

BUSINESS DIPLOMACY IN NEW TRENDS OF TRAFFIC, ECOLOGY AND LOGISTICS

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***Abstract:** The concept of business diplomacy is a matter of essential influence on processes in a modern environment. It is a new academic discipline and professional engagement in the context of economic and overall social development. The concept called economic diplomacy implies the engagement of selected personnel in a particular country, with the aim of penetrating the observed and wider international market. It is necessary to formulate an adequate performance with precisely defined procedures. Through permanent content activities, it is necessary to ensure the placement, sale of products, increasing the profit of companies and the state budget. The essence of adventures in the fields of transport, ecology and logistics is the collection of relevant information and other activities in the context of the realization of corporate goals and national strategies. Competitive advantage in these and other spheres are achieved by highly qualified persons with the implementation of modern technologies.*

***Key words:** business diplomacy, transport, ecology, logistics, innovation, development trends, European Union.*

Introduction

Business diplomacy in theory and practice is very often treated as economic, international or business diplomacy. Conceptually, it represents a specific and sophisticated combination of classical diplomacy with a large number of other sciences and disciplines in order to develop the national economy, ie the overall social collectivity. Based on the understanding of the French projection from the 17th century and the instructions of President Francois Mitterrand from 1988, business diplomacy has evolved into a first-class foreign policy activity of every modern creation.

Science and academic education are indisputably implemented in the sphere of business diplomatic engagement. The essential function of business, ie economic diplomacy at the state level is the protection and promotion of normatively formulated strategic national interests in the international constellation. Considering this concept on a micro level, the focus is on the

Projects of diplomatic performance must be incorporated into defined policies of social and economic progress that have been adopted at the level of the highest institutions, ie the parliament and the government of the state. This realistically ensures stable, long-term prosperity of business entities, increased budget, clear perspective and development of the country.

The new concept of business diplomacy implies the adaptation of states and their corporations to current trends in the global community, modern economic trends and the international market. Therefore, it is necessary to provide the basic prerequisites for successful performance in various economic and non-economic activities. The processes of globalization and objective indicators of the situation in the world indicate the need for a well-thought-out, systematic and thorough, scientifically based approach. Economic espionage and intelligence are of the highest importance. Jobs in business diplomacy must be planned,

organized and conducted by highly qualified staff with the highest university education in specific areas.

Traffic, ecology and logistics in the modern social context mean areas of first-class importance for the existence of every country, region and international community. Planetary correlations, the westernization of the international environment, the permanent escalation of security challenges into the dramatic threat to the human population require a meaningful performance of all relevant factors. First of all, long-term strategic goals should be conceived in the mentioned branches and areas of engagement, then consistent transport, environmental and innovation policies should be adopted, adequate material resources should be provided and the highest quality human resources should be included in comprehensive academic training.

1. Business diplomacy and Europeanization of traffic

The postmodern business environment is primarily characterized by the constant hard struggle of entities to achieve competitive advantage at all levels of organization. Competing with the competition exceeds the norms of ethical behavior, using even the most cruel methods to eliminate rivals. All economic branches and social activities are marked by identical trends with the effort for supremacy and at the cost of destroying the opponent. Measures, actions and procedures for market control are constantly being improved with the application of innovations in the information and communication sphere. The basic postulates of written espionage and intelligence are implemented in every activity. The concept of business diplomacy in the field of transport includes a conglomeration of complex activities in the countries where the service is performed, according to the following: □ Daily monitoring of activities in the transport services market, □ Recording the quality of transport services, public opinion and official institutions in receiving countries, □ Establishing and nurturing business contacts with competent line actors and entrepreneurs, □ Possibilities of marketing products and capital from your country, □ Exchange of

information on traffic with relevant factors and institutions of the host country, Preparation and production of publications on traffic transport opportunities and resources of your country, □ Organize presentations, exhibitions and other forms of favoring one's own capacities, □ Participation in fairs and events organized by the host country, □ Engagement in scientific or professional conferences, symposia and seminars, □ Cooperation and participation in negotiations of delegations from their country, □ Collection of credentials living information on tendencies and innovations in the production of transport means, □ Conducting business negotiations for the needs of their institutions, □ Appearances in the media with topics of importance for the affirmation of the potential of their own country, □ Creating favorable conditions for economic entities of their country, □ Organizing interstate cooperation and exchange of expert delegations, □ Providing assistance to parent companies in doing business in the country, □ Undertaking adequate measures and procedures in the field of counterintelligence, especially information security, □ Defining and proposing strategic concepts for improving traffic in the home country, □ Regular submission of useful information and reports to superior government agencies, companies and more.

