ECONOMY AND GLOBALIZATION, THE RULE OF LAW AND MEDIA IN THE CONDITIONS OF DIGITALIZATION IN THE WESTERN BALKAN COUNTRIES

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Abstract: *The new economy means profound changes in society and in the economy, and its final result should be the growth of living standards of the people. The digital economy is a modern way in which information technologies and especially the Internet are used. It has led to a transition from an industrial economy to an economy characterized by information, intangible assets, invisible values, services and a new form of organizing institutional forms. From the 1990s onwards, less and less in the economy, the problem of development was viewed through the settings of old models, but the main sources of economic growth were focused on technological change, improvement of innovation and education of the workforce capable of managing new technology. These preferences, according to research, allow strong economic growth without inflation and low unemployment, and enable growth in production capacity. Under the influence of advanced technology, the modern world is globalizing, but the inhabitant of such an environment is increasingly localized, that is why selected parts of the global world are being 'drawn' into their everyday spaces. In today's highly urbanized world, the unique and increasing influence of new information technologies, especially those of wireless (laptops, cell phones, internet), is undeniable.*

Keywords: *new economy, globalization, information technologies, digitalization, economic* growth

I - INFORMATION ECONOMY AND GLOBALIZATION

1. Creating an information economy

The last decades represent one of the rare intervals in the history of humankind when the normal developmental continuity in which radical changes occur is interrupted, when a new technological and social paradigm is born. It was a time when a revolution in information technology took place, in which a new technological paradigm was cmoreated that encouraged radical restructuring and led to the creation of the information economy. The dominant feature of the information economy is the growing share and importance of knowledge and innovation. The new economy requires constant improvement, improvement, development. Constant investment in ideas, knowledge, people. Hence, innovation and innovation form the core of the functioning and development of the information economy.

It is difficult in the history of mankind to identify a similar invention that has had such an impact in so many human activities as the creation of the information economy.

Information economics enable users to participate in the rapidly changing world, as they go hand in hand with finding, researching, analyzing, exchanging and presenting information, responsibly and without discrimination. It provides quick access to information, ideas and experiences from a wide range of people, communities and cultures. Information has become a basic strategic good, in addition to the already existing ones: energy, natural resources and infrastructure. It is thanks to them that it is possible to respond so quickly to the demands that lie ahead. A new economy based on information and knowledge, a new industry, a new society is emerging. The information economy enables a rapidly changing world in which work and other activities are increasingly transformed by different approaches and developments in technology, with their ability to collect, feed, transmit and process all types of information.

Information today is considered a strategic resource, a potential source for gaining a competitive advantage. In the information society, the basic concepts of information as a phenomenon and communication as a process. There is no doubt that information and communication technologies (ICT) have a significant impact on economic and overall development, employment, human capacity, etc. In the economic sphere, the collection and disposal of information is becoming increasingly important, as one of the essential resources for economic activity, possession and use information technology. In addition, these technologies have enabled the development of new products and activities, while the use of the Internet has led to the emergence of many new companies around the world and to the creation of new jobs. New information technologies greatly increase economic efficiency and enable many new business opportunities. The growth of the company, the complexity of the business, the growing speed with which business decisions need to be made and the shortening of the product life cycle affect the development and importance of information technology in the performance of economic activity. The development and use of the Internet have transformed modern society into an information society. The relatively young information society has recently experienced changes, both in terms of new legislation and in terms of defining new trends. The development of the information society is of great importance for the entire economy of a country. Its main feature is that ICTs play the most important role in production and the economy, as well as in all spheres of individuals and society as a whole, in a way that expands human freedoms. It is this development that leads to a new knowledge society.

From the 1990s onwards, the problem of development has been viewed less and less in the economy through the settings of old models, rather than the basic sources of economic growth focused on technological change, improving innovation and educating a workforce capable of managing new technology. According to research, these settings enable the realization of strong economic growth without inflation and with low unemployment, and they enable the growth of production capacities. The new economy means profound and radical changes in society and in the economy, and its end result must be an increase in the living standards of the people.

The market is becoming global, open, which means that the exchange of goods and services between different countries is expanding and is reaching its peak to this day. This can be a problem for some countries, especially underdeveloped and developing countries, as well as countries in transition that are transitioning from a system of communism (closed market) to a system of capitalism (open market). Such countries face the problem that their product is uncompetitive, the need to pump money into economic development and competitiveness in the global market is crucial.

New social concepts related to the new age and the new economy, such as social responsibility, are also emerging. Socially responsible companies, as well as the state, are the ones that take into account the socio-economic factor of the wider society, the well-being of the community, as well as environmental protection factors, ie not to negatively affect the environment.

Information and communication technologies are the basis of the modern information economy, facilitating and supporting global flows of information, capital, ideas, goods, services and people. In that way, they directly transform modern ways of doing business and organizations in general. They are revolutionizing the way we learn and share knowledge and enable significantly greater participation of all in business, thus contributing to the promotion and acceleration of overall economic, social and human development in the world. I must mention that in this transformation, purchases are also changing, along with lower costs and more efficient closing of transactions, and macroeconomic implications for employment, the customs system, the tax system, and trade competitiveness.

2. The concept and development of information technology

It is difficult to give an accurate definition of information technology, but we can say that information technology (IT) means different elements and skills for creating, storing and transmitting information in different forms. Business organizations use them for the purposes of: improving the quality of products and services, improving efficiency and effectiveness, increasing productivity, saving money and energy, saving time and increasing profits. The development and application of information technologies greatly changes the way of doing business and the life of an individual. The development of information technologies has caused the emergence of new applications and networks of these technologies, which have significantly changed the way of doing business and living.

In conditions of very strong competition, especially in the economic sphere, the collection and possession of information as well as the art of using new information technologies is becoming increasingly important. Very significant changes in our society have occurred just as modern technologies have evolved such as: information technology, laser technology, new materials technology, nuclear technology, space conquest technology, biotechnology and genetic engineering. The emergence and introduction of these technologies has led to a change in social relations, production, people's lives and their education. Knowledge-based information technologies (IT) form the basis of almost all other technologies and as such they are included in almost all products and services of the company, enabling it to reduce costs, greater efficiency and profitability, improve all company functions, modernize administration, speed up the design process and similar.

Many countries have achieved economic growth under the influence of the development of information and communication technologies. One of the innovations in the development of information and communication technologies is the Internet, which is considered a driver of change in society and the economy, from gathering information through the possession and application of knowledge to solving certain tasks and achieving benefits, efficiency and better results.

It is believed that the biggest generator of demand for information technology infrastructure should be the state. By introducing electronic services, which makes the state administration more efficient, optimal and, above all, more transparent, with a direct incentive to the IT sector.

3. The impact of information technology on the creation of a new economy

Today we live in a time of advanced technologies and changes that affect the transformation of the economy, society and life. Rapid technological progress in the information technology sector has triggered a rapid process of creating a new economy. The new economy has changed the economic system globally. The development and application of information technologies have created a new economy that represents a multitude of qualitative and quantitative changes that have transformed the structure, functionality and rules of economics in the last twenty years. The American economy achieved significant economic growth in the late 1990s thanks to the application of information and communication technologies, and since then the name "new economy" has been used. It is also called the digital economy, the information economy and, increasingly, the internet economy. All names refer to the impact of information technology on the performance of all economic activities. The new economy provides various opportunities for companies to improve the organization and structure of business. It is the basis for change in economic activities, with the possibility of creating new rules for achieving productivity, employment, economic growth and innovation in all sectors. In addition to the above, it enables the reduction of costs and other opportunities, the new economy provides the reduction or elimination of geographical, industrial and corporate barriers and borders. Consumers in the new economy have a wide choice of access to

products and services. Because of the positive results, most companies increase investment in information technology, improve the organization to reduce costs, increase efficiency and flexibility, use technology more efficiently and improve business decision making.

