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### **BUSINESS ETHICS IN TRANSPORT, ECOLOGY AND ECONOMY OF SOUTH EASTERN EUROPE - METHODS AND INSTRUMENTS OF IMPLEMENTATION**

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*Abstract: Business ethics is a modern scientific discipline and adequate vocational guidance. This is an area of particular importance for the engagement of employees, work performance and the wider community. The concept of ethical behavior in traffic, ecology and economy provides a positive attitude towards social subjects of modern challenges. Implementation of the code of ethics in all spheres of public life positively affects the development of one country as well as South-Eastern Europe. Formulation and implementation of this concept represents an obligation of relevant factors of the country at all levels.*

**Keywords: Business ethics, traffic, economy, environmental ethics, government, company, Southeast Europe.**

## INTRODUCTION

The moral crisis in our society has existed for a longer period, measured in time, for some 20 years. During this period there was a complete disappearance of morale (war, immediately pre-war time and a few years after the war), that is, practice of immorality, in society, social groups and individuals. More precisely, today we do not have the basic elements of developed and safe morality as an important cohesive social force. We do not have moral norms, because everything that is in the earlier period can be done, as in today's developed, democratic and civilized society, is unacceptable and subject to a civil conviction and dismissal, such as: organized crime, open violence, theft, immorality, war profiteering, corruption, fraud, manipulation, shooting and street killings, nepotism, abuse of position, trade people, illicit funds, narcotics, various blackberries, gray areas, political trade, the appearance of fake heroes and self-styled leaders, experts, guards, surfers, buying diplomas and the like.

For modern companies, maintaining a constant focus on business ethics is the key to success. A number of decisions are made by doing business activities. Therefore, ethics is increasingly gaining importance as one aspect of management discipline. It affects not only the employees of the company, but also the wider social community. That is why it is necessary in every company, regardless of size and activity, to adopt an ethical business ethics policy that will regulate ethical principles of behavior. Part of the responsibility of modern management is to create an organization in which the shared value is created in accordance with the defined mission and company vision. Therefore, it is extremely important to provide a positive attitude to premapromens, openness in communication, transparency, acceptance of risks and responsibilities as well as the development of all those who are seized.

Managers transfer employees' beliefs and values in order to better adapt to the company's market changes and demands. It

is necessary that the company's management provides a positive example of ethical behavior, and rewards ethical and punishable unethical behavior.

The introduction of ethical codes into all professions, and especially those in which the absence of such codes can endanger general safety and health, is an imperative of contemporary society. Otherwise, social progress in other fields will be shown to be a negative trend if it is not accompanied by adequate control measures and the suppression of unethical behavior, which remain purely negative in the short term and in the long run. Informatization of the society led to a critical review of ethical norms and the concept of social tolerance. Miljevic states that "unethical practices like violation of privacy, theft of intellectual property and lying by digitizing issues of concern to ethics in the process of organization convergence and sophisticated technologies." For this reason, the strength of the adopted ethics must be increased along with the growth of the power of the elementary elements of modern society, that is, technological achievements and the new conditions of organization of work.

## 1. BUSINESS ETHICS - METHODS AND INSTRUMENTS

Ethical dilemmas and dilemmas with which managers meet in their career form the core of every managerial job. Deviations from ethical norms are more pronounced, and moral dilemmas are becoming increasingly common. Characteristic areas in which the most frequent deviations from ethical norms occur are: corruption, industrial thefts and espionage, conflicts of interest, media abuse, secret deals, frauds and other phenomena related to the contemporary development of society such as discrimination and cultural diversity. Corruption is a major problem of the modern world. In political and legal theory, corruption is generally assumed to be the abuse of entrusted public authority, in order to gain personal advantage over conflicts of interest and nepotism as an incidental phenomenon. According to numerous

occurrences of this phenomenon in the world, the activities that are most prone to corruption are highlighted: public procurement, public revenue collection, government appointments, donations for political campaigns, etc. Politicians, political parties and public officials are labeled as the most responsible for this evidenced evil of contemporary society. Corruption can be suppressed in various ways. One way is to raise the level of ethical awareness, to define new moral standards of behavior and to conduct practical checks on the integrity of public services. Of course, it is easy to avoid, but it is difficult to carry out and regardless of what is immoral and illegitimate. Conflicts of interest are very common in business practice. They are raised because of the opposition of personal and organizational interests. In order to avoid conflicts of interest, employees should be able to divide their private interests from the business contracts they make, and organizations must avoid conflicts of interest in the provision of goods and services.

