. The use of official duties and free willingness of individuals can be considered among the causes of non-compliance with the rule of law. In the conclusion, two evaluations are provided: one regarding the adequacy of the existing regulation and the other suggesting possible future solutions that would be in accordance with the rule of law*

***Keywords:** rule of law, state symbols, minority symbols, N. Macedonia, Serbia*

REFLECTIONS ON THE 200 YEARS OF THE HISTORY OF INTERNATIONAL ORGANISATIONS

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***Abstract:** International organisations (IOs) are probably the single most important achievement in the history of the international community. They constitute the most developed form of organizing it on the basis of equality and fairness. Taking into consideration that international relations have existed for several thousands of years, it is noteworthy that the concept of international institutions, and more specifically the concept of IOs, emerged only 200 years ago. However, the specific organizational cooperative structure that today we call IOs appeared in the last 100 years. Of course, there had been other instances of organizing the international community even before the 19th century, the Hanseatic League, which was active during the Middle Ages, being one of the most significant ones. But the history and accomplishments of these earlier institutions has rather been overlooked. In our days, we take the existence of IOs for granted. It will not be an understatement to say that IOs have become dominant actors in the world scene. Increasingly, more and more inter-state discussions, deliberations and transactions take place inside them. Major issues that concern the entire planet are debated with the initiative and under the auspices of IOs, the protection of the environment / climate change and the protection of human rights and fundamental freedoms being two examples of note. Presently, there are hundreds of IOs in existence and constantly new ones are established. At the same time, the foreign policy of many states is to join as many IOs as possible. These two factors ensure that the importance of IOs will increase in the years to come and that their global position will be consolidated. For the foreseeable future it will continue to be the most perfect vehicle through which to achieve the organisation of the international community.*

***Keywords:** International organisations (IOs), foreign policy, international institutions.*

DEADLY ATTACK: DUBONA AND MALO ORASJE: LEAVE THE PROTECTOR

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***Abstract:** As a subject of research, the paper will analyze various aspects of the deadly attack on the citizens of Dubona – Mladenovac - Belgrade, and Malo Orašje - Smederevo, on May 4, 2023, which resulted in loss of life and injuries to more people. The aim of the research is to find out whether it is a legal right of a citizen to expect his life to be protected? Was the deadly attack predictable? On what principles are the powers of the authority based, which according to them is obliged to provide protection to the citizen — his physical and any other integrity? Did the body authorized to protect citizens from the deadly attack that was carried out on May 4, 2023 act in accordance with its obligations in the case of the crime in the suburban settlement of Dubona of the city municipality of Mladenovac - Belgrade, and Malo Orašje, a populated place - the city of Smederevo? Who is responsible for the deadly attack? Based on the research, it is established: for the deadly attack on 05/04/2024 in the suburban settlement Dubona of the city municipality of Mladenovac - the city of Belgrade and Mali Orašje settlement - the city of Smederevo, the citizens of the Republic of Serbia who decide on the entrustment and transfer of their powers to the government - the government that exercises the powers transferred to it on their behalf - are directly responsible; the government of the Republic of Serbia — its Ministry of Internal Affairs — its Police Directorate and its organizational units are responsible: the Police Administration for the city of Belgrade and the city of Smederevo; managers in those organizational units who are obliged by law to provide protection to citizens for the peaceful enjoyment of their rights; the fatal attack was predictable; authorities could prepare for proactive action and prevent a deadly attack.*

***Keywords:** Deadly Attack, Dubona, Malo Orasje, Absence of the Protector.*

THE DIGITAL ERA AS A CHALLENGE FOR HUMAN RIGHTS

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***Abstract:** The digital era, as a period in which digital technologies have a significant impact on all aspects of human life and society as a whole, represents a general change in the way we live and function. The development of digital technologies and digitization opens up new ways to exchange ideas, information, research and other activities that take place in the digital space. The high degree of modernization of states in contemporary society is made possible by digitalization, that is, by the use of information technologies in the private and public sectors. The process of digitization ensures openness, transparency, and inclusivity, which satisfies the requirements for effective and efficient governance. However, as digital space grows, so do the opportunities for human rights and freedom violations, which hold true both in the offline and online worlds. The protection of human rights in the 21st century depends on the ability of states to clearly establish their protection in a digital context. The purpose of this article is to highlight the challenges, risks, but also the possibilities for improving the protection of human rights in the digital era, especially the right to privacy and the protection of personal data. To achieve this goal, several methods will have to be applied, such as the analysis of scientific and professional literature, normative, historical, comparative, empirical and descriptive methods. In conclusion, I will highlight the need to develop a dialogue that will balance progress in the protection of basic human rights.*