4. Doing business in the digital economy

The global market is under the constant and strong influence of changes caused by the rapid growth of the economy and new technologies. Given that, in the economic sphere, the availability of information is becoming increasingly important, it has become necessary to own and use information technology. The development of information systems and the "information industry" is becoming the driving force of economic and social progress. The best and most important result of industrial and post-industrial society is actually information technology.

Today is a time of advanced technologies and changes that affect the transformation of the economy, society and life. Information, data collection, processing and communication increase productivity in all sectors. Rapid and rapid technological progress in the information and communication technology sector has initiated the process of creating a new economy, new growth and economic development. The new economy has changed the economic system. These changes include globalization, monetary policy change, venture capital, and innovation in human resource management.

5. The new digital economy

The digital economy is a modern way in which information technologies are used, especially the Internet. It has led to a transition from an industrial economy to an economy that characterizes it

information, intangibles, invisible values, services and a new way of organizing institutional forms. Synonyms for the digital economy are "Internet economy", "New economy" and "Web economy". The new economy could still be defined as a combination of interconnected phenomena that includes globalization, the transformational impact of information and communication technologies, the way different organizations operate, successful and different e-business models, and the ever-changing nature of workloads. high development rates, low inflation and low unemployment. The market economy, in developed countries, is changing in five ways: 1. New capital creation infrastructure emerges as a result of the evolution of the Internet (Net) into Hypernet - This way of doing business reduces the costs of cooperation, contracting and transactions between companies, 2. New business models - Business networks, which appear as models of successful business, enable companies to compete who will create better and more diverse products and services and to achieve sustainable business efficiency. 3. New Capital Market - Requires new approaches to financial engineering. Intellectual capital changes with the networking of people and knowledge. 4. Capital of mutual relations - New approaches to marketing enable the creation of deeper and more successful relations between companies and companies and customers. One of the most important challenges facing any company is the management of this capital. 5. New society - It is formed on the basis of a changing economic environment. The new (digital) economy is becoming an increasingly accepted framework in which, in developed countries, the business and operations of other organizations are already conducted, and over time it will inevitably be used in countries in transition as well as in other less developed countries. In Bosnia and Herzegovina, as in other less developed countries, the Old Economy still prevails, and they face major challenges in creating a framework that is compatible with existing frameworks in developed countries, with the goal of becoming partners in the global economy over time.

6. Characteristics of the new economy

The emergence of a global market, a sharp increase in the number of firms and new, inexpensive technology, which allows easier access to new markets, have led to fiercer international competition. As a result of these

changes, entrepreneurs are increasingly under pressure to focus on ways that will increase their efficiency and reduce costs. The use of information and communication technology in the production process, improved business behavior and better functioning of the labor market, have led to increased productivity, to a level compatible with economic growth of 3-4%, compared to 2-2.5% in the Old Economy.

The basic characteristics of the new (digital) economy are: - It leads to a significant paradigm shift in: business strategy, design and use of technology, the role of senior management, processes of creating and using organizational knowledge, organization and management of enterprises, - New economy organizations shapes and sizes, from the smallest (one person), to the largest companies, - Using information and communication technologies, small businesses can perform activities that were previously reserved only for large companies, The cost of starting a new business is reduced, many companies will create networks of independent experts, which means that a lot of people are already working in smaller companies, or alone, - New economy organizations favor consumers and make additional efforts to meet ever-growing consumer demands, - New economy favors intangible assets, but it complements traditional economy, does not reject it completely, - Novi p Key models are created in the form of a partnership, based on the Internet or an alliance of "business networks", as a separate system of suppliers, distributors, trade service providers, infrastructure service providers and consumers, who use the Internet for their primary business transactions and communications. instead of managing information and data. Digital economy refers to the economy, which is based on digital technologies, including digital communication networks, computers, software and other related information technologies. Digital networking and communication infrastructures provide a global platform on which people and organizations interact, communicate, collaborate, and seek information. The advantages of these technologies have led to a large drop in computer prices, greater and cheaper data storage, as well as better and cheaper communication. There has been a drop in costs and an increase in the performance of products and services. Doing business in the digital economy is based on cost reduction, transparency, availability of data and information, innovation and networks through which business processes take place.

Companies, in order to increase productivity, must constantly monitor the development of information and communication technologies and implement new achievements in their business. Productivity in the new digital economy is not easy to measure. Some countries have developed new measurement methods by introducing, the so-called hedonistic price indices, which took into account the type of computer with its capacity. In these methods, price movements of information and communication technologies were used.

7. Trends of the new economy

In the global world, there are certain trends to which companies and countries must adapt if they want to survive and stay competitive. This is a time of rapid change, affected by globalization and information and communication technologies. To stay in a competitive market, companies must adapt to change by adopting and applying new business models, which is the basis and condition for achieving good results.8 Consumers now reap the benefits, while traditional distributors lose. Low inflation, price transparency, online trade, put the consumer in a dominant position. Workers with knowledge, flexibility and qualifications are at an advantage. Jobs are created by projects, and there is no job for life. By increasing jobs in the services sector, opportunities for small flexible businesses are increasing. A person with qualifications and knowledge can progress by working for different companies and different projects, not only within the same company, which is a feature of the traditional economy. The basis of business success are: efficiency, speed and quality differentiation. In order for a company to succeed, it is necessary to invest in new technologies. By investing in

information and communication technologies, productivity and efficiency are achieved, and with increasing productivity, production and the rate of economic growth increase, and thus social wealth. The economy is global and it is necessary to enter the global market. To be competitive in the global market, companies must apply the latest technologies and high quality standards, prescribed for the product. Companies try to offer the consumer a faster and better service through the application of information and communication technologies. Continuous improvement is needed because technology is changing rapidly, with constant innovation. The need for a work structure is changing, trained and educated workers are needed for the field of information and communication technologies. These technologies increase productivity and speed up business processes. Business is changing, the number of intermediaries is decreasing, delivery is accelerating. These technologies provide access to and enhance education, increase transparency and efficiency. Businesses are moving from manufacturing to services, and business is moving to the global market. The new economy, especially through the use of the Internet, abolishes all limits and limits, and increases the availability of information. To stay in business, companies need to adapt to new markets and new market conditions. New technology enables small companies to overcome the main advantages of large companies, which are economies of scale and access to resources. Also, small companies are not burdened with important shortcomings of large companies - bureaucracy, hierarchy and difficult changes. For that reason, large companies are forced to disaggregate, becoming clusters of small molecules, which can work well together. In this way, they achieve agility, autonomy and flexibility. To succeed in the digital global market, where market speed is a key factor, global companies must act in real time. An intercompany enterprise is an expansion of a virtual corporation because there is access to foreign business partners, constant reconfiguration of business relations, increased financing from external sources. The walls between companies, suppliers, customers, competitors and affinity groups are being torn down. Every economy needs a national information infrastructure, and every organization needs to fit into it with its information infrastructure.

The dominant sector in the new economy is new media, which are the product of the convergence of the computer, communication and content industries. The main carrier is innovation, including the obligation to continuously innovate products, systems, processes, marketing and people. If a company has developed a good product, its goal is to develop even better. This new product will obsolete the previous one. If she doesn't, another company will. This means that the product life cycle is shortened. For example, car manufacturers have a product life cycle of two years, while manufacturers of electronic devices - three months. There are also markets where some financial products have a life cycle of several hours, ie until the competition reaches them. Development in the new economy comes more from small and medium enterprises than from large corporations. The way to win in such an economy is leadership in products and services, but that is still not enough to understand customers, their decisions and interests. Customers often cannot even recognize their wishes, all because of the complexity of the market and market changes. Mass production has been replaced by mass personalization. Manufacturers must create specific products, which reflect the requirements and tastes of individual consumers, who are involved in the current production process. The new economy is global, there are no economic walls, knowledge has no borders, there is no domestic and international knowledge. Knowledge is a key resource. With knowledge, there is only the world economy, even when individual organizations operate in national, regional or local headquarters. The number of free zones in the world is growing. New economies and political regions and structures, such as the European Union, diminish the importance of the nation and the state. Business cooperation is no longer limited to conventional alliances. A new form of competition is spreading through the global market. Globalization is the carrier of new technology, and vice versa,

new technology is the carrier of globalization. Computer networks allow companies to provide service 24 hours a day, as customer requests are forwarded from one time zone to another without the customer even being aware that the work is done on the other side of the world. The office is no longer a place. It is a global system. The whole globe is connected into one electronic market. Businesses need to be able to connect with customers, suppliers and partners around the world.