The conflict of interest, again, is particularly characteristic of public services. The primary task of the Government of public institutions is to serve the public interest. In this respect, citizens have the right to expect that each official performs his functions fairly and impartially. Therefore, officials performing public functions who overstretch their private interests may constitute a threat to this fundamental right, may destroy the reputation of the public service body, which affects the public's trust. Avoidance of double standards and the elimination of hypocrisy, as a moral principle, is especially evident in times of crisis, when elitism and special privileges should be avoided. First, it is hypocritical to say that the crisis equally affects all workers of one business entity, especially if it is widely known that some workers have high daily allowances, free transport, meals and other benefits, and others do not. To highlight the concern over the decline in business and the lack of financial resources, while equipping

the office with the most expensive furniture and organizing expensive cocktails and socializing, it is the true form of hypocrisy, which always justifies a revolt.

"If you establish a competitive and fighting spirit towards the outside, towards the market and the competition, if everyone knows that they are objectively assessed for business effects, and if good relations, openness and cooperation are, it is certain that the company will progress. A game requires a top team, not a set of beleaguered individuals.<sup>6</sup> At the present time, the opposing attitudes about the relationship between business and ethics are getting more and more important. Today, the issue of ethics in business is re-actualized and becomes unavoidable in the conditions of the new world crisis, both in developed countries, in transition countries, and in underdeveloped economies. Business ethics, after a series of financial scandals occurring in individual companies around the world, is becoming increasingly important, both for companies and their businesses, as well as for academic institutions that educate business people for a modern business environment. More recent research in this field shows that the absence of ethical standards in business causes great damage to individual companies and to the overall world economy. Therefore, this topic continues to focus on research and education.

Unethical behavior may arise as a result of many factors. Some of these factors relate to individual ones, while others may represent the policy of the company itself. Examples of desirable behavior offer helpful guidance to employees, but often they can not be enough to prevent unethical behavior or to promote ethical behavior. If the culture of a company encourages, or simply passes over suspicious behavior by putting business interests first, ethical behavior will primarily be based on the personal honesty of employees. Individual fairness can be sufficient for the majority, but not for all employees. Personal weaknesses and temptations are sources of

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<sup>6</sup> Babid, J., Introduction to Business Ethics, Prague: Virtus, 2000, p. 5.

unethical behavior both in business and in other areas of life. There are business situations in which an individual knows what is right, but does not have perseverance and personal integrity to draw the right move, perhaps because it involves a certain amount of personal risk. In this case, the company policy should reduce the personal risk associated with proper business. Employees can not be in a position where their work would be negatively assessed, if it is based on ethical behavior. For example, this could be a case of lost sales if it could be achieved by some unethical actions. The problem of tempting employees to take unethical moves can be the result of several factors.

The first factor is if there is a belief that other employees do not behave according to the rules of ethics, or that they have fallen prey to temptation. In such circumstances, an individual has more difficulty in resisting temptation. Second, falling into temptation is more likely if companies conduct superficial ethical analyzes, or use arbitrary standards. Unethical behavior can also result from too narrow focus on duties imposed by law. The law recognizes actions that an individual, or an enterprise, can not enforce. However, the law provides for minimum prohibitions relating to unethical behavior.

Ethical codes define values and behavior based on them, establish a higher moral level in enterprises and work organizations, such behaviors that are expected of employees or those who are not tolerated. This establishes the norms and beliefs of the organization, and through this, the intention is to encourage a desirable model of thinking. However, ethical codes differ from ethical rules. Ethical rules include requirements to behave in a certain way and not only refer to proposals, expectations, requests, or requests that individuals or work collectives behave in a certain way, but rather concretize that kind of thing. In such a case, ethical rules have a coercive system through which they define what must be done by methods of legislation. On the other hand, ethical codes aim to raise the moral level of employees. A large number

of companies and organizations have developed ethical codes, they are working on it and undertaking actions to precisely define their code of ethics. In that sense, we can say that ethics becomes institutionalized.