***Keywords:** digital era, human rights, online space, right to privacy, protection of personal data.*

COMMERCIAL OFFENCES BY COMPANIES IN THE CONDITIONS OF COMPETITIVE BUSINESS

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***Abstract:** In accordance with the current scientific and social needs, the authors decided to devote the work to the research of the mutual connection of the subjects of economic relations, as well as legal violations of economic relations by the subjects that establish those relations. The economy is the main carrier of the entire social development and prosperity of the society, so researching the legality that occurs in the daily operations of the company and the fair and honest relationship towards consumers or service users was a great challenge for the authors. The main goal of the work is the analysis of the ten-year period of business operations of companies on the territory of the Republic of Serbia and the discovery of the legality of their operations. After analyzing the concept, types and main characteristics of companies established in the territory of the Republic of Serbia, the authors presented the basic economic, commercial offences according to the currently valid regulations in the Republic of Serbia, which are most often committed by companies and responsible persons in them. In the research, almost all basic methods of knowledge and research were applied, and statistical and comparative methods were used from the general scientific methods. From the methods for data collection - method of content analysis of documents, laws and annual statistical reports of the Republic Institute of Statistics was used. By determining the most dominant sanctions that are determined for the illegal operation of companies, the authors end the work with a discussion and analysis of these deviant behaviors and recommendations for their suppression. The special value of the work consists of the findings that were reached by analyzing ten years of court practice regarding the subject of the work.*

***Keywords:** commercial offences, companies, competition, consumer rights.*

PSYCHOLOGICAL TESTING IN PROFESSIONAL SELECTION:APPLICATIONS AND CONSIDERATIONS

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***Abstract:** In recent years, psychological testing has become more and more used in the process of professional selection of candidates in an organizational context. Psychological testing offers valuable insights into candidates' psychological traits and abilities related to the specific requirements of the workplace. This paper provides an overview of the use of psychological testing in the selection process, covering the types of tests most typically used, the importance of the validity and reliability of psychological instruments, the ethical considerations, positive practices and recommendations for further use. The emphasis is on the selection of appropriate measuring instruments and the proper application of psychological tests based on the organizational needs, in order to provide more information about the potential work performance of the candidates and their compatibility with the job requirements.*

Although the use of psychological testing in the selection process can be particularly useful, it is recommended to be used in combination with multiple assessment methods in order to optimize its impact on hiring decisions.

***Keywords:** professional selection, psychological tests, testing, recruitment, human resources*

ROLE AND SIGNIFICANCE OF BRICS

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***Abstract:** The contemporary global landscape is characterized by continuously evolving socio-economic and political dynamics, in which a special place is occupied by the group of countries known as BRICS - Brazil, Russia, India, China and South Africa. This heterogeneous alliance arose from sharing common interests and aspirations in order to articulate their voices in the international arena. The ability of BRICS to assert itself as a significant actor on the world stage raises questions about the dynamics of global relations, economic stability and diplomatic interactions. This grouping, with its varied geographical distribution and economic power, is positioned as a key factor in shaping international flows and influences. Therefore, understanding the motivations, goals and challenges arising from this cooperation provides a deeper insight into the global political and economic paradigm.*

***Keywords:** BRICS, dynamics, World scene, International flows.*

THE PUBLIC -PRIVATE PARTNERSHIP - benefit or challenge for the Macedonian public healthcare