8. Comparison of new and old economy

New technologies are the main impetus for growth and development in general, from companies to the global economy as a whole. In the modern world, the foundations of economic development are based on highly developed technology, innovation, knowledge and extensive infrastructure. Thus, the "new economy" is based on technology, information and knowledge, and takes the place of the "old economy", based on the physical factors of production - labor, capital and land. The new economy is characterized by the dominance of services and information and communication technologies, ie intangible assets. The infrastructure of physical production, ie material assets, is abolished. The new economy is the economy of computers and other information and communication technologies and their applications. It neglects the labor intensity of production and the movement of physical products, which is a characteristic of the traditional economy.

The traditional economy is characterized by:

- Tangible assets, - Physical capital, - Labor intensity, - Mass production, - Plans within clear limits, - Values that are measured and that are present in statistics. The traditional economy rests on physical production and industrialization, while the new economy represents the next stage in the development of the economy, in which there is a shift of physical production towards services. Borders are also shifting, from the local or national level to the international or global level. The new (digital) economy is characterized by:

- Digitality, - Virtuality, - Dominance of services, new intangible products and - Information and communication technologies. Information and communication technologies are the basis for creating a new economy. The effects of information and communication technologies are:

- Greater competition - shortened time, reduced costs and easy market entry leads to a greater degree of competition, compared to the traditional economy; - Lower prices - by reducing inventory costs and distribution costs, prices are also reduced, which is especially pronounced in e-commerce; - Higher productivity - information - communication technologies have created new ways of doing business, eliminating everything that is inefficient, and increasing productivity and the rate of economic growth. Information technology enables a knowledge-based economy. In the new economy, the main assets of an organization are intellectual assets, focused on professionals. In the old economy, workers in one factory, such as cars, were very similar to workers in another factory and were replaceable. Now they are very variable.

9. Mobile business and mobile technologies

Mobilno poslovanje predstavlja proces Mobile business is the process of applying mobile technologies for business purposes, to provide services, trade and make payments, in order to better business efficiency. Efficiency refers to lower operating costs and a better competitive position in the market. The development of the third generation of mobile phones has enabled better bandwidth of available data and a new range of services that are stratified in three directions, namely: network services (network services), which include telephony services through network maintenance; additional services related to the network, such as SMS, MMS messages, voice mail, audio and video conferencing, etc .; third party participation services, eg the process of performing mobile finance with the participation of companies and banks. Mobile business is electronic business that is conducted in a wireless environment with the help of wireless devices. In mobile business,

the following areas are distinguished: mobile business communication; mobile commerce and mobile payments. The first area covers the relationship of the company and communication between employees within the company itself, while the other two areas represent the relationship typical between the company and consumers, B2C.

Mobile business (Mobile business or m-business) is a new form of e-business. The advantage of mobile business is that it can take place anywhere and anytime with the application of Internet technology. Due to its great potential, mobile telephony was very quickly perceived as a technology that can significantly enhance the popularity and development of the Internet.

Therefore, it is the most common and includes: - Mobile business telephony, - Text SMS, - Multimedia MMS, - Video conferencing (using 3G technology), - Internet communication (including the use of e-mail).

10. Information technology and development

At the very core of the technology development strategy is a whole complex of information and communication technologies. An understanding has been developed that in today's world it can be imposed and dominated primarily by technology. In that context, significant and growing allocations for scientific research development and work, as well as for the improvement of information technologies, should be interpreted. It follows from all this that man's attitude towards technology, society and production, and especially towards information and knowledge, today, under the influence of modern computer technology, systems approach and the current communication revolution, acquires significantly new characteristics. The question is, is the significance of science, technology, and information in the modern world as great as the introductory comparison implies? Is it really the main tectonic line that separates the developed from the undeveloped, the successful from the unsuccessful, the line of relationship to knowledge and information technologies? All human knowledge develops according to an exponential curve, 90% of that knowledge originated in the last 30 years. That is why it is quite justifiably claimed that losing one year, or being one year behind the front of world development today, is the same as falling behind 10 years ago by 5 years or more. Add to that the fact that 90% of all scientists in the entire human history represent our contemporaries. This points to the fact that it has scientifically become a relatively new phenomenon on the world stage, but at the same time it is growing into a mass human activity and gaining all the epithets of a separate industry. Taking into account all the above facts, it can be concluded that the most developed countries in the world today are entering the development phase, which we can call the information society. The economy of these countries is increasingly based on renewable resources (knowledge and information, biological sources, solar energy) and the so-called. high technologies, which consume modest amounts of energy and virtually unlimited resources. The step towards the intensive application of information technologies, apparently for the whole world, represents the main step towards the society of the 21st century. The contribution of information technology is reflected in all forms and areas of human activity. The computerization of production processes enables huge savings and strongly influences the increase in productivity, consistency of quality and rational consumption of raw materials and energy. Robotization, flexible systems, computer-aided design and production are the main epithets of the computerization of the industry. Information technologies also enable more efficient office operations, rationalization of services of all kinds, and create preconditions for qualitative leaps in education, scientific work, as well as all forms of communication, information, management and control. Just as the industrialization of agriculture has enabled a huge leap in the growth of food production productivity, so the informatization of industry opens new and unimagined perspectives for the growth and development of industrial production. Thus, for example, in the United States, it was estimated that in 1990, more than 30% of all

jobs were directly related to computers, and almost 90% of routine production processes were under the complete control of the same without human presence.

II - ECONOMY AND ECONOMIC GROWTH

1. Economic position in Bosnia and Herzegovina

According to the report for 2018, it is stated that Bosnia and Herzegovina has achieved economic growth higher than three percent, which is at the level of growth from the previous year. Economic growth was achieved thanks to an increase within all categories of GDP. The most significant contribution was made in the segment of private consumption, and a positive contribution to economic growth was made in the field of investments in which growth of 7.3 percent was registered. On the other hand, according to preliminary data, the rates of exports and imports were equalized, and the contribution of foreign trade to economic growth was much more modest compared to the previous year. The physical volume of industrial production increased by 1.6 percent compared to the previous year, and the most significant contribution to growth was made within the electricity generation sector. The number of unemployed in Bosnia and Herzegovina decreased, averaging 451,700 people, or 7.7 percent less than in the previous year. The average net salary in 2018 was 879 BAM, with a nominal growth rate of 3.3 percent compared to 2017. The average pension was 382 BAM, with a nominal growth rate of 5.9 percent compared to the previous year. The main characteristics of the fiscal sector in Bosnia and Herzegovina in 2018 are the growth of total tax revenues, as well as revenues from contributions, but also the reduction of public indebtedness. In 2018, Bosnia and Herzegovina collected a total of about 15.2 billion BAM of public revenues based on indirect and direct taxes, contributions and other revenues, which is 7.3 percent more than in the previous year. Also, total public indebtedness decreased by 2.1 percent compared to 2017 and amounted to BAM 11.1 billion, of which BAM 8.2 billion is external public debt.