The advantage of defining codes of ethics in working organizations is to specify the behavior of executives about what is unethical behavior for them, and the employees to think about ethical issues and possible coping with them in practice. Ethical dilemmas and dilemmas with which managers meet in their career form the core of every managerial job. Deviations from ethical norms are more pronounced, and moral dilemmas are becoming increasingly common. Characteristic areas in which the most common deviations from ethical norms occur are: corruption, industrial theft and espionage, conflicts of interest, media abuse, secret agreements, fraud and other phenomena related to contemporary development of society such as discrimination and cultural diversity.

Although in the process of career management, emphasis is put on the organizational aspect of managing the career of an employee, modern business is increasingly indicating the importance of individual career management. The role of an individual in career management and development is very great in contemporary society. The individual is to meet the needs and ambitions of the organization and seek the space for their satisfaction, as long as career development is no longer linked to one enterprise only. The time has passed since the individual was treated as an instrument for achieving organizational goals. Instead, now the concept is increasingly understood as an instrument for meeting individual goals and developing professional careers. Every employee has to play an active role in his career and to think responsibly about its development, permanently getting ready for further progress towards more responsible and demanding jobs. The individual is the ultimate responsibility, since it depends mostly on the extent to

which he will align his knowledge, skills and abilities with professional goals and career development plans and how well he will adapt to changes in the environment, and in particular to changes in the internal and external labor market. In other words, the employee must actively and responsibly manage his / her career, maintain constant competitiveness and be ready to take on more complex and responsible jobs. It also has to accept full responsibility for progress and success. Career planning and development, from an individual point of view, is becoming more and more important.

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The advantage of defining codes of ethics in working organizations is to specify the behavior of executives about what is unethical behavior for them, and the employees to think ethically and possibly face them in practice - they may refuse to carry out some unethical procedure they can find, an action that is directly in line with the organization's ethical code of conduct, to clearly set boundaries between

desirable and undesirable behavior, and to identify mechanisms through which to react in similar situations. The question arises as to whether the code of ethics is completely sustainable in practice, and there are a number of concerns about the advantages of having a code of ethics in a work organization. It is reluctant to establish a strict list of guidelines that will include all potentially possible forms and types of unethical practices, adding that ethical codes as such are too general to get to values, that they are foggy ethical priorities, and that, when the individual as an individual phenomenon is concerned, the code of ethics does not have much of an impact and can only be effective if it is part of personal behavior and that it deeply believes in it.

## **2. BUSINESS ETHICS IN TRAFFIC OF SOUTH EASTERN EUROPE**

Traffic refers to the overall relations of interpersonal communication, the transfer of information and data, and the transport of people and material goods. With the help of technical and technological means, the transfer of information and data, as well as the transport of people and material goods from the shortest to the most desirable places. It can be said that traffic is as old as human society. Along with the development of the society, the science of traffic, traffic communications and vehicles developed, which encouraged and directed the development of transport. So today we can talk about five built types of traffic: gleson, road, water, air and telecommunication. Traffic is an essential factor, not just the development of a society, but also the survival of a particular community. Simply put, traffic is social-blood "and where they do not reach traffic arteries, this area demographically dies. This activity has both a sociological, economic and developmental role in society. Privately observed, traffic is a very propulsive and profitable activity, and when this activity is perceived in a wider sense, it is plausible to say that traffic is the basis of social development and its main

integrative factor.

The level of development of a society is measured by the degree of traffic development, and the level of cultural development with the culture in traffic. Traffic culture represents patterns of attitudes and behavior of participants in traffic and it is a part of socialization, value orientations of people, social relations, especially the relationship of power, the degree of development (self) awareness of citizens about safety risks in traffic, development of social empathy, etc. In traffic crime, the part that is called reckless or violent is an indication of self-will, non-recognition of moral norms and disrespect of the freedoms of other participants in traffic. Characteristics and ways of manifesting violent behavior in traffic vary from country to country, suggesting that socio-cultural factors affect ruthless behavior in traffic. Low social control and high social tolerance contribute to the development of violent behavioral patterns. And in the case of traffic, a more general conclusion can be drawn that uncontrolled power-raises "violence" at all levels of social relations.