There would be no free movement without good traffic connections and without good traffic networks. Therefore, the transport policy of the European Union was primarily aimed at overcoming obstacles between member states and creating a single European transport network in which there are conditions of fair market competition between different types of transport such as road, air, water or rail. Statistically, the transport industry now employs about 10 million people, which according to the data makes up 4.5% of the total number of employees in the European Union. Overall traffic is a significant factor in the economic and social development of each country. The traffic connects the ends of the country, integrates all sectors of production. Without

traffic, there is no development of the economy (at the same time, that would prevent the import and export to other parts of the world), or any connection with other countries. Efficient and cheaper traffic enables faster flow of different types of goods and thus services, which affects the reduction of production costs and thus goods, services become more competitive on the world market. At the same time, more developed traffic, whether road, air, rail or water, affects an increasing number of employees, which in one country can affect a significant increase in standards, and thus later GDP. Good transport connections, as stated, are extremely important for the EU economy, especially in terms of exports - in this case, the export of goods is represented in 90% of cases by various modes of transport (road, water, air, rail). The requirements of modern traffic today include, in addition to basic knowledge of traffic regulations and management skills, the necessity of better preparation of people for traffic, and thus means traffic education and behavior during and during traffic activities, both on and off the road. Traffic policy is part of the general economic policy and also affects the socio-economic development of a country. The objectives, instruments and other factors of transport policy must be complementary to those in force in the European Union. Therefore, the goal is to improve the functioning of the internal market by ensuring the safety, efficiency, availability and quality of transport services, protecting the interests of users of these services and also protecting the environment.

The aim of transport policy is therefore set by the framework conditions for the various branches of transport in order to enable the transport of goods and passengers within the EU as well as at the international level, which would remove restrictions between countries. This would also contribute to price stability, improving the comfort of passenger transport as well as improving and at the same time a possible increase in living standards. Today's EU transport system is facing a growing conflict between the increased demand for mobility, which is why the issues of negative impacts on the environment are becoming increasingly

critical. Since its founding, the European Community (EC) has paid special attention to the problem of transport, which was confirmed by the Treaty of Rome (1957), but the fact is that for many years the right framework for the development of an efficient transport policy has not been found. For the first time in 1992, the EC Commission published a "Green Book", and shortly afterwards a "White Book" on the future of the common transport policy. The focus in particular in the first document was on sustainable transport and its effects on overall transport policy. In addition, in these documents, traffic is characterized as the main source of various environmental impacts, especially atmospheric pollution, noise and land use change. The general conclusion of this is that European transport has become a "victim of its own success". Congestion occurs primarily in road and air traffic, and the growth of transport activities is seen as the main cause of current problems of environmental pollution. The purpose of EU transport policy is to help people and protect them while traveling. One example was through the insurance and protection of passengers' rights. Now that there would be a delay, passengers do not have to investigate on their own and struggle to find out what happened. Based on that, they have the right to the information that they would receive from the transport company at that very moment. Passengers with disabilities and those with reduced mobility must receive special attention. As part of the project to complete the European Internal Market, transport connectivity across all EU Member States is of fundamental importance.

Technological advances in the last decade have significantly increased vehicle safety. This will make it possible to improve road safety in the future, especially in the field of automated and networked driving. To pave the way for automation, the Commission intends to develop a master plan for the development of a cooperative intelligent transport system (ITS), two-way communication between cars and road infrastructure. These systems allow vehicles to send warnings to each other, such as in the event of emergency braking or through infrastructure, which can be exemplified by