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***Abstract:** Financing the public health system remains a major challenge for post-transition countries and small economies such as the Republic of North Macedonia. Healthcare PPPs require the setup of complex legal and financial frameworks. They are usually set up to mitigate the fiscal costs and public finance resources needed to build capital infrastructure. Lately, the public enterprises established by the government or the local government in the region have entered into long-term purchase agreements that are like PPPs. In practice, PPPs are very popular in the transport, energy, and water sectors (investment in infrastructure in toll roads, electricity networking, water supply and wastewater treatment, etc.). But, when it comes to the PPPs in the public healthcare sector, these models of financing, seem to be facing restrictions and don't enjoy the same popularity as in other sectors for public services.*

Therefore, this contribution will overview the appearance and legal position of the PPPs in the Macedonian public healthcare system, the new competences for sustainable public healthcare systems. What are the legal positions of the public and private partners, and what are the financial implications (pros and cons) for using this model of investment in the public healthcare system?

***Key words:** Private-public partnership, public healthcare system, fiscal effects*

ADAPTING RULES ON TORT CIVIL LIABILITY TO ARTIFICIAL INTELLIGENCE

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***Abstract:** On September 28, 2022, the European Commission introduced a Proposal for a Directive on adapting rules regarding tort civil liability to artificial intelligence, known as the Directive on Liability for Artificial Intelligence. However, considering the distinctive features of artificial intelligence (autonomy, lack of transparency, and complexity) that pose challenges to existing liability rules, coupled with the complexity of the burden of proof issue, the choice of suitable legal instruments is highly constrained. In the Directive on Liability for Artificial Intelligence, the focus narrows down to "evidence disclosure" and "rebuttable presumptions", strategically and proportionally reducing the burden of proof. This paper specifically examines the provisions of the Directive on Liability for Artificial Intelligence, with a closer look at the provisions related to evidence disclosure, provisions on the rebuttable presumption of failure to exercise due care, and provisions on the rebuttable presumption of causation in cases of negligence.*

***Keywords:** artificial intelligence, civil liability, evidence disclosure, burden of proof.*

UNDERSTANDING MERGER CONTROL IN MACEDONIAN COMPETITION LAW

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Abstract: *This article explores the close relationship between Macedonian competition law and EU regulations, with a focus on concentration as a critical aspect of competition policy. Originating from strategic aspirations for EU membership, Macedonian competition law is deeply influenced by EU standards, particularly regarding merger control, which is seen as a key element of competition law. Both Macedonian and EU competition laws prioritize preventive measures to prevent harmful mergers and acquisitions between enterprises seeking market dominance. Such dominance concentrates market power, which, if abused, can impede effective competition, and innovation, and harm consumer welfare through higher prices, lower quality, and limited choices. Given the limited discussion on market concentrations in Macedonia, this article aims to shed light on competition policy related to preventing harmful concentrations. Using descriptive and analytical legal research methods, it examines mergers and acquisitions in the Macedonian market, legal obligations in cases of market competition disturbances, and evaluates the effectiveness of the control mechanisms. It also analyzes the operations of the Macedonian Competition Authority regarding market concentrations, focusing on notification processes and challenges faced. Through a comprehensive analysis, this paper contributes to a deeper understanding of concentration control mechanisms in Macedonian competition law and provides insights into broader competition policy dynamics, offering valuable implications for policymakers, legal practitioners, and scholars.*

Keywords: *mergers, concentration, competition, market, control*

ARTIFICIAL INTELLIGENCE IN THE LEGAL SYSTEM OF THE REPUBLIC OF SERBIA: PUBLIC ADMINISTRATION AND LEGISLATIVE ASPECTS OF ETHICAL AND LEGAL IMPLEMENTATION

