

## **CORPORATE SAFETY IN BIH AND THE WESTERN BALKANS COUNTRIES FROM ECONOMIC, LEGAL AND COMMUNICATIONAL ASPECT**

Ladies and Gentlemen, distinguished participants of the Conference, dear guests and friends of the International University Travnik, the corporate security that we are conducting today at the XIV International Conference on Corporate Security is essentially the commitment of the company to contribute to the sustainability of its business and economic development, working with business partners, employees, owners and society in general, in order to improve business, protect their property and their own interests.

Institutionalization of corporate security as one very important and specific area in the company lasts for up to several years, but in that period corporate security is rarely shown with some clearly visible utility of a company, and it requires significant investments. At that time, the company's management is asked the most frequent questions such as: should such an expense be at all costs, is it a cost-effective investment? When will the funds be invested? For this reason, a number of companies abandon the design and installation into the organizational scheme of the corporate security service or, nevertheless, the positioning of corporate security managers in the company's management. Nevertheless, security needs to become increasingly present in order to reduce operating losses. So far, very few companies have complied with some forms of security service that classically deal with

the technical and physical protection of assets and facilities of the company, aimed at preventing classical forms of property destruction by illegal acts, while at the same time the absolute most important segment of corporate security, that is, business processes and the protection of business interests of the company, remains completely uncovered. Although the economic and financial crisis has taken its toll, so that some security companies have an increase in revenues, companies invest less than is needed in this sector. Nevertheless, for several years now, Bosnia and Herzegovina has made more progress on this issue. Consciousness is, most importantly, at a much higher level, because there are more corporations that give importance to this extremely important segment of business, because of the safety of products and clients, and especially of owners and employees. Much of the merit is the science and practice in the field of corporate security as well as the organization of a series of scientific meetings, such as this one, which should certainly be emphasized by the First International Conference on Corporate Security in BiH, which we are organizing today at Vlasici. Through these activities, the business community is gradually sensible about this topic in recognition of the need to introduce the function of corporate security, as one of the logistical functions that enables companies to work smoothly and develop, which is evident in the recent times in the world and in our country. Corporate security is often used in modern business practice, since companies are to a large extent responsible for their business for events and activities in that area. In order to contribute to solving the problems of corruption in the company, companies implement various forms of

security of the protection of their property, business processes, information security, and security of their customers, suppliers, owners and employees. In order to make the most successful use of the numerous advantages of fostering socially responsible behavior, companies must affirm ideas and feelings, care for their problems and society's problems as a whole, and promote all the activities for their improvement, especially in the implementation of corporate security. It is extremely important to ensure full transparency of commitment to your company, but also to the social interests.

Dear colleagues, In countries in transition, like Bosnia and Herzegovina, promoting corporate security is becoming an indispensable tool and a lifestyle to ensure the viability of its business resources in all segments of the work and business of its own company. Corporate security is essentially an awareness of the new position and importance that companies have in the contemporary, global society and the responsibilities that arise from them. This is actually a process in which they can, although not necessarily, have an impact on their business. The practice of corporate security refers to the entire sphere of business of an enterprise, as well as to the relationships it establishes: what is being produced, how it buys and sells, whether it obeys the law, how it employs, trains and influences the development of human resources, in which way it contributes to the preservation of property of owners, employees and the environment.

In other words, corporate security could be defined as a concept within which companies act in accordance with ethical principles, that is, in a socially acceptable

way, which would lead to greater security in company operations, as well as achieving better overall financial results.

In order to further raise awareness about business security, the problem of corporate security must rise to the level of society, because only in this way can we develop a security culture that is a key fact in this issue. In this way, it would become part of us, and we would be more aware of its sustainability. It should also be ensured that safety is initially treated as a need, not as an imposed measure, and that the implementation of security measures by each individual is treated as a personal participation by which it renounces part of its commodity, in favor and in order to raise the level of enterprise safety awareness. In addition, I must say that it is very important that corporate security must become part of the business culture of all employees of the company that accept it as a legitimate and necessary business function, otherwise security decisions are much more difficult to implement at lower levels.

The awareness of the need to introduce a corporate security system is higher in medium and large, but also in small enterprises insufficient, because due to their greater exposure to the impact of extensive use of information technologies, complex work technologies, dislocated operations and many other factors, they have previously faced security challenges and have realized the advantage of introducing a corporate security system as and small companies, especially those that deal with the development or implementation of information technologies.

Ladies and gentlemen, distinguished participants of the Conference, dear guests

and friends, The basic goal of every business is to create value. Corporate security is classified into logistic processes. Today's business systems must identify, categorize, model, monitor, and measure business processes according to critical performance factors. As a result, each business organization develops its own system of accountability management in business processes, which enables the continuous management and supervision of business processes. A business process can be defined as a set of activities that use one or more inputs and create a value for the customer.