future road works. The goal of the European Union is to achieve a European road safety area in the period from 2010 to 2020. In order to achieve that, the application of measures aimed at the condition of vehicles, transport of dangerous goods and safety of road infrastructure is implied. According to the Report of the European Council for Traffic Safety for 2017, in 2016, 25,670 deaths were recorded on roads in the EU, which is 530 less than in 2015 (a decrease of 2%). In 2010, the EU renewed its commitment to improving road safety and set a target of reducing road deaths by around 50% by 2010 compared to 2010. An annual reduction of 6.7% was needed to achieve the EU's 2020 target. But, according to data from 2010, road deaths in the EU fell by 19%, which is only a decrease of 3.4% annually. The most endangered participants in traffic (pedestrians, cyclists) make up a large share of traffic (135,000 people). In the European Action Program for Road Traffic Safety for the period 2011-2020, year, demanding plans have been set to halve the number of deaths on European roads in the next ten years. Existing key initiatives relate to the introduction of a new European driving license and the entry into force of a cross-border directive that will enable the prosecution of perpetrators of cross-border traffic offenses.

Based on this, the European Parliament adopted a proposal for, for example, the introduction of better and better technical inspections for both passenger and freight vehicles in road transport, and great progress has been made in relation to the strategy to reduce the number of victims in traffic accidents. The EU has at its disposal various means of available actions in terms of road safety:

- Article 71 of the EC Treaty allows the EU to legislate measures adopted to improve transport safety within the principle of devolution;
- The EU supports research and technological development projects;
- The EU has the financial means to support initiatives aimed at raising awareness among decision-makers, professionals and the public, about major security issues and solutions;
- The EU has played an active role in defining accident investigation methods and creating the CARE database.

Compliance with the basic rules in traffic will be treated by educational and awareness-raising campaigns, which fit into the goal set by this program and which concern existing national activities organized by the police and other competent bodies and authorities. These actions are aimed at especially vulnerable users, young and old drivers. There is a revolution in the automotive industry that can provide significant benefits in terms of active safety and accident prevention. Modern electrical devices that control the safety functions of vehicles are increasingly being installed in vehicles. The European New Car Assessment Program (EuroNCAP) tests the safety of new cars in accordance with harmonized protocols for different types of accidents that can cause serious injuries to passengers and thus pedestrians. Passive safety - the use of seat belts is also a very important area of action, as it can potentially save around 4,000 lives. Road traffic safety is a scientific discipline that, using scientific methodology, monitors, studies and explains the phenomena (phenomenology), causes, conditions and other factors that cause phenomena that endanger people and property in traffic, especially traffic accidents (etiology) as well as strategy and tactics of traffic accidents and other negative phenomena in traffic, where in addition to their own results, they also use the results of other scientific disciplines. The basic factors of safety and security in traffic are: driver, vehicle and road. Traffic safety is the result of the interaction of these three elements. Due to high mortality rates, the United Nations General Assembly, by resolution 64/255 of 2 March 2010, covered the period 2011-2020, declared a decade of action on road safety, with the aim of giving priority to prevention and traffic safety in the next decade in order to save millions of lives and at the same time to prevent millions of injuries and disabilities. The very development of smart so-called. The "smart" car started with electronic fuel injection, power distribution control for each wheel, computer diagnostics, advanced air-bag systems and satellite navigation all the way to the message center, the possibility of autonomous parking (without driver), etc.

By promoting the principle of intermodality, the EU seeks to integrate different transport sectors into effective logistics chains in order to make optimal use of the sectors and thus reduce transport congestion. The existing network of European roads, railways, airports and canals should be transformed into a trans-European transport network (TEN-T) by the new infrastructure policy of the European Union. Siim Kallas, Vice-President of the European Commission in charge of Transport, said: "Transport is the cornerstone of the European economy. Without good transport links, Europe will not grow or prosper. The new EU infrastructure policy will establish a strong European transport network in all 28 Member States to promote growth and competitiveness. It will connect East to West and make the current fragmented transport network truly European." The new policy establishes for the first time a basic transport network based on nine main corridors: two north-south corridors, three east-west corridors and four diagonal corridors. This core network will significantly change East-West transport links, remove bottlenecks, improve infrastructure and simplify cross-border traffic for passengers and businesses in parts of the EU. Connections between different modes of transport will be improved and contribute to the achievement of the EU's climate change goals. The core network needs to be completed by 2030. The availability of funding will depend on the success of concluding negotiations on the overall multiannual financial framework for 2014-2020.