Most drivers in our cities, especially in Belgrade, have experience with violent behavior in traffic on a daily basis. Everyday occurrence is the exceeding of allowed speed, unauthorized approach and overtaking, inappropriate use of siren and verbal aggression. The manifestation of traffic aggression is more often occurring on city streets, mostly in the afternoon, when people return from work and when they are - big on the streets. Also, younger men often violate traffic rules and behave violently while driving. Violent rioting is everywhere, but it manifests in different ways. Thus, for example, in Japan, the unauthorized approach to the vehicle in front is most often used, while in Argentina, aggression appears at the verbal level.

A man (the so-called human factor) is a key factor in traffic accidents, and this means a man in the sum of his physiological, psychological, cultural and social

characteristics. A person may have a developed sense of responsibility and not drive in a risk condition for himself and for others. Traffic culture is only part of a wider culture of society and an individual, which means that "man drives as he lives". This is best seen by official records of the causes of traffic accidents: most are caused by high speed, driving under the influence of alcohol, abusive driving and disrespect of the rights of pedestrians. Research on the psycho-social characteristics of traffic delinquents suggests that those at high risk in relation to those at lower risk exhibit two key traits: aggressiveness and inability to tolerate. When consciousness about the value of human life is not sufficiently developed, then this value is not respected in the behavior of traffic. Alcohol-ridden drivers cause between 30-60 percent of all traffic accidents. They and five to seven times more often make serious accidents on the road. A significant part of traffic accidents should be called the right name - they are part of social violence.

Violent behavior patterns are transmitted to all spheres of life, even in traffic. Official terms such as accidents or traffic accidents indicate "accident", "non-adverse", "non-adapted driving conditions". In a large number of traffic accidents it is a clear violation with (for) a steering wheel. The will for power, such an obvious social phenomenon, is clearly recognized in the behavior of some people who run their vehicles. For them on the road it is known-how big and who is small, they do not apply to yellow strips or the right of priority passage. It is apparent that such people appreciate the expensive car and driving mode as symbols of power and success. To them, for that reason, "no one stands in the way" in the limitation of the sense of power. -The culture of tolerance towards violent behavior in traffic, combined with the poor response of the system to violations of traffic regulations, strongly contributes to the manifestation of violent behavior in traffic. And in the case of traffic, a more general conclusion can be drawn that uncontrolled power-raises "violence" at all levels of social relations.

All countries in the world suffer from big traffic accidents. Traffic accidents represent general human, social and economic problems, which are to a large extent determined by the further development of society. Particularly the problem of people suffering in traffic is caused by the population of young people, who mostly suffer from traffic injuries due to their inexperience and unwantedness. Special development of traffic and its infrastructure should be considered in the development of urban (urban) environments, which can not accept the increasing use of means of transport. In urban areas, it can be said that the whole population represents traffic participants. Our society is not sufficiently compact due to the large differences in the level of economic, cultural and social development. By all criteria, there are significant differences between the north and the south, as well as between the west and the east of the country. This is due to poorly developed traffic that prevents the rapid flow of people, goods, information and knowledge. This is why frequent conflicts and tensions are frequent in all segments of society. Modern roads are a real integrative factor in the social community. Nowadays, without them, evolutionary, let alone rapid development processes, can not happen. This is a basic prerequisite for achieving national cohesion. When this is understood and accepted, half of the problem will be solved.<sup>7</sup>

### **3. ECOLOGICAL ETHICS COUNTRIES OF SOUTHEAST EUROPE**

From the present point of view, the region of Southeast Europe is one of the parts of Europe that is in the most intensive processes of transition. While Hungary has already almost joined the European Union, Bulgaria and Romania are preparing for

their economy, politics, culture and society as a whole. Serbia and Montenegro, along with the rest of the Western Balkans, still have a lot to do in order to be officially taken into the process of consideration for joining the EU. In the first place, it is necessary to solve legal and practical (organizational) problems related to quality and improvement of the environment. These issues are now almost impossible to solve without the introduction of sustainable development as a leading idea in reform processes. In the process of transition, it is very important to inform and educate the population about the changes that are inevitable in all social, scientific and economic activities, as well as in the area of protection and improvement of the environment. Education and information should take place at all, from pre-school children, through different levels of school children and young people to adults. It should take into account and include all educational profiles of citizens. Education must become reformed according to needs and should be managed, among other things, by environmental protection and sustainable development.<sup>8</sup>