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Abstract: *In context of changes and the implementation of the public administration reform, the authors consider the strategic directions of the development of artificial intelligence in the legal system of the Republic of Serbia. This includes the legal framework, necessary infrastructure and interoperability, optimization and digitization of administrative procedures and public services. The impact of the fourth industrial revolution on aspects of public administration is considered and the significant progress of the Republic of Serbia in terms of innovation and social transformations in synergy with the concept of artificial intelligence is described. According to the artificial intelligence readiness index for 2022, out of 181 ranked countries, Serbia is in 59th place. The Republic of Serbia is implementing the Artificial Intelligence Development Strategy for the period 2020-2025, it is among the 26 countries that launched the National Platform for Artificial Intelligence and is the first country in Southeast Europe to establish an Institute for Artificial Intelligence. Through the contemporary theory of modern administration and the concept and importance of e-Governance in the development of modern administration, the authors particularly discuss the ethical use of artificial intelligence in the legislative framework that promotes and regulates development. The foundation of e-Governance is regulated by a series of special laws, and the Law on Electronic Administration regulates the performance of public administration tasks using information and communication technologies. Therefore, the application of artificial intelligence in public administration belongs to the field of electronic administration, and the Law on General Administrative Procedure is of great importance for the application of e-administration institutes and rules. In addition to significant benefits, artificial intelligence also brings numerous risks in relation to human rights and freedoms, rights to privacy, rights to the protection of personal data, bias and discrimination, lack of transparency and accountability, uncertainty and unreliability, loss of human control and supervision, and so on. In this sense, the authors suggest the establishment of strong inspection, penal and appeal policy mechanisms. All together, it is important from the perspective of various preventive mechanisms that will enable accountable development and ways of verifying artificial intelligence in accordance with the highest ethical and security standards, and in terms of finding a fair balance between technological development and the protection of human rights and democratic principles. This paper points to the importance of future research in various areas of law in the field of artificial intelligence.*

Keywords: *Artificial Intelligence, Modern Administration, e-Governance, Artificial Intelligence Development Strategy of the Republic of Serbia, Human Rights, Democratic Principles, Accountable Development, Sustainable Development.*

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INTERNATIONAL TAX SYSTEM AND MULTINATIONAL COMPANIES

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***Abstract:** Nowadays modern international tax system is faced and challenged with many issues. Mainly, these are the consequences of rapidly growing globalization, but also of several economic crises in the world in the last two decades. As a main actors at the international scene, multinational companies have a key role in tailoring international tax system and nowadays their behavior is in the focus of the modern states and international organizations more than ever. Reasons for this should be searched in the wealth that multinational companies have on their disposal and influence on the global events. Globalization and digitalization of almost all social and economic spheres have made the business and lives of individuals easier. And this has shown up specially since the explosion of the global Covid-19 pandemic in 2020. On the other side, this and following crisis shown disadvantages of the international tax system - companies do not need any more to cross the borders to do their business - they do it online - as much as this way of doing business is good for the companies, it is bad for the states. Today, modern states are more than ever faced with tax evasion and tax avoidance of the multinational companies. Jointly, the most powerful market economies gathered in the Group 8 (and Group 20) and the international economic organization - Organization for Economic Cooperation and Development (OECD), and European Union, following the recommendations of the OECD, have undertaken measures and projects to fix the global economic problems caused with recently and current health, political, economic, war, etc. ... crises, which have become deeply with tendency of multinational companies to avoid paying tax in states where doing business and transfer their profits in other (low or zero taxing) states. Project such as Base Erosion and Profit Shifting (BEPS) focused on different aspects of multinational companies' business and their taxation is the one that has occupied the attention of the international tax audience since 2013, when the Action Plan on BEPS had been published. Many actions have been processed and are giving good results, but each time when the states "think" companies would regularly pay taxes, new crisis shown up and efforts of the states and (mainly) OECD become unsuccessful. The events that tailor modern international tax system and taxation of multinational companies are in the focus of the paper. The author gives a review of the most important recent and actual measures undertaken at global level, making the conclusions and observations taking into account their influence on the taxation of multinational companies and global economy as a whole.*

***Keywords:** international tax system; multinational companies; OECD; BEPS; globalization; crises*

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POLITICS AND MEDIA IN THE ERA OF GLOBAL CHANGES: TRUTH AND MANIPULATION