2. Digitization of the economy

"Digitalization is no longer a sector of the economy, it is becoming the economy itself. The digital economy is growing seven times faster than traditional. Digitalization is the key to increasing the efficiency of public administration and improving the business climate. The development and use of technology and market needs. digitalization as an imperative in most businesses, which means it will impact and already significantly affect investment attraction, new employment and competitiveness growth. Technology is evolving exponentially and it is expected that about 50 percent of the population will need to master new skills to be competitive in the new, Digital economy, on the one hand, requires intensive learning from us, but at the same time frees people from administrative and repetitive tasks and enables a focus on creative, demanding work, which significantly raises productivity, includes innovation and is a new generator of growth and competitiveness for companies. the economy today is as a rule, related to digitalization, and there is data that the digital economy is growing in some places seven times faster than the classical one. The digitalization of business also involves significant investments. Being a country that has embraced the digital world through digitized public services, the development of digital skills in the education system and the creation of a business ecosystem that encourages fast, agile, innovative and talented today is a prerequisite for attracting investments that we would like in Bosnia and Herzegovina. creative jobs that are not easily replaced and are well paid. It should be rightly borne in mind that some jobs will certainly disappear, but such jobs should not be in the focus of interest of Bosnia and Herzegovina. The European Commission recognizes digital technologies as key to European economic growth. And while 250 million Europeans use the internet every day, 18 percent have never used it. While the technology-based digital economy is usually growing much faster than the rest of the economy, this is not the case in Bosnia and Herzegovina

3. Problems of economy in Bosnia and Herzegovina

These economic indicators are only a consequence of the larger, systemic problems of the economy in Bosnia and Herzegovina. They primarily include a huge, wasteful and extremely inefficient public sector that accounts for more than 50% of GDP. While in developed countries it is common for the real sector to have the main say, especially in the labor market, in our country it is public, which is best seen in layman's terms that "everyone wants to be on a budget". However, not everyone can be on the budget, so the official unemployment rate is over 40%, while in the country there are 57.9% of unemployed young people, according to the Regular Economic Report for Southeast Europe of SEE6 countries. Some economic research, such as the one entitled "Youth Unemployment: Is There a Problem in Attitude", really suggests that a certain part of the labor force is simply levitating in the labor market, waiting for office work in the public sector.

4. Necessary reforms

Therefore, economic reforms should go in the right of liberalization, deregulation, reduction of fiscal levies, reform and reduction of the public sector, with the strengthening of private initiative and work on increasing the competitiveness of the domestic economy. For all this, we need legal institutions, not to bring justice, but to correct injustice, as the French lawyer Frederic Bastia remarked very well. Reform agenda for 2015-2018 represents a real chance for BiH 's progress, with a clear set of medium - term priorities that will be achieved through concrete initial measures and endeavors. The main goal of the agenda is economic prosperity, more precisely macroeconomic stability, increased competitiveness and stable economic growth. In addition, the Reform Agenda is the key to EU accession, which is clearly stated at the beginning of the agenda where it is stated that the agenda is "necessary for the membership application to be considered by the EU". Let's not forget that BiH's membership in the EU is supported by 78% of the citizens of our country, according to the research of the Directorate for European Integration, which means that EU commitment is an exceptional political capital that should be used to explain the importance of reforms to the general population.

5. Significance of the Reform Agenda

Reformska agenda je jedinstvena viziju The reform agenda is a unique vision of a better Bosnia and Herzegovina. The first set of reforms involves improving public finances and the taxation system, with the aim of ensuring the fiscal sustainability of the budget. The general goal of reforms in this area is to resolutely tackle the uncontrollably growing public debt that is bringing us closer to the Greek scenario every day. Although it currently amounts to 45% of GDP, a continuous growth of about 10% is noticeable, which was the rate of increase in the period from 2013 to 2014. As expected, the largest share in public debt has external debt (BAM 8.2 billion). More than 35% of new loans go to the public sector, so the agenda aims to reduce state participation in the economy by limiting public spending, but also reducing fiscal burdens. First of all, it is necessary to change the rate of contribution to work, especially the contribution for health insurance, which urgently needs to be reformed (which is not an impossible task, given the potential of public-private partnership institutions in this area). What is especially interesting within the first set of reforms is the expression of the will to determine and control the salary fund that should monitor the tax situation, or the situation in the real sector.

6. Competitiveness of the economy

Furthermore, in order to improve the business climate and significantly affect the competitiveness of the domestic economy, which is a burning issue according to global economic reports, it is necessary to deregulate the business area, reducing the impact of monopoly state-owned enterprises, and restructuring or in exceptional cases liquidating part of the enterprise. . Nevertheless, the long-term goal is to carry out financial consolidation and restructuring of the company. This would be achieved in

part with the help of the new institute of "pre-bankruptcy proceedings" listed in the agenda, with the aim of financial restructuring of debtors to avoid bankruptcy in order to preserve jobs and continue to perform the core business of the company. Special attention will be paid to the restructuring of railways (in both entities) and mines (in the Federation of Bosnia and Herzegovina), which implies a new organization and number of employees. The railways have been making losses for years, while the number of employees in the mines is extremely problematic if we know that 3,550 employees in Bosnia and Herzegovina produce the same amount of coal as 522 employees in Poland. In addition, the preparation of preliminary plans was announced in order to prepare BH Telecom for partial privatization in Federation of Bosnia and Herzegovina. This should certainly have started earlier, because companies like BH Telecom must get rid of the political parties that control it and leave it to the market, to the satisfaction of its customers. The misconception is that it is "family silver" because such a thing does not exist in modern economies, where wealth is created in the market, and not in the hands of political powerful people.

III - MEDIA AND DIGITALIZATION

1. Journalism and technologies

New approaches in the digital media industry have enabled new approaches to journalism and thus a different and greater audience engagement. The results of a survey of 2,700 journalists and editors from 130 countries showed that, despite the development of technology and media digitization, newsrooms use limited opportunities while only a third of newsrooms use advanced skills such as data journalism and news apps. Journalists mostly do not use the digital skills needed to inform the public in a timely manner without exposing themselves or their sources to the dangers of insecure communication. Less than half of journalists protect their communication channels. Most newsrooms use only basic analytical data in making decisions with the primary goal of achieving higher attendance. Only five percent of newsrooms in the world employ people with a degree in technology. There is also a difference in the skills that journalists want to learn and those for which the newsrooms train them. Less than one-third of newsrooms use digital tools. About a third of newsrooms produce content using data journalism skills, and the same number uses live streaming. About a quarter of newsrooms create or apply digital tools or applications, and only 12 percent of newsrooms produce content in a format

360 videos. The full report is available in English here, and an overview of the most important findings is here.

2. New media - new challenges

New media technologies are bringing unstoppable changes to the media scene. Digital television, the Internet, mobile media, the iPod ... are becoming part of everyday life and are fundamentally changing the way we experience the media and the attitude towards media content. New media affect the economic, social and political flow of the media industry. At the global level, there are: - Increase in the value of the media and telecommunications market, enlargement and media concentration and the growing influence of economic factors on program content; - There is a fragmentation of the audience and the loss of a common basis of information, while the audience has more freedom in the way of obtaining information; - The legitimacy of public services has been called into question and these media are slowly losing their audience; - Traditional regulations are becoming inadequate and new, inventive solutions are being sought.

Bearing in mind the importance of these issues, the regional organization Network for Media Professionalization in Southeast Europe (SEENPM), in cooperation with the Media Center, initiated two extensive, comparative surveys conducted in the countries of Southeast Europe, which aimed to assess the readiness of the media. markets, broadcasters and regulatory institutions for new challenges. The first research, "Public Broadcasting Services and the Digital Age", deals with the transition to digital

broadcasting, with a special emphasis on the public media service and its transition capacities. The second study, entitled "Impacts of the EU Audiovisual Media Services Directive on Freedom of Information in the Post-Communist Democracies of Central and Southeast Europe", focused on the application of the new European Media Regulation (Audio Visual Media Services Directive) and its possible consequences for freedom of opinion and information. and expressions in countries in transition.