The first founder of ecological ethics, or ethical relation to nature, are stoic philosophers, and above all, the founder of the Zenon Stoic Philosophical School. Stoicism is created almost at the same time as epicureanism, but it develops in controversy with it. The initial setting of stoicism is in linking virtue with the notion of necessity, which governs in nature. The Stoic Philosophical School formulates the problem in a way that is fundamentally different from the most modern biocentric theories, which at the center of everything put life as the most remarkable and most valuable gift of nature. Under nature, among the stooges, Zenon's disciples, are two things: According to the first positions that Chrysopus has, the notion of nature refers to both the universe and the nature of man. Kleant, who considers that the only

<sup>7</sup> Nešković, S., Ecological Ethics, in: Ecological Management, Belgrade: PEP High School, 2010, p. 33.

<sup>8</sup> Nešković, S., Ethics of Responsibility as a Basis of Environmental Ethics, in: Ecology and Environmental Management, Belgrade: VPŠ Čačak, 2011.

nature of the cosmos is what we must obey, and not the particular nature of man, is the second position. What bridges these two positions and connects man's nature with nature is in general the idea of the mind, even the kindness and mercy of the cosmos, and the unique, common law for everything in nature. The general position of stoic philosophy is that nature is mastered by one mind that permeates all things.<sup>9</sup>

The application of new theoretical frameworks has enabled the emergence of a new discipline, environmental economics, whose first contributions are related to the analysis of economic aspects of pollution. Nevertheless, the most significant step in the development of the economic theory of the twentieth century was the appearance of the book "The Growth Boundaries" (Meadows, 1972), devoted to resource exhaustion and possible growth limits, drawing the attention of a wider circle of the world, scientific and political public. Thus, the concept of sustainable development, which slowly but surely enters the list of priorities of international political action, springs up and becomes the topic of a series of global political meetings. In Stockholm, in 1972, at the UN Environment Conference, the establishment of the United Nations Environment Program, UNEP, was initiated. (Later, the establishment of national environmental agencies in a number of countries was followed.) A coordinated action by national and international bodies, in 1980, proclaimed a global action program to promote sustainability, the so-called "The World Conservation Strategy, by the International Union for the Conservation of Nature. The UN was established in 1983 by the World Commission for Environment and Development. Seeing the danger of potential climate change, the World Meteorological Organization and the UN Environment Program in 1988 established the International Climate Change Panel, which aims to collect all relevant climate change information.

At the UN Conference on Environment and Development, UNCED in Rio de Janeiro, in 1992, important documents were adopted:

- UN Framework Convention on Climate Change and
- Convention on Biological Diversity.

In 1993, the UN Commission for Sustainable Development was established with the primary goal of overseeing the implementation of the above-mentioned documents and other acts. In August 2002, the World Summit on Sustainable Development in Johannesburg was held. At this summit, the participating states agreed to start developing and adopting national sustainable development strategies in the shortest possible time. Sustainable development is the development that ensures meeting current needs without compromising the ability of future generations to meet their needs. Sustainable development can not be achieved by short-term economic growth. Long-term economic outcomes such as intensive use of natural resources due to economic growth and increased degradation and environmental pollution have to be taken into account.

The basic intention of the Environmental Management System or ISO 14001 is to improve the impact of organizations and individuals on the environment globally. - Ecological management enables the organization to regulate the environmental impact by storing and removing waste, reducing excessive energy consumption and aligning with environmental laws. With the efficient implementation of the system, tasks and responsibilities related to the protection and prevention of environmental pollution according to socio - economic needs have been defined. ISO 14001 represents the balance between ecology and economics. It can be integrated with other management systems in order to achieve the desired goals of the organization. The challenge is not only providing quality products and services, but also practical

<sup>9</sup> Nešković, S., Ecological Ethics, in: Ecological Management, Belgrade: PEP School, 2010, p. 35.



application of ecological approach and ecological awareness. The obtaining of the certificate confirms that the organization operates in an environmentally responsible manner, in accordance with the relevant laws and that the results of operation correspond to domestic and international expectations.