2. Business diplomacy and ecology

The phenomena of ecology, protection and improvement of the environment are topics of first-class interest for all researchers of social phenomena. At the same time, these are significant challenges and existential problems of the highest degree for every human community. Negative trends are constantly increasing, with no acceptable answers and solutions. Modern threats and risks produce numerous dangers, jeopardizing the survival of humanity. We are witnessing a worrying, malignant

expansion of non-military destruction, which endangers the human population on planet Earth. Environmental safety means the foundation for the realization of all human personal and business activities. This is especially related to the concept of sustainable development in all dimensions. The social, economic and environmental dimensions as structural areas of the sustainable development project comprehensively incorporate all relevant parameters of the observed community. At the center of consideration are natural resources whose conservation positions the object of crucial national importance. This implies a priority obligation of all relevant actors at the national, regional and planetary levels. The international community, through the engagement of existing institutions, regularly treats these issues, primarily the phenomenon of environmental security. Competent actors analyze the state of the human environment from five points of view: water and sanitary conditions, energy, human health, agricultural production with productivity and management of ecosystems and biodiversity. Since 2002, rallies have been held to resolve acute controversies. Previous summits at the highest level have promoted the need for internationalization of environmental problems, cooperation of influential factors and the design of appropriate documents, which has not eliminated the obvious contradictions. Business diplomacy in the environmental sphere includes: □ Monitoring of environmental parameters, □ Constant treatment of barometers of prices of specific items, □ Monitoring of innovations and scientific achievements in the host country, □ Collection of data on indicators of endangerment of the human environment, □ Monitoring of product range on the host country market, □ Monitoring of the presence of environmentally friendly products, especially of organic origin, □ Monitoring of introduction of information and communication technologies in the field of environment, □ Indication of placement of certain goods from home country, □ Organizing appearances in the media with an emphasis on the comparative advantages of their own country, □ Touring the host country and organizing meetings with target

groups, □ Through public appearances favoring their own national values, focusing on agriculture, tourism and manufacturing, □ Organizing exhibitions and fairs with presentations our health food products, □ Indication of the scope, range and production strategy in certain segments, □ Publication of newsletters and marketing materials, □ Preparation and regular submission of reports with specific proposals to the competent institutions. Today, the most commonly used definitions of sustainable development are: "... development that meets the needs of the present so as not to jeopardize the ability of future generations to meet their own needs" (WCED, 1987). This definition is given in the Report of the UN Commission on Environment and Development (the so-called Brundtland Commission) "Our Common Future" from 1987. The Brundtland Commission, or as its real name is, the World Commission on Environment and Development (WCED), whose task is to solve the problem of accelerated destruction of the environment and the consequences that such destruction has on economic and social development. . Environmental problems are global in nature and it is in the common interest of all peoples to establish sustainable development policies. Two basic concepts can be identified in the definitions: - the concept of needs that advocates achieving or maintaining an acceptable standard of living for all and - the concept of limiting (or limiting) the capacity of the environment, conditioned by the achieved levels in technological development and social organization. (WCED, 1987). Inadequate environment has a negative impact on health and quality of life. In that situation, the poorest layer of the population suffers the greatest consequences of environmental degradation. When considering the issue of environmental protection in countries in transition, it should be borne in mind that one of the main reasons why production, especially large transnational companies are moving abroad, is the tendency to bypass increasingly strict and fragmented legal regulations, but also awareness of environmental protection needs in the most developed countries (primarily the United States and the European Union). The

relocation of "dirty industries" and "dirty" technologies is something to be aware of when embarking on the process of privatization and attracting foreign investment. The phenomenon of international security encompasses a broader context, which includes the topic of protection and protection of the environment and environmental security. It can be said that the state in which the environment finds itself is significantly conditioned by the economic situation in which a certain country finds itself.

As countries in transition undergo major economic and political changes, they are also subject to environmental problems due to outdated technologies, poor legal regulations and poor control of companies that pollute the environment. Consequences of the transition for the environment: - legacy of the socialist period: - industrial development without taking into account the environment "industrial development with no concessions to the environment" - the largest number of pollutants built in or near cities - reduction of industrial production in the nineties led to significant reduction of pollution, - increasing car use and traffic chaos in cities have made pollution levels even higher; - waste management as the most serious problem. In March 2007, EU leaders set climate and energy goals that the Union should achieve by 2020, encouraging Europe to become a highly energy-efficient, low-carbon economy. The so-called "20-20-20" targets - which represent a 20% reduction in greenhouse gas (GHG) emissions in the EU, compared to 1990 levels; increasing the share of energy consumption from renewable sources to 20%; and a 20% improvement in the EU's energy efficiency - adopted as a climate and energy package in 2009. The overall goal of "20-20-20" is to fight climate change, increase EU energy security, strengthen competitiveness and ensure energy efficiency. The countries of the former Yugoslavia signed the Energy Community Treaty in Athens on October 25, 2005, and in 2009 they were joined by Moldova and Ukraine.

