

# GLOBAL 2030 TREND DEVELOPMENT AND SOCIAL RESPONSIBILITY

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**Abstract:** *In order to achieve equal society as much as it is possible, it is needed to put the goals the same for whole world. The main trends shape the systems of coming decades, with special references. The forces for governing the global transformation are reshaping the world ever more strongly and rapidly. The world is becoming steadily more complex, more challenging and more insecure. Modern information and communication technology, the part of global trend with certain standard has its own impact. There are also the standards in the field of social responsibility that has its place within the area of life quality.*

**Keywords:** *Standard, Social responsibility, Development, Rights, Life quality.*

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## 1. INTRODUCTION

This paper is dealing with global world trend that shape the global geo-political, economic and social systems. The world is becoming steadily more complex, more challenging and also more insecure. Strongly recommended standards in the field of social responsibility as well as economic freedom realization. Standard provides a basic understanding of the positive practice, stepping stone for organizations in both the public and private sectors. Implement it as a means of achieving the benefits for operating in a socially responsible manner in order to contribute to sustainable development. Changes that are unprecedented identify the main global trends in the world, assess their implications confronting decision-makers. The main trends shape the global geo-political, economic and social systems of coming decades, with special references. The forces for governing the global transformation are reshaping the world ever more strongly and rapidly. The world is becoming steadily more complex, more challenging and also more insecure.

## 2. GLOBAL 2030 TREND

The world is experiencing change with an intensity that often seems unprecedented, the pace and quality of our life. Identify the main global trends, assess their implications and

review the resulting challenges and policy options confronting decision-makers is the main authority task. The main trends shape the global geo-political, economic and social systems of coming decades, with special references. The forces for governing the global transformation are reshaping the world ever more strongly and rapidly. The world is becoming steadily more complex, more challenging and also more insecure.

There are five global trends:

1. The human race is growing older and richer with a growing middle class and widening inequalities.

2. Economic weight and political power is shifting to Asia. Sustained development of the world economy is becoming more vulnerable to challenges and to weaknesses in the globalisation process.

3. A revolution in technologies and their applications transforms societies in almost every aspect.

4. Managing scarcity of resources becomes an increasing challenge, with rising energy consumption and shifting patterns of production.

5. The interdependence of countries, now a fact of global life, is not matched by strengthening global governance. The world order becomes more fragile and unpredictable.

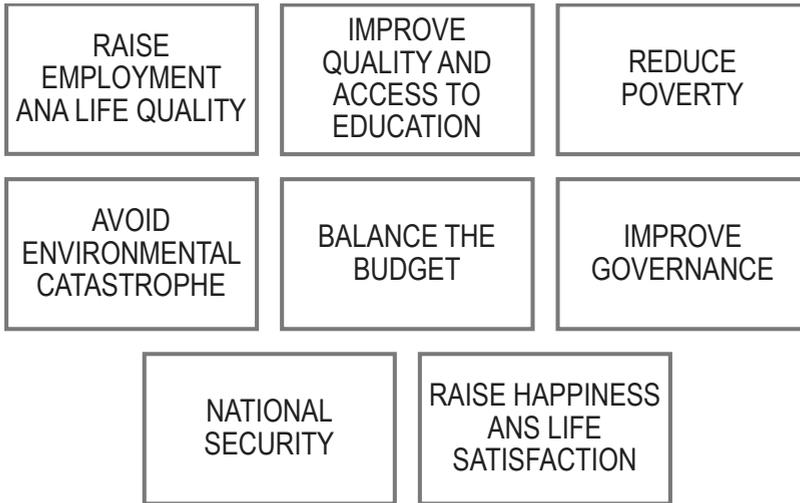
Also there are three structural 'revolutions' that are forging a more complex and insecure world –

- Economic and technological,
- Social and democratic, and
- Geopolitical.

Europe needs a new platform for sustainable, durable economic growth. High debt levels are a serious handicap in Europe and elsewhere in the world and the emerging countries are not necessarily destined to be powerful engines for the global economy. The goal of a European renaissance can mostly be delivered by social and governance innovation, not merely digital, not only technological. Mobilization of public and private investment can help to boost Europe's economy as well as convergence of public and private investment. Completion of the single market in goods and services is also important. Enhanced governance and reduction of public debt in the countries, as well as the definitive repair of the banking system require political unity. Let us mention, reshaping the migration debate where many countries face increasing pressure from high levels of migration challenging the cohesion of their societies. Before 2030, migration policies must be re-framed, with a view to a more economically sustainable, humane and carefully managed migration strategy.