The general division of the process according to the type of work performed by an enterprise is on: managerial, basic, and logistic business processes. From a security point of view, there have just been some minor damages that would be caused by dissatisfied individuals, while the situation is much worse today. We meet with the attacks of organized groups, whose goal is to endanger business operations or destroy the entire organization. In order to prevent such events, organizations must protect their managerial, basic and logistical business processes.

In this, a particularly important area of business information is any information without which all business activities and realization of business interests and goals of a business entity can not be performed. Business information is the basic resource of every business system, and the possession of information gives priority over competitors. Also, information enables the recognition and exploitation of business opportunities, making quality decisions, improving productivity, spotting and adapting to market trends, which in the

end leads to business success and better positioning in relation to competitors. For this reason, each company creates and develops its own area of business data and information, and today information security, which is achieved through the application of prescribed measures and standards of information security, and organizational support for planning, checking and finishing of measures and standards, is extremely important. Confidentiality of information means that information is only available to persons who have the authority to use it. Integrity is the protection of data from deliberate or accidental unauthorized modification, and availability is a guarantee to authorized system users that their system will be available at any time. Therefore, information security includes the protection of all information, regardless of what form they were. Within the framework of information security, the term "business intelligence", which first appeared in 1989, is especially interesting as a term that signifies the process of gathering information, that is, business intelligence in the business world. This concept is a business intelligence activity in the business world that focuses on collecting data and information needed to make best-quality business decisions in order to preserve the position in the business environment and achieve business success. Nowadays it is impossible to imagine any business process without managing business informations.

"Business intelligence" and business information in the conditions of today's business represent a strategic managerial resource without which the company's business is almost impossible. For this reason, corporate security includes the

overall security of a company with the aim of achieving business success, the "business intelligence" company makes an integral part of corporate security.

Reputable colleagues,

In today's world, crime, vandalism, terrorism, natural disasters and everyday casualties are reality. Organizations face numerous security threats, such as computer fraud, espionage, sabotage, vandalism, fire, floods, and the like. Damage inflicted on the organization in the form of malicious code, computer hacking and denial of service is an increasingly present phenomenon. Financial losses related to security downturns are increasing from year to year and amount billions of dollars. About 60% of the attacks occur outside (over the Internet), and about 40% of the attacks come from within. At the time of the global economy, the constant change in the risks to which companies are exposed, the establishment of cooperation between companies, online trade, information security is becoming an increasingly business problem that needs to be enabled and improved. Companies are struggling with regulatory requirements (banks, telecoms, operators), economic conditions and risk management. Unfortunately, the role of information security is not yet sufficiently defined in many companies. Although many see information security as a place of expense, it can be shown and proven that companies that properly manage information security achieve their goals in a quality, rational and efficient manner.

Dear colleagues,

Although Bosnia and Herzegovina has reached a certain level of preparedness in the area of security, in the recently

published European Commission Progress Report on BiH, for 2016, certain recommendations have been made to improve this

system. Namely, the European Commission asks BiH to finally meet international standards in the fight against money laundering and financing of terrorist activities, and further strengthen capacities for the fight against terrorism, through better cooperation and coordination, and exchange of intelligence data on crimes, prevention of radicalization and programs for deradicalization. Our country also seeks the implementation of an integrated border management policy, in particular through strengthening the Joint Risk Analysis Center, and greater efficiency in combating trade drugs. Unlike Bosnia and Herzegovina, the countries of Western Europe and the United States began to normatively regulate the field of corporate security at the beginning of the last century, taking into account that their government is never greater than a system of public security. Private, that is, corporate security, is not a public safety competition, nor should it become. Seeing security in Bosnia and Herzegovina is completely different and is not based on that. Police management in Bosnia and Herzegovina has recognized the potential of corporate and private security. It is now up to him to find the best possible models of this partnership, or joint cooperation. The European trend of security is the prevention of different behavior of individuals or groups directed towards the business interests and property of the company, thus contributing to the quality realization of public safety of the community. Ignoring security problems is paid too high a price - life. One of the most used abuses that brings great problems to society is money

laundering. Money laundering involves resolving, converting or purging money acquired through criminal activities (usually drug trafficking), its crossing across international borders (most notably in countries where the drug is produced) and reintegrating that money into regular cash flows. Money laundering is an exceptional threat to the integrity of financial institutions (as this is best manifested in Russia, where the mafia oversees many of the world's most important banks), which disadvantages legal entities that operate legally (as is the case in Colombia). Money launderers do not seek to achieve the highest profit rate on money that they operate, but are more important to them, or an investment that will enable them to easily and quickly recycle money. Thus, money can travel from a country with a good economic policy in which more and more benefits are gained for countries with worse policies and lower returns on invested funds. Thus, money laundering may result in the free capital being invested less rationally, which can greatly undermine existing economic flows. A change in the demand for money can cause interest rates and exchange rates at the national level. Colombian President Ernesto Samper himself has been charged with receiving large sums of narco-mafia during the election campaign. Local drug dealers seem to have offered full repayment of Colombian foreign debt in exchange for unimpeded action. There is nothing better in Mexico, where it has been discovered that Raul Salinas, the brother of former Mexico President Carlos Salinas, has 120 billion US dollars in foreign bank accounts. Corruption in Mexico, as in many other countries of South America, has become an endemic phenomenon that affects all levels of administrative and government

institutions. In conditions of legal uncertainty and developed corruption, the interest of foreign investors for investment in the country is greatly reduced. By money laundering and corruption, which is its frequent occurrence, a dangerous threat to state sovereignty is created, the authority of the state government violates democratic values and public institutions, and greatly damages the national economy.