Tabela br. 1 – Ciljevi energetske zajednice za obnovljive izvore energije²

3. Business diplomacy and logistics

Logistics is an area with the widest capacity to improve the business of companies and government agencies in all segments of engagement. Considered in the broadest sense, it means the management of work processes from the initial stage to the final activities, including current information at all stages according to the projected goals. In

Ugovorna strana	Udeo obnovljivih izvora energije u ukupnoj bruto potrošnji energije, 2009.	Ciljani udeo obnovljivih izvora energije u ukupnoj potrošnji energije, 2020.
Albanija	31,2%	38%
Bosna i Hercegovina	34%	40%
Hrvatska	12,6%	20%
Makedonija	21,9%	28%
Moldavija	11,9%	17%
Crna Gora	26,3%	33%
Srbija	21,2%	27%
Ukrajina	5,5%	11%
Kosovo* ¹¹	18,9%	25%

that way, certain savings are realized, losses are reduced, it provides a competitive advantage on the international market and a significant increase in profits. This implies the engagement of competent factors, especially in the management structures. Functions and activities of economic diplomacy in this area include: □ Constant monitoring of logistics indicators, primarily costs and savings of companies in countries of engagement, □ Observation of innovations of technical - technological, organizational and IT nature, □ Data collection in the field of optimization of logistics and transport activities. primarily in urban areas, □ Monitoring the digitalization process in various spheres, from public administration to modernization of corporations, □ Participation in scientific and professional symposia, seminars and other gatherings, □ Establishing business contacts in entrepreneurial circles of the host country, □ Organizing a permanent and efficient network communication of companies and state bodies, □ Downloading and distribution of propaganda material,

brochures and monographs, □ Undertaking the envisaged measures for protection of information and documents, □ Creating the exchange of delegations, knowledge and experiences, □ Formulating proposals for optimizing business hunting processes in the country, □ Regular information and reporting to interested companies and superior institutions in the country. According to previous analyzes, traffic and transport are economic activities with really high logistical costs. Problems appear in the poor use of technical means, which is manifested in all stages of management. This is evident from inadequate planning, poor organization of work, inefficient process

management to inadequate control over the implementation of planned flows. Here, it is important to fully observe logistics networks, optimize activities and other postulates in the business environment. It can be said that the presented concept of logistics is applicable to various activities and economic actors. New academic approaches link logistics and digitization, primarily in the transportation industry. Requirements for flow optimization imply increasing the competitiveness of social entities in the current globalized market of goods and capital. This is especially applied in the conditions of urban traffic and transport. The introduction of digitalization increases the exchange of documents with a high degree of information security. Protection of transmission, ie secrecy of content is performed by encryption and other security methods according to international standards.

Conclusion

Business diplomacy means a complex science-based professional activity that is essential for the economic and overall social development of each country. Postmodern trends in the global community initiate a meaningful and systematic approach of all relevant entities in the implementation of

² Brnavić, A., Turković, M., Putokaz za razvoj obnovljivih izvora energije u Srbiji i okruženju, Cirs, Beograd, 2015, str. 9.

projected business strategies. Achieving a competitive advantage in the international market is possible only by hiring highly qualified staff with the use of innovative information and communication resources. These postulates imply requirements for permanent learning and implementation of modern trends in all areas of public life. Traffic, ecology and logistics are activities of special importance for every state creation. Therefore, they incorporate different contents of business modalities, modern paradigms and innovative projects. New trends in the international community indicate the application of adequate and proven academic concepts. The Europeanization of transport and the improvement of the living environment ensure the prosperity of the country on the basis of the implementation of appropriate business concepts of companies and state institutions. The implementation of logistics and digitalization in the given areas implies the application of innovations in the context of improving the state and prosperity of the community.

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