3. Media education

The "Third Industrial Revolution" brought great changes that were reflected in the field of acquiring knowledge and education, because information is constantly growing and is available in printed and electronic form. In the world of multimedia culture today, knowledge and skills of "reading" and "writing" the language of letters and sounds are needed, just as it was, and even today learning to read and write language as a basic-basic literacy (the world of printed communications). Younger generations perceive every change as something positive and an opportunity to be in trend, while slightly older generations see it as a big problem that is increasingly difficult to monitor and find a solution. Media messages that are received, viewed and read on a daily basis from various sources contain several layers of meaning and leave the possibility for an individual to interpret them as he wishes. A media literate person must know or learn how to control and select the meanings of the messages he receives. You also need to be able to decide which messages to accept as true and correct and which not and how to check them. The term media literacy was defined in 1992 at the National Leadership Conference on Media Literacy as "the ability to access, analyze, evaluate and send messages through the media. The concept of media literacy is given to understand the specific symbolic features of" new languages "of certain traditional media such as film, radio and television, as well as modern digital media such as interactive television and mobile media.In the framework of these initial and later emerging new guidelines in computer-mediated communication, it is important to develop the following competencies:

- Critical competencies for understanding media content that create the ability to interpret and critically evaluate content (symbols, ideological systems, new genres, market frameworks), - Technical competencies for accessing media (how to use TV or interactive television and radio on demand, how to access a computer and internet, how to use digital media, etc.), - Practical competencies for creating media messages, ie writing some content either in classic media (on radio, television or wider) or in new media. "Media restrictions, as well as internet restrictions, are not recommended because the standards of the achieved media are an indicator of political culture and freedom of society as a whole. Media education of not only children but also parents, teachers and other professional groups civil society group. "

"Since it is easy to manipulate and manage an illiterate media crowd, teachers, parents and children need to be thoroughly educated and create a quality media culture. The whole community must engage in media literacy of all subjects of society. Cooperation between school and parents is very important. monitor appropriate education (media education): honesty, sense of justice, tolerance, protection from negative influences and inappropriate content, creating a culture of responsibility. " Whichever aspect you look at it, business or private, it is important to be media educated, especially media literate with developed media competencies and associated skills. New needs are associated with recent times. It all depends on the needs, but regardless of the age group or audience, it is necessary to make progress in all aspects related to the rapid development of innovation and the desire for better and faster access to information.

4. Contemporary media

The changes, which are related to the modern age, are permeated by new media and their impact on modern strategies, and thus on educational techniques, society, culture or socialization. Such changes leave a mark on

many traditional media and therefore traditional media must adapt to the new way of media reception and consumption of information in order to survive. Modern societies are not post-industrial but informational, not because they correspond to a certain model of social structure, but because they organize their production system on the principle of increasing knowledge-based productivity in terms of development and dissemination of information technologies and meeting the preconditions for their use. infrastructure). Modern communication technology is a part of our lives and today we can no longer imagine life without them. The modern world is globalized under the influence of advanced technology, but the inhabitant of such an environment is increasingly localized, that is, selected parts of the global world are 'drawn' into their everyday spaces. In the modern highly urbanized world, the unique and increasingly powerful influence of new information technologies, especially wireless ones (laptops, mobile phones, internet), is indisputable. New media have become a modern and unavoidable means of communication, which can be confirmed by the quote:

"In the last two decades of the twentieth century, and especially at the beginning of the twenty-first century, new media technologies have brought (and still bring) rapid and unstoppable changes both in the media and in education, but also in the entire social scene. Television, the Internet, mobile devices, the iPod are part of everyday life that changes the way information is produced, distributed, and decoded. “

By researching the media and communication, we can say that today we know that the media are connected with everything, with all activities and parts of life, such as religion, politics, education and the like. Today, researchers in academic circles, as well as ordinary secular people, are thinking more fundamentally about what it really means to live in a "mediated" world.

Notwithstanding all the above, we are becoming more and more connected through the network. Our connection is heterogeneous, more enterprising and creative. We cross boundaries and blockages to facilitate our interaction, hybridity, flexibility, and flow of thought. Connectivity is an essential part of many programmatic and institutional reforms, taking into account education for a new time that has knocked on the big door of our everyday lives. New occupations and jobs are coming for which we have yet to prepare, which we are only now learning about in schools.

IV – BOSNIA AND HERZEGOVINA AND THE EUROPEAN UNION

1. The Balkans and European integration

Bosnia and Herzegovina's accession to the European Union is the result of numerous factors: a broad political consensus reached at all levels of government, state and entity, but also the commitment of BH citizens, which has been confirmed by numerous recent polls. The results achieved for BH accession to the European Union are confirmed in the Roadmap, Feasibility Study, Stabilization and Association Agreement between the European Union and Bosnia and Herzegovina, which has recently entered into force. Mention should also be made of the new approach approved by the EU institutions without any change in the conditions of accession, including the Decision of the European Court of Human Rights in the Sejdić-Finci case. This was accepted in the form of a special statement-decision by all bodies of Bosnia and Herzegovina and its entities, committing to the implementation of institutional reforms at all levels of the state, as the implementation of the Roadmap with a broad plan of economic and social reforms that would stabilize the country and fully open space for political and constitutional changes.

In the process of integration into the European Union, Bosnia and Herzegovina is facing the challenges of regionalization, interregional cooperation with neighboring countries, but also the possibilities of economic and social development through the support of structural funds offered by the European Union. Regionalization and interregional cooperation is not only a precondition for the funds for regional development available to the European

Union, but also an increasingly important factor in the process of overall European integration that Bosnia and Herzegovina is also facing.

The importance of regionalization at the level of the European Union is confirmed by the fact that a significant part of the European Union budget is focused on regional development, interregional cooperation and especially on the development of less developed regions. Due to the importance of regionalization for Bosnia and Herzegovina and the possibility of gaining access to EU structural funds, the question arises how to report the regionalization of Bosnia and Herzegovina. The answers to this question can be found in the recent history of Bosnia and Herzegovina, which has undergone several territorial transformations (sandžaks, districts, counties, municipalities). These regional transformations do not differ significantly since they number from four to six regional (economic) units. Today's regionalization of Bosnia and Herzegovina can be found in the concept of regional development agencies (RDAs), which have been functioning since 2001 with the financial support of the European Commission, the World Bank, the UN Development Program, the Office of the High Representative - OHR and other international institutions.

2. Bosnia and Herzegovina in the process of joining the European Union

The BH Council of Ministers adopted an Action Plan for the implementation of the Reform Agenda at the level of the Bosnia and Herzegovina Council of Ministers. On February 15, 2016. Bosnia and Herzegovina submitted the Request for membership in the European Union, and on September 20, 2016, the Request for membership was accepted and the Commission was ordered to prepare a questionnaire and submit it to the authorities in Bosnia and Herzegovina, to which it should respond within a reasonable time.

To integrate into the EU, Bosnia and Herzegovina needs to achieve the following:

- Implements the obligations undertaken by the Stabilization and Association Agreement, which most significantly refers to the constitutional and legislative reforms of the political and economic system (primarily the adoption of over 1,200 different laws, regulations and regulations with the aim of Bosnia and Herzegovina harmonizing its legal system with EU legislation. judgment of the European Court of Human Rights from 2009 in the case "Sejdić - Finci" against Bosnia and Herzegovina, establishment of a single economic space); - At the request of the Commission on the submitted Questionnaire with about 3500 questions, prepare the final Report on the implemented activities to the prepared answers to the Questionnaire of the European Commission; - Only after the review of the situation by the Commission and a positive opinion on the readiness of Bosnia and Herzegovina for membership, which recommends that the Council of Bosnia and Herzegovina grant candidate status, and positive decisions of the Council, membership negotiations between the EU and Bosnia and Herzegovina are opened; - Membership negotiations begin with an analysis of the harmonization of domestic legislation with European regulations (so-called screening) separately for each negotiating chapter (35 thematic chapters); - Depending on the length of the screening (which lasts about a year) or the length of the overall negotiations, the EU-Bosnia and Herzegovina Accession Treaty will be signed, i.e. its ratification between the EU and Bosnia and Herzegovina, and all member states, and decisions of the European Parliament and Council. in Bosnia and Herzegovina has become a full member of the European Union.