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***Abstract:** The global media reality can no longer be analyzed and viewed, nor is it possible with a high percentage of accuracy to justify and put in the same context the media image with its proclaimed and always loudly announced attribute of the "seventh force". Another name for the media, already in the third decade of the twenty-first century, has actually fallen into the hands of a small number of people, and they have undoubtedly taken over all the prerogatives on the basis of which they move the media pendulum towards their own interests, primarily political, financial and cooperative. From this aspect, if we move the new owners of the coin that we mentioned, for a moment, from the entire media space, we should ask ourselves and look for an answer as to why this is so, and why manipulations, indoctrination, censorship and the terrible control of media content so visibly affected the changes mental and psychophysical images of man. In this research paper, the authors deal with cultural, political, legal, and social aspects of reality, which has parallel repercussions from the aspect of the global to the area of the national problem.*

***Keywords:** politics, media, globalization, law, manipulation, truth, European Union.*

EMPIRE OD JAPAN

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***Abstract:** Forms of government, i.e. forms of state organization, are monarchy - the head of state is the monarch, and republic - the head of state is the president as an elected person. Between the monarchies themselves, as well as between the republics as a form of government, there are certain differences that are conditioned by historical, cultural, national and other specificities. In the conceptual history of the state, the forms of state government have long been discussed. The first philosophical observations about the forms of government were given by Plato in the work States.*

Monarchy is a form of government in which the executor and bearer of the highest state power is a permanently crowned person - a monarch who is not legally responsible, but is sovereign and "above" the law, is not subject to legal sanctions, and his position is fundamentally different from others in terms of the privileges he enjoys citizens. In a broader sense, a monarchy is a form of government in which the basic power is exercised by one person. In the narrower sense, monarchy is a form of government in which the function of head, or head of state, is performed by one person who is not subject to legal and political responsibility, who performs his function for life, and that function is, as a rule, hereditary. To denote a monarchy, this name is not always used, but the expressions: empire - emperor, empire - emperor, duchy - duke etc. (the size of the territory, the size of the population, the real political power of the state) etc.

***Keywords:** monarchy, republic, rule. function, head.*

APPLICATION OF UNDERCOVER INVESTIGATORS IN COMBATING CORRUPTION AT BORDER CROSSINGS

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***Abstract:** In the fight against corruption, especially within the context of organized crime, the application of special investigative measures such as undercover investigators plays an exceptionally important role in detecting and proving criminal acts. To successfully combat corruption as a form of organized crime, it is necessary, among other measures, to define corrupt criminal acts occurring at border crossings. This definition, according to normative law, encompasses various forms of corruption, including abuse of official position, bribery, influence peddling, and others. Suppression of these criminal acts is carried out by competent authorities, including the Internal Control Sector, which undertakes operational-tactical and technical measures and actions using undercover investigators. Perpetrators of criminal activities often belong to organized criminal groups composed of police and customs officers employed at border crossings, as well as other individuals. Police and customs officers engaging in corrupt criminal acts are at the forefront of control within the restricted space of border crossings, targeting individuals caught committing criminal acts, from whom they demand and accept bribes, enabling unhindered border crossing. This paper provides an analytical overview, with reference to statistical data from the Internal Control Sector, regarding the application of special investigative measures involving undercover investigators as a necessary mechanism for successfully detecting and proving corrupt criminal acts and prosecuting their perpetrators.*

***Keywords:** corruption, organized crime, border crossings, undercover investigator, Internal Control Sector.*

MYTH- AS A FACTOR IN THE EMERGENCE AND DEVELOPMENT OF NATURAL LAW THOUGHT

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***Abstract:** The challenges of the modern world order caused, among other things, a visible stagnation in the development of legal thought, deregulation and transformation of the state and law. In chaotic, crisis situations, the human race looked for a form of salvation in myths, spiritual, natural law thinking and understanding. The history of the study of myths began in ancient times. It can be assumed even before the appearance of the ancient Hellenic thinkers . Later studies were continued by Renaissance mythographers. In the nineteenth century, comparative mythology appeared, which took a critical stance towards myth and mythology as a rival to science, pointing out that mythology is a "disease of language" or a "misinterpretation of magical ritual". Myth is one of the characteristics of every culture, it was created in the past, it has survived. developed and took shape until today, as a symbol, i.e. a set of symbolic images derived from the human psyche, stories, imaginary representations, spiritual, customary heritage, a tradition that was transmitted from generation to generation by oral traditions to individuals, communities and communities during its historical development until today, as part of the cultural-historical heritage. Ancient myths were taken over by the sophists, by processing, upgrading and with their thinking and ideas they laid the foundation of natural law theories, the spirit and development of which permeates through the centuries to this day. Myths had a certain importance in the development of legal thought, primarily in the past, but they can have it now as well. Will some new myths appear in the future related to the spiritual rebirth and salvation of the human race through the shaped forms and contents of natural law teaching?*

Key words: myth, natural law, culture, heritage. influence, modern society.

