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Popular Articles

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CHARACTERISTICS OF MODERN BUSINESS

Summary: *Sustainability and responsibility are standing out as a positive initiator of the changes that are taking place in the business market and companies that recognize them include all interested parties through it and make a positive contribution to the society as a whole.*

The goal of this research is to gather the information on how much are local companies competitive and to which extent they use some modern methods and techniques specific to today's business conditions. The research sample is projected on 50 respondents who are in management positions in the companies. The survey was conducted on the basis of the questionnaire with the ability to reply, which was sent to e-mail address of the subjects. The results indicate that domestic companies have an average level of competitiveness and that the knowledge represents the biggest obstacle to the future development and application of modern management methods and techniques. The survey will be the basis for recommendations that can be used in the future for the further development of domestic companies, as well as guidelines for future investments and rapid adjustment to market changes.

Key words: *modern business, sustainability, responsibility, market, changes, competition*

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INTRODUCTION

One of the main problems of modern business faced by enterprises today is that companies should adopt a different business model focused on the long term, instead of relying on short-term goals and effects. The globalization leads to greater interdependence of many participants in the economy, and therefore short-term financial results are not sufficient to ensure long-term success. Companies that want to survive in the market have to implement new ways of doing business, and the goal can not be only a pure financial gain. Improving business operations must be based on the application of management techniques that support competitiveness, innovation and flexibility, as well as emergency education of employees in them, especially the executive management (Besic and Djordjevic 2009, 106). The implementation of social responsibility in all business functions is a challenge for companies because it involves various groups and all stakeholders. Modern business market increasingly recognizes the importance and significance of corporate social responsibility for achieving sustainable development and positioning the company in the market. Proof of this is the series of global initiatives undertaken just for this purpose, and which are supported by many companies and various interest groups. The success of the company does not set up only profit, but also manage other aspects that are important for the success and survival of a company or society and the environment associated with all interest-influential, ie. stakeholders. The environment is increasingly informed and demanding, and many companies are either not coping or do not respond, ie. react differently to the needs of the environment. Lack of information on the possibilities and ways of handling and resolving social demands, leads to a considerable number of enterprises solving problems by giving only what is required by law. Monitoring trends and new approaches adopted by the rapid expansion of digital communications and new media are no longer something new, it has become a necessity. The market dictates evaluate new ways to communicate, constantly monitoring and adjusting the requirements of the public and customers with whom we communicate. In this way, companies can not only meet the basic legal norm but is expected of them to actively focus on society and the community.

Organizations in the developed markets are influenced by public opinion, shareholders, other stakeholders and the political process (Tench 2006,100). We are aware that the market is now rapidly changing, it has become unpredictable, but what matters is on a daily basis to monitor its movements and requirements. The fight for market survival is characterized by quick thinking and reacting in making important business decisions. Given the continuous and rapid development of technology, large-scale use of new media, as well as changes in consumer behavior, there was a change in the communications industry. Market communication reflects our reality and what the weather changes, adapts, develops and modifies.

1. COMPETITIVENESS FIRST AS A FEATURE OF MODERN BUSINESS

Monitoring trends and new approaches adopted by the rapid expansion of digital communications and new media are no longer an innovation, it has become a necessity. The market dictates evaluate new ways to communicate, constantly monitoring and adjusting the requirements of the public and customers with whom we communicate. Organizations in the developed markets are influenced by public opinion, shareholders, other stakeholders and the political process (Tench 2006, 100). We are aware that the market is now rapidly changing, it has become unpredictable, but what matters is on a daily basis to monitor its movements and requirements. The fight for market survival is characterized by quick thinking and reacting in making important business decisions. Given the continuous and rapid development of technology, large-scale use of new media, as well as changes in consumer behavior, there was a change in the communications industry. Market communication reflects our reality and what the weather changes, adapts, develops and modifies. Modern business environment is turbulent, and that means that the changes taking place in the environment are getting faster and more numerous. Some methods haven't managed to position themselves as new, and they're already being replaced and removed by other and more perfect methods. Very soon new methods get old, and new ones are being introduced. Businesses have only the choice to change, because, if not followed up in modern business, they will disappear from the business scene. Companies

that are ready for new changes and challenges stand out as competitive in the global market. All this leads to many problems and challenges that companies have to react quickly to and in a timely manner.