The ISO 14001: 2004 standard is written so that it can be applied by organizations of all sorts and sizes and can be adapted for different geographical, cultural and social conditions. Environmental Management Systems ISO 14001 is a management tool that allows organizations of any size to:

- identify and control the impact of its activities, products and services on the environment, - improve the attitude towards the environment, - implement a systematic approach that will achieve goals related to environmental protection and provide evidence that it has achieved the set goals. Implementation of the Environmental Management System can refer to the whole company, one branch or one work process, and the choice depends largely on the company's needs. The basic reasons that lead to the expressed need for introduction of the environmental protection system ISO 14001 are:

- Continuous pollution of the environment,
- fear of total exhaustion of natural resources,
- lack of organized and systematic monitoring of the consequences of pollution,
- Increased interest in public opinion for environmental protection,
- legal solutions,
- special working conditions in vulnerable areas.

The ISO 14001 standard has conceptual similarities with the ISO 9001 standard, while on the other hand, with the cooperation of the author (TC 176 / TC 207), clear compatibility of the verification process has been achieved. In principle, we can speak of two sets of requirements of these two standards for similarity: identical or very similar and related, and specific to a particular standard. Almost identical or

similar to ISO 9001 and ISO 14001:

- documentation,
- records,
- internal check,
- representative of the management,
- review management.

ISO 14001: 2015 represents the latest version of the standard that defines the requirements for environmental management and protection. The new version will enable you to reduce costs, rational energy consumption, reduce negative environmental impacts, reduce the risk of environmental incidents, respect the environmental laws, improve your reputation and your customers' reputation, position on the domestic and European markets. The ISO 14001: 2015 standard provides an answer to the latest trends and ensures compatibility with other standards of management systems such as ISO 9001. The new version of the standard (ISO 14001: 2015) contains a requirement to understand the context of an organization (both organizations themselves and environments) it would be better to manage the risks, with more emphasis on the leaders in the organization that should promote environmental management in the organization. In addition to the above, a new version of the standard has made a move towards improving the environmental performance, instead of improving the management system. Certified organizations have been left for three years from the moment of publishing a new version of standards to harmonize the existing environmental management system with the requirements of ISO 14001: 2015 standards.

#### **4. BUSINESS ETHICS IN THE ECONOMY OF COUNTRIES OF SOUTHEASTERN EUROPE**

Not long ago, the business world realized that doing business was not just providing goods and services in exchange for a certain amount of money, but rather a much wider concept. As early as the 18th century, companies had to be concerned about

social, not just economic aspects of business. In the nineteenth century, there is division and division into large, or powerful enterprises that have great power and influence development, and fewer regional companies fall into their shadow. In the twenties of the twentieth century, the transparent business and lack of interest of companies for the benefit of the community with the principle of laissez - faire, where the state has no role in the economic flows, partly influenced the creation of the Great Crisis of the thirties. Only during this period are there questions about transparency of business, how much the company takes care of the living standard of their employees, and so on. Then it abandons the principle that characterizes the natural flow of economic events and the state gets an active and significant role, which in essence forces companies to be socially responsible and take care of their employees, to improve both working and living conditions of workers. This, we can say, is the first attempt to create philanthropic business models that still have not found their true meaning, since companies have only occasionally been involved in certain social events. Business people from the countries of Eastern Europe and Russia are still adapting to the usual business manners of the West. They were used to very rigid bureaucratic structures, with an individual not previously expected to expose it to the contrary from the accepted line. Therefore, they may sometimes be uncertain about behavior when they are abroad, or it will not be easy for them to adapt to some customary customs. It is the duty of the host to make their visit successful, and this may also involve a somewhat late night out. Smoking is a very common practice in these countries, and if you are a non-smoker, you must have an understanding of it. The entire region of South East Europe is in transition towards a market economy and towards new democratic institutions. A permanent process of privatization of social ownership and a continuing lack of integrity again creates a new fertile soil for corruption. Corruption today is poisoning many areas of public, private, commercial