In today's conditions of a globalized and commercially fully connected business, potential and real threats and threats to information and information systems are a priority business risk. Business analysis relies entirely on information systems and any threat can endanger the smooth running of business processes. Applying a new corporate information security approach encourages systemic information security management by applying appropriate processes and procedures in accordance with set standards and standards. For the successful implementation of corporate information security, it is necessary, among other things, to provide human potential with the necessary level of knowledge and competencies, which imposes the need for continuous education and acquisition of new knowledge, which should be used to effectively manage techniques and respond to increasingly numerous and more dangerous sources of threat .

Dear guests and participants of the Conference, What to say about security in cities and other aspects of security?

It can be said that certain successes of the police do not diminish security concerns in every city, because as long as there are unexplained murders, violence, hooligans falls with fatal consequences of narcotic crime around schools, while journalists

attack and abuse, while being threatened - insist on faster and more efficient police work. The state of security in the city is still satisfactory, especially considering that the problems of modern life are conditioned by the impact of the financial and economic crisis and adversely affect the safety of life in the city. Social protection measures for the most vulnerable are coming to light, although the development of the economy and employment is always the best social measure. Also, it is systematically trying to influence the arrangement of space and the feeling of belonging to that environment, within the capabilities of cities, investments in all urban settlements. For greater security especially for young people, it is necessary to introduce more order within the coordination of their daily "hourly hours", which is the job of parents, school and society as a whole,

while at the same time it is the role of the city to maximally support the activities that are on this trail by providing more diverse content that will leave young people out of the street. The data nevertheless show that these are the most often so-called criminal offenses against property, and

We think that we can do a lot in educating citizens to protect ourselves from burglary and theft. On the other hand, special attention is paid to the misuse of narcotic drugs, which is the problem of all cities. In this regard, systematic approach to prevention and education, especially for children and youth, and repression, that is, police activities should be accessed.

The problem of fire protection is more and more associated with security in cities. Every company that wants preventive fire protection will have to pay great attention to organizational and technical measures and actions aimed at eliminating the danger of fire, early detection of fire and its

effective extinguishing. A special aspect of corporate security is the protection of the natural environment. Today, every human activity affects the environment to a greater or lesser extent, whereby polluters are not only large multinational companies, but also small and medium-sized enterprises that, with different activities, significantly affect the environment. Each company must reduce its negative impact on the environment, in a way to reduce the release of harmful substances, reduce the amount of waste produced, and rational use of expensive and non-renewable resources. Considering the increase in awareness, the importance of reducing and controlling the environmental impact, as well as the fact that the establishment of an environmental management system has become an integral part of socially responsible business. Each company must, within its business, be committed to ecological security that contributes to a better and better quality of life for society as a whole, and thus contributes to the more economical business of each company. Starting from the current situation and issues in the field of corporate security, it is necessary to dedicate to increasing security in the company's business, which is why it is necessary to take the following measures:

1. The management of companies and enterprises must have a clear forecast of the expected state of affairs and be prepared to make quality business decisions in terms of preventing all forms of security in the business of the company.
2. Employees in corporate security services should be competent persons who will manage security processes.
3. Corporate security must become a part of the business culture of all employees in order to integrate the demands, needs and expectations of both management and



business operations of the company within its own universality.

4. For corporate security, it is important to manage security processes well, and without that, there is no successful business of the company.

5. Increasingly develop partner relations, both public and private, to bring business / knowledge of public and private sector corporations as close as possible to the government's security sector, and to cooperate with each other in the interests of overall security of society.

6. Corporate security measures shall include physical and technical protection, business protection, information system security, intellectual property protection, trademarks, and the like.

7. Through the implementation of strategic measures and procedures, a reduction in security risks should be achieved, and the planning made in the event of a risk of harm should be achieved, and legal protection of users, owners, employees and property of the firm, business information and the position of the company are planned within security measures on the market.

Implementation of these measures would result in improvement of corporate security in our companies, which would lead to a more secure operation of the company, which would create preconditions for making quality business decisions, thereby clearly and more visibly highlighting the benefits of corporate security without requiring significant investment investments. it achieves more efficient protection of the most important segments of business security in the running of business processes.