ESTATE RELATIONS OF UNMARRIED PARTNERS

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***Abstract:** According to our legislation, an unmarried partnership is a cohabitation of two individuals of different genders lacking the legal form of marriage, characterized by its duration and stability. In some Western European countries, unmarried partnerships have become a common form of cohabitation over the past few decades, but they are not legally regulated by family law regulations as in Serbia, where the actions of such partnerships are regulated by provisions on the right to maintenance, as well as on the acquisition and division of joint property. Considering that with contemporary social changes, property relations in unmarried partnerships have undergone changes in terms of their recognition by positive legislation, the subject of this study will be the regulation of property relations of unmarried partners, from the perspective of positive legislation within which unmarried partners are allowed to adjust them to their own needs and interests.*

***Keywords:** unmarried partnership, cohabitation, non-marital property, joint property, separate property, prenuptial agreement, rights protection*

MIGRATION POLICY OF THE EUROPEAN UNION

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***Abstract:** By looking at the genesis of migration, the social, security and historical context in which migration originated and took place, the subject of this work is the analysis of the migrant crisis on the social security of the European Union. In the first part of the paper, the definition of the concept of migration and societal security is approached, and the consideration of other concepts in the professional literature, then the basic characteristics of migration and the concept of crisis are determined. The second part of the paper aims to determine certain general and specific social contexts in which migrations occur, social causes and factors that favor their occurrence. For a qualitative analysis, it is necessary to get acquainted with the structural causes, which favor the occurrence of migration in an intensity that threatens social security. The third part of the paper refers to the overview of migratory movements in the European Union. The final part of the paper refers to the policy of monitoring and controlling migration. The goal of the work is to review and observe the phenomenon of migration, to contribute to the scientific and social understanding of this phenomenon, the context in which it occurs, the consequences and the social danger it produces, as well as to contribute to thinking about the strategy and doctrine of suppressing the negative consequences of migration for social security. The paper concludes that internal migration is a consequence of urbanization, which was a key feature of the last century and produced rural-urban migration, caused by industrialization, while external migration is a consequence of wars, crises and the economic situation in third world countries. This paper asks two questions: what are the social and security impacts of migration and how to confront the potential crisis of modern migration.*

***Keywords:** migration, nation, security, values, societal.*

III MODERN CHALLENGES IN INFORMATION SOCIETY

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ONE APPROACH TO SOLVING PROBLEMS ON A QUANTUM COMPUTER

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***Abstract:** Quantum computers, such as fusion reactors and personalized genetic medicine, have been just over the horizon for years, promising to change our lives. That hasn't stopped the technology from escaping University and lab rooms and into the private sector, where billions have been invested in companies trying to make it a reality. Today, quantum computing is already applied in all spheres of society, especially in a situations where classic computers, no matter how powerful they are, cannot solve the given problems. The growing investment signifies confidence in quantum computing's ability to revolutionize various industrial sectors, from finance and pharmaceuticals to logistics and the automotive industry. The paper presents the solution of a specific task on a quantum computer, of course with an additional explanation of the functioning of its hardware and software.*

***Keywords :** Quantum computing, Quantum gates, Quantum circuit, Qubit, Block sphere, Qiskit, IBM quantum platform;*

INFLUENTIAL FACTORS INCREASING THE LIKELYHOOD OF AI ASSOCIATED RISKS OCCURING

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***Abstract:** This article deals with the overview and discussion of some of the factors influencing the mitigation of concerns associated with the AI: Cold war mentality and weaponizing; Mystification; Experience, knowledge base and "wrong" experiments; Safety vs. security; Energy and water resources; Increase of technology dependence and decline of cognitive capacities; Entertainment industry influence.*

The list, itself is non-exhaustive – even just the listing of all influential factors would require volumes of space -these are, perhaps the ones standing out. All of them having a negative impact on the general awareness, thus giving rise to the possibility of global, human-extinction level occurrence. Their depiction leads to, inevitable, conclusion of moving in the wrong direction.