3. Economic challenges for Bosnia and Herzegovina on the path to membership in the European Union

Bosnia and Herzegovina has always been part of the European political, cultural and economic space. It is still not a member of the European Union, but aspires to be in the near future. The economic advantages of membership are reflected in the reduction of investment risk for foreign investors, better benefits of access to the single market, in

relation to the concluded free trade agreement with the EU, and easier penetration into other world markets. On the other hand, there are certain political and economic advantages for the current EU member states resulting from the accession of new members such as Bosnia and Herzegovina. The most important political advantages are certainly the increase of security and stability in Europe, and the further strengthening of its role. The economic benefits for the EU are reflected in the enlarged single market, in the growth of foreign direct investment in new markets and in the economic reconstruction resulting from enlargement.

Bosnia and Herzegovina occupies only 4.1 percent of the EU's territory, and its population is just under 1 percent of the EU's population. Gross domestic product (GDP) is only 0.14 percent of Europe's, and GDP per capita in Bosnia and Herzegovina is only 6.04 percent of that in the EU1. The process of Bosnia and Herzegovina's integration into the European Union overlaps with the transition process and has added value, as it currently encourages the continuation of economic reforms. The main goal of the started transition is democratization and development of the Western European type of market economy. The transition package implemented in Bosnia and Herzegovina is based on the rules of the Washington Consensus and has been applied in Bosnia and Herzegovina since 1996, with the end of the four-year war period (1992-1995). The institutions leading the transition are: the International Monetary Fund (IMF), the World Bank3, USAID and the EU. Thanks to the support of these institutions, and other donors, the tasks of structural reforms have continued, to this day. In the post-war period, Bosnia and Herzegovina, thanks to the implementation of a large number of reforms, has managed to achieve macroeconomic stability to date. Inflation has been reduced, fiscal accounts have been improved, confidence in the national currency has been achieved, the external debt burden has been reduced and external reserves have increased. Strict adherence to the currency board arrangement, introduced in 1997, helped slow retail price inflation to single-digit levels and below one percent during the period 2002-2004. years. The large deficit in external accounts remains a key macroeconomic challenge. Although exports have grown faster than total imports of goods in euros since 2002, they still account for only 10% of GDP. The structure of imports of goods, which account for about a third of GDP, has recently shifted to goods not used for reconstruction, primarily to consumer goods and petroleum products. Domestic demand is supported by a significant increase in household loans, as well as persistently high levels of remittances from workers and remittances from private transfers. 4. Strategy of future relations between Bosnia and Herzegovina and the European Union

The relationship between the European Union and Bosnia and Herzegovina has so far been short but intense. Joining the European Union has no alternative. That must be the long-term goal of a common state. The accession process of the Western Balkan countries is essentially based on the model of previous enlargements and is not designed to help economies in transition. In addition, appropriate EU policies are further inappropriate for the economies of the Western Balkans, as well as for the countries of Central and Eastern Europe; such as expensive parts of environmental and social policy. This is not a miracle, because the EU is not a development agency, but rather a club with selected members. On the further path to the EU, Bosnia and Herzegovina still has a number of steps ahead of it in accordance with the requirements of the Stabilization and Association Process, and the criteria for membership, which it must meet in order to become a member of the EU. The next "Roadmap for EU membership" contains 14 key steps. So, integration into the European Union is the basic long-term foreign policy strategy of Bosnia and Herzegovina, which has no alternative. At the same time, it should be emphasized that social consensus is becoming a crucial factor for the survival, development and adaptation of Bosnia and Herzegovina in the European Union. Social consensus means the agreement of key actors - holders of political and economic power, political parties, trade unions, social

movements, NGOs, media, citizens on the basic principles of state and economic reforms that are a condition for the development of Bosnia and Herzegovina and its accession to the EU. The importance of consensus is indicated by the specific, historical situation in which our country finds itself. It is a state or a society of high conflict potential, a mass social impoverishment of citizens living under the heavy burden of economic problems. Establishing stable, strong states, increasing the ability to resolve conflicts peacefully, and enabling a higher standard of living are not possible without a broad social consensus. The condition for reforms is social consensus, assuming that everyone gives up their maximalist interest and accepts the win-win logic (no one loses, everyone wins). This would also contribute to greater mobilization of the entire social energy for change, stopping further dangerous divisions. Such behavior would also receive a positive assessment from the EU. The reforms that are being launched are aimed at turning Bosnia and Herzegovina into a stable society that has won the irrefutable preconditions of development, ie it has charted the path of development into a normal European society. The precondition for integration is a successful process of transition, ie the implementation of market reforms in the economy and the introduction of the rule of law.

At the same time, the process of transition and integration into the EU are interconnected and intertwined. EU reform and integration have a common goal: the modernization of the economy and the state in order to create a higher and better standard of living for citizens. The implementation of the Stabilization and Association Agreement can help us in the restructuring process, in fulfilling the conditions for full membership, in modernizing infrastructure, in using financial resources for regional projects and in harmonizing laws. Its own ability to meet legal, economic and political adjustments and its readiness to contribute to regional co-operation and stability in Southeast Europe will serve as a basis for the transition from potential candidate to full EU candidate status and further negotiations on full membership. The adoption of EU rules and regulations is the third key step in preparation for EU accession. This step is important, as it supports the previous two. It is performed in several stages. Priority is given to regulations relating to areas where EU standards can encourage or facilitate stabilization or transition processes (laws relating to investment, takeovers, privatization, etc.), while lower priority is given to regulations which, although in themselves significant, are not directly related to the basic elements of the reform. The transition to a full market economy in the implementation of the transition will cause serious changes in the field of labor and labor markets. Structural modernization of our economy will cause additional layoffs. Withdrawal of people from the active labor force will undoubtedly be manifested in an increase in social costs and an increase in the number of unemployed. The unemployment rate would be lower only if, in parallel with this, there was a process of accelerated employment in the service sector, as well as a process of self-employment. This possibility is realistic because the experience of other countries in transition shows that, in parallel with the decline in the number of employees in industry, there has been new employment in the small private enterprise sector and in the public and private services sector. Employment policy needs to be redirected to active employment policy. According to EU standards, active policy measures also apply to people who face difficult job opportunities. These are, above all, young people, workers with lower qualifications, and middle-aged people whose qualifications no longer meet the new requirements of production, ie services of a new type, type and quality. Also, the activation of employment programs in less developed regions is forthcoming. Active retraining and further training programs should be aimed at increasing labor mobility, overcoming outdated knowledge and skills and, in particular, creating employment opportunities for some specific social and qualification groups.