and political life and thus greatly threatens equality, solidarity, and security of citizens. With the help of corruption, one can easily access everything, especially what they do not have right, while others are deprived of much, even their most basic rights. Corruption thus destroys the trust of both public authorities and politicians, as well as the possibility of honest civic and business relations and entrepreneurial activities and jobs. Corruption simply breaks down the basic principles of democracy and a democratic society. Corruption is one of the basic leverage of organized crime, i.e. various mafia couples, were local, family, cow, tribal and country-based, or transnational, involving actors from several countries. In this regard, the European Union today, from all the countries of the future member states, all the countries of the region of Southeast Europe, demand that they be effectively combating corruption and organized crime. The world's public knows that through the countries of the former Yugoslavia, many roads of drugs, dirty money, and smuggling of everything and everything, from drugs and weapons, to humans are still leading.

## CONCLUSION

From the present point of view, the region of Southeast Europe is one of the parts of Europe that is in the most intensive processes of transition. In the process of transition, it is very important to inform and educate the population about the changes that are inevitable in all social, scientific and economic activities, as well as in the area of protection and improvement of the environment. Education and information should take place at all levels, ranging from pre-school children, through different levels of school children and young people to adults. It should take into account and include all educational profiles of citizens. Education must become reformed according to needs and should be managed, among other things, by environmental protection and sustainable development. Consciousness about environmental protection slowly wakes up and it seems that we are finally starting to take measures

to get rid of further destruction of our planet. The biggest burden will be the realization of the most important logistical processes (transport, manipulation, storage) due to the fact that these processes are in essence in great contradiction with the basic environmental codes.

In addition to the benefits of traffic and transport infrastructure, the same is also the result of many unwanted effects. All countries in the world suffer from big traffic accidents. Traffic accidents represent general human, social and economic problems, which are to a large extent determined by the further development of society. Particularly the problem of people suffering in traffic is caused by the population of young people, who mostly suffer from traffic injuries due to their inexperience and unwantedness. Special development of traffic and its infrastructure should be considered in the development of urban (urban) environments, which can not accept the increasing use of means of transport. In urban areas, it can be said that the whole population represents traffic participants. Traffic culture consists of the mutual relations of all participants in traffic, their communications, message traffic, services, attention, protection and communication. Traffic culture is a part of the general culture of the mentality and civilization level of the social community of a site, region or region. It is highly correlated with the culture and style of life that is significantly determined by the processes of experiencing, reacting, and scripting (patterns, patterns, etc.) of behavior.

Corruption is equally harmful to societies at all levels of development. In societies on the path of democratic transformation, the problem is greater and more difficult because the new needs dictate numerous tasks, and the means and ways for their implementation are still unfinished or insufficient. Corruption destroys the substance of every state, so its suppression to the extent of acceptability according to the standards of the world in which we live, a condition without which the state can not be legitimized as a state of the rule of law.

The fight against corruption must be organized and a long-lasting process of application of well-defined measures for the prevention and suppression of corruption. Despite the adoption of some important anti-corruption laws, the fight against corruption has not yielded enough results.

The processed number of corruption cases is disproportionate to the number of phenomena that have been publicly suspected. General financial crime is a financial crime that results in the illegal acquisition or use of someone else's property for their own use and benefit. Financial crimes affect all areas, people, the economy, the state. Financial crimes can be carried out by individuals, corporations or organized criminal groups. Victims can be individuals, corporations, governments, as well as entire economies. The most common form of financial crime is money laundering. Our society is not sufficiently compact due to the large differences in the level of economic, cultural and social development.

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## APPLICATION OF VIDEO SURVEILLANCE AS A SERVICE (VSaaS) IN THE AREA OF TRANSPORTATION

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**Abstract:** *Implementing a system for video surveillance allows monitoring and management of traffic in order to increase the security and safety of all road users. This system provides real-time information on traffic flow, congestion and if there are any potential security risks in different parts of the road. Modern systems have the ability to control traffic lights and to redirect the driver to alternative routes to optimize the flow of traffic. Taking into account the difficulty of such operations large computer resources are necessary for processing data in real time what today can be achieved only through the use of cloud services and supporting technologies. This paper provides an overview of the existing ICT solutions for video surveillance of traffic using cloud technologies, as well as proposals for their implementation.*

**Keywords:** *Video surveillance as a service (VSaaS), traffic safety, cloud computing (CC), information technology (IT).*