***Keywords:** AI. Artificial intelligence, X-risks, existential risks*

AN OVERVIEW OF THE DEVELOPMENT OF INFORMATION TECHNOLOGY THROUGH FAMOUS WRONG PREDICTIONS IN THE PAST

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Abstract: *The role of informatics as the carrier of the development of the entire human society is irreplaceable. Today, there is no area of human life and work in which information technology does not have a significant share: technology, medicine, telecommunications, management, economics, business, law. Informatics is the youngest science, but the speed of its development far exceeded the speed of development of other sciences. We can safely say that we are in the era of the information revolution. Although man has been trying for the last 300 years to invent and improve devices that will make it easier for him to perform tasks and process data, the development made by computers in the last 60 years has exceeded even the most optimistic predictions. Not infrequently, eminent experts in the past gave assessments of future progress in the field of information technology and made huge mistakes. In this paper, we will look at the progress of computers and information technology and its role in human society through the most famous historical wrong predictions of experts regarding its development.*

Keywords: *information technologies, development of informatics, wrong predictions*

ESTIMATION OF THE TARTINI TONE AT VIOLA

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Abstract: *In the first part of the paper, Tartini tone is defined. Tartini tone, despite the fact that it is not present in the acoustic audio signal, is experienced as an audio sensation in the human consciousness, which is a consequence of the nonlinearity of the hearing system. In addition, some musical instruments, due to acoustic-mechanical nonlinearity, can reproduce Tartini tones when playing dyads. After that, as a measure of the intensity of Tartini tones, the Quadratic distortion coefficient C_2 is defined. In the second part of the paper, an experiment is described. In the experiment, the results of the analysis of Tartini tones on the string instrument viola, are shown. A Base of test signal was formed, which was created from the dyads played on the tested viola (dyads from tones D4 - A4 to D4 – A5). Analysis of Tartini tones in the spectral domain, was performed. The results of the analysis (Quadratic distortion coefficient C_2) are shown using graphics and tables. As an overall measure of the intensity of the Tartini tones, for the entire range of the viola (tones C3 – A5), the Mean quadratic distortion coefficient is defined. Finally, the results of the comparative analysis of Tartini tones on the tested vioa, acoustic guitar CG 510 and the copy of Antonius Stradivarius violin, are presented.*

Keywords: *Non-linearity. Distortion. Quadratic Difference Tone. Tartini tone. Dyad*

CHALLENGES OF ARTIFICIAL INTELLIGENCE (AI) IN HIGHER EDUCATION INSTITUTIONS IN LIBYA

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***Abstract:** This work aims to obtain an accurate understanding of the challenges faced by higher education institutions in Libya, especially during their adoption of artificial intelligence (AI) technologies, the most prominent of which are the challenges of teaching and learning, transparency, and ethical challenges. There are also challenges related to integrating artificial intelligence (AI) technologies with existing organizational structures and systems in institutions with the challenges of planning, training, and financing. "The most important advantages, benefits, and risks of applying artificial intelligence in educational institutions in developing countries such as Libya, and how students can benefit from applications such as 'ChatGPT' to enhance their knowledge levels, will be discussed." All of these challenges constitute the main topic of this article, and to find solutions and overcome them, it is necessary to study international legislation related to artificial intelligence (AI) in this educational field and use it as a model for developing local legislation. In addition to reviewing previous studies and the methodologies used, the findings from the literature review and the application of international legislation highlight the provision of a structural model that hosts the necessity of integrating artificial intelligence applications into the curricula of higher education institutions and provide recommendations for students and teachers regarding the careful and careful use of this technology and to prepare them well to be more knowledgeable, and openness and readiness to receive these innovations.*