V - DIGITALIZATION OF THE ECONOMY AND ITS IMPACT ON THE LABOR MARKET

1. Description of the situation - general context

In April 2014, Uber, a start-up firm created just five years earlier, flooded the European transportation market using its shared transportation app. In just a few months, as this decision spread like lightning to major European cities (Paris, London, Berlin, Brussels, etc.), it made Europeans aware of the huge stakes behind the technological advances taking place mainly in the US and symbolized Uber. With a simple mobile application and with several algorithms, anyone can now become a taxi driver: without any training, without paying taxes or social security contributions, and without regulatory restrictions (insurance, technical inspection, etc.), these self-proclaimed taxi drivers can decide from day to day participate with traditional taxi and minicab firms. The existing and basic regulated form of service seems to have suddenly been replaced by an American start-up that does not have a single vehicle registered in its name. This phenomenon is a symbol of such a complete break with the previous practice, so today we are talking about the "uberization" of the economy: "companies are afraid that they will become 'uberized'. (...) From taxi drivers to television networks, from filmmakers to restaurants and banks, the ways in which individuals and companies do business are changing so fast that many companies are barely keeping up. ”

In addition to Uber, there are Airbnb, Wonolo, Lending club, Taskrabbit, Upwork, etc. These are companies of a new kind whose emergence has been made possible by three recent developments:

- Internet and development of fast networks;
- "Big Data", ie the connection via Internet platforms of huge amounts of usable commercial, personal and geographical data;
- The explosion of new forms of mobile devices - mobile phones, tablets, etc. - that give consumers, workers and service providers access to the mobile internet anytime, anywhere. Today, it is possible to buy a smartphone for $ 400 that has the performance of a supercomputer that in 1975 cost $ 5 million.

2. The new world economy

In a sort of recent fusion of the new industrial revolution and the gold rush, countless young firms are rushing to develop applications designed to monetize the new areas of potential opened up by these trends. In the areas of transportation, delivery, accommodation, financing, repairs (plumbing, electricity, etc.), rental services and so on, new initiatives are born every day. Any individual who has a cell phone can now “become a manufacturer, can create services, or at least offer services” to earn some extra money, survive until the next paycheck, or increase revenue. In parallel, ownership that previously gave the right to exclusively private and occasional use of expensive property (car, apartment, tools, etc.) now represents for the owner capital that can be used in a number of different ways for the purpose of generating income. In the services sector, the relationship between workers, ie providers and employers, or more precisely the algorithm that ensures work, calculates salary and prepares a payroll, will change; the employment contract, salary negotiations, the process of dismissal or deactivation of the account will also change; and social security, occupational safety standards, etc. will change, and production methods will change in the industrial sector as well; there is a change in the interaction between the worker and the (intelligent) machine, the supervision and control of the workers is accelerated, management practices increase the pressure, not to say oppression.

3. „Big Data“ (great data)

Big data can be defined, schematically, as a combination and total of data (personal, commercial, geographical, behavioral) that are available on digital networks - the

Internet, mobile phones, satellite navigation systems, etc. - and that can be used as a raw material, especially as part of mobile applications. The digital economy and its start-ups trying to monetize that raw material rely on several giant platforms - including Google, Facebook, Apple, Amazon, IBM, etc. - that "produce, accumulate and manage vast amounts of data about their customers and use algorithms to would turn that data into usable information. Such data is growing exponentially: 90% of the data now circulating on the Internet was created less than two years ago. The big data sector is growing by 40% per year, which is seven times more than the growth of the IT market "(European Commission 2015). Three characteristics of big data are summarized in 3V: large amount of data (Volume), high speed of processing and data creation (Velocity), and high diversity (Variety). Managing this data can enable the discovery of previously hidden information (for example, the impact of the weather forecast on sales). We are talking about unprecedented possibilities of merging huge amounts of very diverse data, literally at lightning speed.

4. New forms of company organization and new management

The digital revolution promises intelligent factories, intelligent work organization, intelligent management, but also intelligent cities, intelligent shops, intelligent energy production systems, intelligent transport infrastructure and so on. But what about manual workers, clerks, service providers? Will their only role be to perform the tasks decided by the algorithms? Or, in Head's words: Will smart machines produce stupider people? We move away from an economy in which the ruler of infrastructure creates and (retains) value and we enter an economy in which the ruler of data creates (and retains) value. Until recently, many industrialists in Europe mistakenly believed that the industrial nature of their business spared them the "digital hazards" that seemed to threaten services more (Uber, Airbnb, Booking.com, etc.).

However, as European Commissioner Günther Oettinger said at the industriAll conference, the automotive industry plays a key role in Europe and in the process of digitization Apple has decided to produce cars. It is true that batteries, plastics, tires and so on will be ordered from suppliers. But it is Apple that will design the cars and build their information system into them. The rest will be just suppliers of metal parts. That is a deadly threat to the European car industry. " In reality, the car becomes an extension of a computer (or smartphone); they are converted into a computer on wheels. So it really is the data ruler who will create and maintain value, with all geopolitical roles. In contrast, the digital, intelligent car (see the Waze app that suggests the fastest route in real time), but also new transport services such as car-sharing or carpooling, improve the actual functioning of the vehicle, ie transport services .

This will affect business organization and production methods. New features are already emerging: "Business strategies must now be seamlessly intertwined with ever-expanding digital strategies that address not only network but also mobile, social, local and all other possible innovations. To meet these challenges, firms are increasingly looking for digital directors who can oversee a range of digital strategies and implement change across the organization. The digital director himself may be surrounded by other new positions such as data miner, data analyst, data manager, etc. Such data-driven management requires giving up from organizational methods on the principle of "silo" in favor of a horizontal and open form of organization within which the flow of information will circulate.

5. Digital economy and labor market

In discussions of the digital economy, a distinction is usually made between traditional firms that more or less successfully try to adapt to new technologies (teleworking, mobile work, community building) and "digital natives", ie firms that have emerged in parallel with the new technologies and as a result, and are characterized by a significantly different form of work organization that is "more

agile, structured in a project way, more open to the ecosystem, and much more efficient, especially when it comes to spreading innovations: open space, common workspace, etc.

6. What will be the overall impact on the economy and labor markets?

This "revolution" will have a great impact on the labor market, they also emphasize that this impact will vary from sector to sector, and that new jobs will take various forms. An overview of the different areas of influence would look like this:

- Job creation: new sectors, new products, new services; - Job change: digitization, human / intelligent machine interface, new forms of management; - Destruction of jobs: automation, robotization; - Job relocation: digital platforms, crowdsourcing, sharing economy. These four impacts of digitization include macroeconomic roles and consequences arising from labor market trends, wages, social inequalities, quality of new, changed or "relocated" jobs, etc. In the pages that follow we will examine key existing studies, first for different industry sectors and then for services.

6.1. In industry

Today we are talking about the Fourth Industrial Revolution: The First Industrial Revolution was the Steam Engine Revolution, the Second Electrification and Mass Production, the Third Computers, and the Fourth Digital Revolution consisting of information technology and robotics development, task automation, Internet of Things, 3D printing, cars without a driver, and - in the field of defense and counter-terrorism - drones, cyber-weapons, surveillance, etc. So, so the picture of IBM's robot Deep Blue defeating world champion Gary Kasparov in chess is still in the collective imagination, although that the 1997 event is completely obsolete today. The successor to the Deep Blue robot, called Watson, is a robot that is able to understand (almost) all the subtleties of language, speech and answering (almost) all questions, about culture, science, politics. In the US, Watson is already beating all human opponents in general knowledge television quizzes. The prospect of such "intelligence" being built into a mobile device - which has day-to-day skills - and associated with a super-powerful computer hub (a process that Ford describes as "cloud robotics") gives some indication of the scale of the revolution unfolded before us. IBM quickly incorporated Watson into the real world; some of the areas in which it stands out are medical diagnostics, consumer services, technical support, financial industry, and so on. Such highly developed and diverse artificial skills will surely revolutionize the business organization. "While innovations in robotics produce tangible machines that are often easy to tie to specific jobs (e.g., a hamburger-making robot or a precision-assembly robot), advances in software automation are likely to be less visible to the public; it will often take place deep behind the walls of companies, and will have a more comprehensive impact on organizations and the people they employ. " In several European countries (Germany, Italy, France, the Nordic countries, and others) factories already boast new production lines that are characterized by integration, robotics, constant exchange of data and information, and interaction with fewer workers, who sometimes have RFID chips. , which interact with machines and in connection with which it is possible to ask who is whose tool. IndustriAll gives some examples:

- Digital integration of design processes: full digital design and testing of Falcon 7x aircraft (Dassault Aviation); - Digital integration of the production process: multi-product production lines for hydroelectric valves (Bosch Rexroth), machine tools for connecting the factory network in real time (Maschinenfabrik Rheinhausen), real-time shift management using mobile phones (borgwarner Ludwigsburg gmbh); - Digital remote maintenance of machine tools (Trumpf AG); - Digital integration of logistics: RFID monitoring of garments in warehouses and stores (Inditex - Zara brand).