The reputation of the company is one of the most important elements that determine business performance. Reputation in the simplest form can be defined as an identity - communication, which indicates the extraordinary importance of the ways and types of communication. Healthy results of an enterprise often depends on how healthy its reputation is. Reputation affects its market share, its ability to attract and retain quality staff, its attractiveness to potential donors and investors, even the value of the shares. Under these business conditions highlights the role of public relations, and that is to protect the name and good reputation of the company. In the development and transmission of messages deliberately designed, the most important role is just public relations as a thoughtful communication path that significantly influences the long-term goal, which is to create a positive public image and success of the company in general (Djervida 2015, 477). This, of course, isn't an easy task nor can be done overnight, especially in today's business environment characterized by rapid change. Looks and reputation are becoming more values that create and maintain competitive advantage. The introduction of looks and reputation in the structure of business management obtained an extremely important source and message content which communicates with the internal and external world. In promoting the image, of particular importance are public relations management, both internal as well as external. The role of public relations is manifold. His activities are trying to neutralize the harmful effects arising from the negative image. The relatively stable nature of the image and reputation makes this task extremely complex.

The reputation of the company affects the success of product sales and services. Companies can have a short-term goal and a strong campaign to create a pleasant climate and image of the company, which in fact, doesn't have a value and will be at some point presented to the public. There is one difference between identity and image, and what the company is and what the public thinks about the company. Companies that his identity subordinate "image" generally do not last long and soon they followed a business decline and even disappearance. Strategic and long-term thinking

sets a high level of identity of the company. Transmission of the public quality and value that the real behind-ups is simpler and easier step in development, followed it positive business results. All this, if companies want to achieve long-term goals.

2. IMPORTANCE OF PUBLIC RELATIONS AND CORPORATE SOCIAL RESPONSIBILITY THE SUCCESS OF THE COMPANY

All business activities that a company undertakes together determines the overall impact of the enterprise on society. Positive and proactive action of the business sector in all these areas, and this is above the level that is prescribed by law, it has become common practice in the developed world, primarily because it has been shown that by these practices that benefit all involved. Increased responsibility of business in society is revealed as a necessity, a prerequisite for development and survival.

Today, profitability is the only one of requirements that the company management has before it. Profit is a necessary condition for survival and serves everybody. Companies that have a loss, first of all, care to establish stability operations. Successful companies should turn to the community more, that support the sustainable development, which clearly comes the role and skills of top managers. Sustainability or sustainable development is the idea of development that meets present needs, but which also takes into account the needs of future generations. Economic sustainability, in itself, is not a sufficient condition for long-term sustainability of a society. In this sense, responsibility is one of the key solutions for achieving sustainable development, because the right balance between economic interests, as the pillar of development, and the interests of society as a whole. Corporate social responsibility is essentially an awareness of the new position and importance that companies have in the modern, global society and the responsibility that comes with it. The practice of corporate social responsibility applies to all the activities of a company: what products to buy and sell, whether it respects the laws that applies to employees, whether investing in the local community and how to contribute to environmental protection.

The benefits that companies have since the adoption of CSR vary depending on the type of business, given the time or the market environment. In transition countries, the benefits of CSR in the form of reduced costs and improved access to international markets have a significant impact on the “benefits” such as simplifying the management of human resources and strengthening the reputation and brand name on what are much more addressed to large international companies. The need to mitigate the negative impact on the business community is a socially responsible theme that prevails in developing countries.