***Keywords:** Artificial Intelligence (AI), Higher Education, ChatGPT, Challenges, Institutions.*

ANALYSIS OF THE EFFICIENCY OF GPT-2 MODEL APPLICATION WITH ADAPTED TRANSFER LEARNING ON VARIOUS HARDWARE ARCHITECTURES

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Abstract: *This paper conducts an analysis of the efficiency in implementing the GPT-2 model, one of the advanced artificial intelligence models for text generation, through adapted transfer learning, focusing particularly on the utilization of various GPU architectures. The primary goal of this research is to examine the impact of adapted transfer learning on the performance of the GPT-2 model exclusively on various GPU architectures, assessing how different GPU strengths enhance or influence the model's efficiency. The work relies on an experimental method to evaluate and compare the model's performance in terms of accuracy, processing speed, and energy efficiency on each of the tested platforms. Special attention is given to analyzing how different characteristics of hardware architectures, such as processing power and memory capacity, affect the efficiency of the transfer learning process. This study provides important insights into the potential for optimizing the GPT-2 model for specific hardware platforms, which is crucial for its application in a wide range of real-world scenarios. The results of this research offer valuable information for researchers in the fields of artificial intelligence and machine learning, providing a foundation for further development and improvement of AI technologies.*

Keywords: *Adaptive Transfer Learning, GPT-2 Efficiency, GPU Architectures, Hardware Impact, Performance Comparison, AI Optimization, Future AI Systems*

APPLICATION OF ARTIFICIAL INTELLIGENCE – ADVANTAGES, BENEFITS AND DANGERS

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***Abstract:** The applications of artificial intelligence in our daily lives are what makes us highlight the enormous benefit it brings, and since it is an advanced, diverse, and evolving field, characterized by the enormous ability to learn and interact in ways that make you believe that they resemble human capabilities. AI is used in many practical applications, such as robotics, image recognition, speech recognition, and machine learning. From creating texts to generating images and videos using algorithms in the field of word processing and other fields, and in the information age, artificial intelligence emerges as a pivotal research topic, due to how this technology affects various aspects, and the most used applications for the year 2023 provide the writing tool with artificial intelligence, and from Here the motivation and goal of completing this scientific paper was to learn about the latest scientific developments in the use of artificial intelligence in the writing tool and its advantages that enable writing efficiency and scalability, launching ideas and overcoming writer's block. We will discuss it in detail, but the topic is not devoid of negatives that should Pay attention to them, namely concerns of plagiarism and literary quality, the danger of Google algorithms that reduce the value of content, and in general, we have studied the latest applications of artificial intelligence and its advantages and disadvantages.*

***Key words:** Artificial intelligence, robotics, algorithms, text processing, technology, computational science, information age, artificial intelligence writing tool.*

ENSURING THE WATERMARK BITS SYNCHRONISATION IN VR REPRESENTATIONS USING THE HYBRID WATERMARKING MODEL IN TRANSFORM DOMAIN AND 3VR SPATIAL GEOMETRY DETERMINATION

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Abstract: *This paper introduces a novel scheme for the copyright protection of virtual images by embedding watermarks into their original structure. As VR presentations lack sufficient protection, unauthorized use of valuable museum collections and artifacts is prevalent. We examine the vulnerability of spatial watermarks to various attack scenarios, including those targeting frequency and transformation domains using techniques like Discrete Fourier Transform (DFT), Discrete Cosine Transform (DCT), and Discrete Wavelets Transform (DWT). While these methods exhibit resilience against Gaussian noise, they suffer from synchronization loss during information retrieval, particularly when content is cropped, a common occurrence in VR tours. To address this, we propose a hybrid approach that combines advanced watermarking techniques in the transform domain with a spatial watermark key derived from the Vice Versa Virtual Reality model. This method offers two primary advantages: ensuring secure synchronization of key bits during data retrieval and increasing channel capacity by optimizing the allocation of watermark bits. Our approach holds promise for enhancing copyright protection in the rapidly evolving fields of VR and AR content, where technological advancements outpace security measures.*

Keywords: *embedding watermarks, attack scenarios, Discrete Fourier Transform (DFT), Discrete Cosine Transform (DCT), Discrete Wavelets Transform (DWT)*

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