6.2. In services

The aspect of the Fourth Revolution that currently grabs the most media attention is the services sector. "The same forces that are

shaking the industrial sector - globalization and labor-saving technological innovations - are now beginning to be felt in the services sector, increasing the risk of a serious employment crisis, an outcome that has so far been avoided." (Roubini 2015). The number of affected sectors is growing day by day: transport services, delivery and sales, guest accommodation, minor repairs and plumbing, tool rental services, but also financial services, publishing, real estate services, professional consulting, accounting, translation, child care and personal care, secretarial services, health care, etc. Just look at our daily lives: today with the help of apps on our smartphones or tablets we read newspapers, check train timetables, read emails, contact customers and suppliers, call taxis, browse catalogs , we order and pay for orders, we check the weather forecast, we check the balance in the bank account, we pay taxes, and so on. These services have been developed by traditional firms that find digitalization useful in expanding the services they can offer, in facilitating access and simplifying consumer spending habits and ways: online newspapers, public transportation timetables, buying digital tickets, running bank accounts, and so on. In these digitized services offered by "traditional" firms, employment challenges are not new, and the key issue is to replace workers with digitized services. Workers at bank counters have long been replaced by vending machines in the vast majority of transactions; stores share digital versions of their catalogs online and allow consumers, without personal contact with the seller, to order and pay for their order directly through the website; department stores have developed applications to buy from home; Newspapers offer news online, and so on. In these sectors, "digitalization" has gradually taken place, whether accompanied by job losses and / or deteriorating working conditions (the media sector is an emblematic example of such a reduction in rights where journalists are under increasing pressure).

7. The new digital economy

In addition to services that have already become "classics", new services are now being developed offered by new market players - platforms - "parallel" actors that for now seem to stay away from various regional, national and European regulations, and administrative and technical, but also from taxes and social security. The example of the American company Uber in Europe is representative, but other examples of online services raise other questions, depending on whether we are talking about accommodation services among private individuals (Airbnb), hotel reservations (Booking.com, etc.), innovative financing (LendingClub, etc.) .), virtual assistants, consultants or marketing experts (Upwork, etc.), assistance in removing, cleaning or babysitting (Taskrabbit, etc.) or electronic sales (eBay, Amazon). One website provides a specific picture of the range - growing day by day - of services offered by these new players (www.collaborativeconsumption.com). The services available range from renting friends for one night, through exchanging children's toys or clothes, walking dogs, to alternative loans, etc. A quick look at these services leads to the conclusion that services that are highly represented in the media like Uber are just the tip of the iceberg. , because Uber is actually just one of 118 car services listed under transportation services. Some of these services have been developed by "traditional" companies (car renters or motor vehicle manufacturers). The diversity of market players shows how difficult it is to understand this new service economy as well as its implications for society as a whole. To cite just one example, Daimler's cargo does not threaten the traditional taxi system in the same way as Uber. 8. New forms of employment

Will we all become different freelance freelancers or self-employed workers tomorrow? Is this the end of a wage economy? The European Foundation for the Improvement of Working and Living Conditions (Eurofound 2015) analyzed "new forms of employment" that are developing in Europe and that more or less radically transform traditional employer-worker relations. Based on a case study, Eurofound defines nine key trends in these new forms of employment that have important

implications for working conditions and the labor market: - Employee sharing, where an individual worker is jointly hired by a group of employers to meet the human resources needs of different firms , resulting in permanent full - time employment for the worker; - Job sharing, when an employer hires two or more workers to do a specific job together, merging two or more part-time jobs into a full-time position; - Interim management, in which highly qualified experts are engaged temporarily on a specific project or to solve a specific problem, thus integrating external management capacities into the organization of work; - Casual work, where the employer is not obliged to offer work on a regular basis to the worker, but has the flexibility to invite them as needed, on request; - Mobile work based on information and communication technologies (ict-based mobile work), where workers can do their work from anywhere at any time, with the support of modern technologies; - Voucher-based work, where the employment relationship is based on the payment of services with a voucher purchased from an authorized organization that covers both salary and social security contributions; - Portfolio work, where a self-employed individual works for a large number of clients, and performs small jobs for each of them; - Crowd employment, where an online platform pairs employers and workers, often with larger tasks split into smaller ones among workers in the “virtual cloud”; - Collaborative employment, where freelancers, the self-employed or micro-enterprises work together in some way to overcome size constraints or occupational isolation.

The status of employees

The key question here is this: are the digital service providers on the platforms really self-employed or acting in a relationship of subordination - or dependence - in relation to the firm or platform? Do they have the right to refuse an assignment? Do the amounts of their salaries take into account the fact that they use and have to maintain their own equipment, that they pay insurance for themselves, that they should pay social security contributions, and that they are not insured in the event of illness or injury and accident? In the context of increasing atomization in the labor market, a lawsuit was filed in the U.S. in 2015 against Uber by workers who considered themselves employees of the firm rather than self-employed. In doing so, they demanded the right to social insurance, which is usually covered by the employer's contributions (health care, etc.). Workers' lawyers argued that "Uber controls so many aspects of the driver's experience - from pricing to deciding when and why they can be canceled - that they are more like employees rather than independent contractors." In contrast, Uber believes the vast majority of its workers prefer the flexibility offered to them by self-employed status. The case is ongoing, but clearly reflects the tensions and opposition between the "business model" and the "social model".

Conclusion

Information and communication technologies are the basis of the modern information economy, facilitating and supporting global flows of information, capital, ideas, goods, services and people. In that way, they directly transform modern ways of doing business and organizations in general. They are revolutionizing the way we learn and share knowledge and enable significantly greater participation of all in business, thus contributing to the promotion and acceleration of the overall economic, social and human development in the world.

Many countries have achieved economic growth under the influence of the development of information and communication technologies. One of the innovations in the development of information and communication technologies is the Internet, which is considered a driver of change in society and the economy, from gathering information through possession and application of knowledge to solving certain tasks and achieving benefits, efficiency and better results.

The new economy provides various opportunities for companies to improve the organization and structure of business. It is

the basis for change in economic activities, with the possibility of creating new rules for achieving productivity, employment, economic growth and innovation in all sectors. In addition to the above, it enables the reduction of costs and other opportunities, the new economy provides the reduction or elimination of geographical, industrial and corporate barriers and borders. Consumers in the new economy have a wide choice of access to products and services. Because of the positive results, most companies increase investment in information technology, improve the organization to reduce costs, increase efficiency and flexibility, use technology more efficiently and improve business decision making.

Digital economy refers to the economy, which is based on digital technologies, including digital communication networks, computers, software and other related information technologies. Digital networking and communication infrastructures provide a global platform on which people and organizations interact, communicate, collaborate, and seek information. The advantages of these technologies have led to a large drop in computer prices, greater and cheaper data storage, as well as better and cheaper communication. There has been a drop in costs and an increase in the performance of products and services. Doing business in the digital economy is based on reducing costs,

transparency, availability of data and information, innovations and networks through which business processes take place. Companies, in order to increase productivity, must constantly monitor the development of information and communication technologies and implement new achievements in their business.

Globalization is the carrier of new technology, and vice versa, new technology is the carrier of globalization. Computer networks allow companies to provide service 24 hours a day, as customer requests are forwarded from one time zone to another without the customer even being aware that the work is done on the other side of the world. The office is no longer a place. It is a global system. The whole globe is connected into one electronic market. Businesses need to be able to connect with customers, suppliers and partners around the world.

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