Public relations should care for the socially responsible behavior of companies, public services and organizations, and also to be in good relations with the public. The reasons for this are simple: if the company does not act socially responsible, such behavior will force the country to its laws or pressure groups through non-governmental organizations (eg, ecologists). They will inform the environment and call for a boycott of products or services. Such pressure from the environment in the end costs the company financially because the Director of Public Relations at many companies helped in the decision to replace dirty technologies or that this is no longer introduced.

Today’s business can not be imagined without the built public relations. The success of a company depends not only on the quality of its products and services but is largely based on relationships with the public. You want to impose market, and that what you recognize and acknowledge, if you want to win your customers, to enter into new business arrangements, inevitably need to resort to public relations. Public relations in enterprises can be taken seriously, where experts for public relations have a high position, ie. the role of adviser and close cooperation with the management, a great responsibility in the implementation of communication strategies.

3. RESULTS OF RESEARCH

Research has been done on the ground to gain insight respectively opinions and attitudes of Head about the competitive position of domestic companies as well as the way of doing business, based on what could be improved techniques and methods of business. The results may contribute to the improvement of domestic companies, and in the development of

competitiveness of domestic enterprises in terms of increased competition in a competitive position, both in the domestic and the foreign market.

The sample surveys was designed to a size of 50 units (managers of companies). Based on the responses of managers of companies (mainly medium and large enterprises), based on the questions asked in the survey, we come to the basic assumptions that affect the creative process in contemporary economics and management. The questionnaire is made up of a combination of questions with the possibility of responses that contribute to the development of recommendations and suggestions for improving operations. Research on the attitudes of managers in enterprises was carried out in May 2014, in order to obtain the opinion of managers in various companies in Bosnia and Herzegovina.

Based on the results of the survey will be received the information on which can be determined by recommendations and guidelines for improving the application of modern management methods and techniques. This would directly impact on the development or improvement of operations in Bosnia and Herzegovina through the development of awareness of responsibility and establishing communication with all stakeholders. With this approach, domestic companies have the opportunity to position themselves as competitive.

A sample of managers in companies is designed to the size of 50 units and a questionnaire was sent to the email address of managers. Group of managers in companies includes managers employed in companies of different sizes and different business activities and structure, it being taken into account that respondents are in managerial positions and have an impact on decision-making. All relevant factors are the research study analyzed through a survey in which the managers of the enterprises gave their opinion and on which defined attitudes as a basis for establishing recommendations and guidelines. Establishing guidelines aimed at improving the operations of the company, ie. to influence the development and strengthening of the role of communication in the development and implementation of new management techniques, as well as corporate social responsibility, as a business strategy. Examination of the final results and the structure of the sample among the respondents - executives in companies, the largest number of respondents,

62% is in position Director / Head of the Sector. At the same time the largest number of respondents (92%) are employed in enterprises of private property and companies which have between 50 to 250 employees (36%). When asked about **the assessment of the level of competitiveness of the organization** respondents have this opinion: that the organization has an average level of competitiveness, stated the 44% that the organization has a satisfactory level of competitiveness, agrees 31%, 14% believe that the organization has a high level of competitiveness, while 11% of respondents believe that the organization has a low level of competitiveness.

As **the basic factors of improving business** analyzed managers emphasize the following:

1. Training of employees - 33%
2. The application of modern methods and techniques of management - 21%
3. Improving the quality of business - 17%
4. Increasing Business Productivity - 15%
5. Development and application of information technologies - 10% and
6. Implementation of corporate social responsibility - 4%

In the opinion of the Head of companies **necessary elements for the development of competitiveness** of domestic enterprises are:

1. Training knowledge of management and employees - 35%
2. The application of modern methods and techniques of management - 30%
3. Purchase of modern technological solutions and equipment - 15%
4. Introduction of business quality standards - 9%
5. Investments in marketing - 7% and
6. Development of corporate social responsibility - 4%

The main obstacles to the development of competitiveness of domestic enterprises subjects stand out: lack of financial resources - 33%, total 27% of respondents believe that this lack of knowledge, it's the lack of incentives from the state, considered 22%, outdated equipment and technology - voted 10%, 6% of respondents to the inadequate use of modern methods and techniques management - 6%, and deficiencies in the marketing concept is for 2% of respondents.

When it comes to the concept of responsibility, as the inevitable approach in modern business, as much as **70% of managers working in companies that apply** the concept of social responsibility in its business operations,

of which 64% in the creation of a budget plan assets for corporate social responsibility. However, this budget is not planned staggered because **only 22% of companies doing market research in order to undertake future CSR activities**. This points to the need for education, better examples and information on the experience of other companies (local or regional). Domestic entrepreneurs are aware that there is a need to improve the business, which will contribute to a better competitive position, but they lack the knowledge and education. That is the main obstacle to greater initiative **CSR lack of awareness, says 25% of respondents**, while 20% of them stands out the lack of finance and the general situation in the society.

Activities OSJ primarily concerned with the building of the relationship between the company - an environment that is carried out through communication activities. The goal of public relations is to create long-term positive image of the company in public, which is achieved by the harmonization of company goals with the goals of the consumer, or the community. To obtain a clearer picture of the state of public relations, according to a question, that is answer that gave **64% of respondents, and that is that the work related to communication performs marketing**, and only **26%** said that these operations are performed by the **department for public relations**. At the beginning of the analysis of the research results is a clear picture that the profession is still in development in BiH. Public relations are not sufficiently promoted and is still not sufficiently positioned as a profession in domestic companies.

The following results indicate that there is a need for greater promotion of the profession and that there is an awareness of its importance, as evidenced by the fact that **94% of respondents to public relations can affect the strengthening of the image / reputation of the company**. However, only 18% of respondents regularly invests in the education of employees of public relations. Far easier to develop business processes when staff knowledgeable and professional, which indicates that employees and managers need more training.

The three main character of public relations have for the company, according to managers, are: image building and reputation (26%), facilitating business processes (20%) and management consulting (20%). That managers in local companies are aware of the need for change and the

application of new and modern methods and techniques in business and shows that even 84% of respondents believe that public relations is equally important to both large, both for medium and small enterprises.

Bosnia and Herzegovina is in the process of economic transition. The transition of a society in the economic sphere, the most important is reflected in an increase in unemployment. Inevitable negative effects of transition, however, the positive impact of the first impact on those companies that are willing to accept the changes and to react quickly, which affect the improvement of domestic companies and achieve competitive advantage.

The main problem in the management of local businesses is inadequate application of knowledge. This is especially evident in domestic companies in which the privatization process completed by local entrepreneurs. The main objectives of the privatization are the arrival of new owners of business entities and improvement of business results. In this way, life becomes better not only to owners, but also to people employed in these businesses (Grebovic 2015, 631). Better picture is in companies that were privatized by foreign investors. For these companies before began with the adoption of new knowledge, application of modern management methods and techniques, which greatly affects the competitive advantage. This also applies to the management concept and the development of awareness and adoption of the concept of responsibility and the establishment of good relations through communication processes with the community in which the company operates. In the opinion of Rejnerta, one of the most important things is that we understand that innovation and new knowledge essential driving force in the history of economic development (Rejnert 2010, 55).

CONCLUSION

Basically, any change is making the management of business changes. The management of local companies should have awareness to transition business conditions recognize opportunities that lead to better positioning in the market and at the same time achieving a competitive advantage. Terms and domestic companies should be based on a global view of market economy, and the decision of management is to identify opportunities and develop strategies for their implementation. Improving productivity

does not apply only to business, but also improving the productivity of knowledge. Knowledge is the basis of business, and developing it increases the productivity of other factors in business processes that form the basis of improving the quality of operations.

Improving the competitiveness of domestic enterprises is directly affected by the development of the concept of quality management and corporate social responsibility. There is a growing need for communication of their business, and research shows that there is awareness of the need for change and that a major obstacle is the lack of knowledge on the application of new methods and techniques of modern business.

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