### 3. TARGET 2020 GOALS

The new recovered economy has an individual approach to bargaining and supply, imbued with the industrial policy measures: subsidies, grants, tax breaks, selective tax policy. Eligibility of labor force, capital, infrastructure and quality of education system are definitely determinants of national competitiveness. The state, society and environment create strong demand force. Competitive advantage of the state can be improved by investing in knowledge and education. Global competitive index shows dependence of the development on the knowledge and education. Let us now, to see following chart of targeting goal:



**The chart 1.** Target 2020 goals<sup>1</sup>

Recommended goals for society at the first place is involving labor market reforms and boosting working skills. Education system should be improved as well in qualitative and quantitative way, by 2020, at least 50 percent of those aged twenty five, should hold bachelor degree that is, sine qua non, for competing successfully in the twenty-first century global economy. Also there is honest approach to poverty (it means invest in health, nutrition, cognitive skills and education of every child in the nation). The most important goal is to achieve better living standard, meaning higher level of life wellbeing.

**4. SOCIAL RESPONSIBILITY**

Discovering social responsibility standard which provides a basic understanding of the voluntary guidance on social responsibility. Stepping stone for organizations in both the public and private sectors, who want to implement it as a means of achieving the benefits for operating in a socially responsible manner. The objective of social responsibility is to contribute to sustainable development.

Organizations around the world and their stakeholders, are becoming increasingly aware of the need for socially responsible behavior. An organization’s commitment to the welfare of society and the environment has become a central criterion in measuring its overall performance and its ability to continue operating effectively. This, in part, is a reflection of the growing recognition that we need to ensure healthy ecosystems, social equity and good organizational governance. Ultimately, an organization’s activities depend on the health of the world’s ecosystems.

These days, organizations are subject to greater scrutiny by their various stakeholders. An organization’s performance on social responsibility can influence the following points:

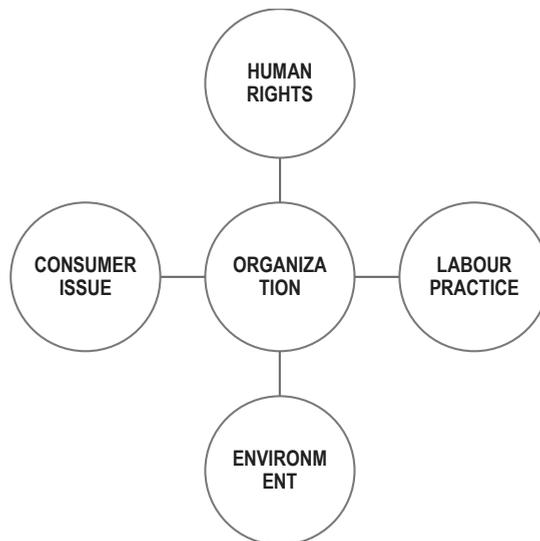
<sup>1</sup> Data from Global information industry, 2014.

- Competitive advantage;
- Reputation;
- The ability to attract and retain workers or members, customers, clients and users;
- The maintenance of employee morale, commitment and productivity;
- The perception of investors, owners, donors, sponsors and the financial community;
- Relationships with companies, governments, the media, suppliers, peers, customers and the community in which it operates.

Guidance for all types of organization, regardless of their size or location are:

1. Concepts, terms and definitions related to social responsibility;
2. Background, trends and characteristics of social responsibility
3. Principles and practices relating to social responsibility
4. Core subjects and issues of social responsibility
5. Integrating, implementing and promoting socially responsible behavior throughout the organization and, through its policies and practices, within its sphere of influence
6. Identifying and engaging with stakeholders
7. Communicating commitments, performance and other information related to social responsibility

It encourages them to go beyond legal compliance, recognizing that compliance with the law what is a fundamental duty of any organization. The standard seeks to promote a common understanding of social responsibility while complementing – but not replacing – other existing tools and initiatives. Organizations should consider societal, environmental, legal, cultural, political and organizational diversity as well as differences in economic conditions, while being consistent with international norms of behavior. Let see holistic approach in that sense:



**The chart 2.** Holistic approach

Clause title Clause n° Description of clause contents

Scope of the clauses is like following:

- *Clause 1:* Defines the scope of ISO 26000 and identifies certain limitations and exclusions. Terms and definitions;
- *Clause 2:* Identifies and provides the definition of key terms that are of fundamental importance for understanding social responsibility and for using ISO 26000. Understanding social responsibility;
- *Clause 3:* Describes the important factors and conditions that have influenced the development of social responsibility and that continue to affect its nature and practice. It also describes the concept of social responsibility itself – what it means and how it applies to organizations. The clause includes guidance for small and medium-sized organizations on the use of ISO 26000. Principles of social responsibility
- *Clause 4:* Introduces and explains the principles of social responsibility. Recognizing social responsibility and engaging stakeholders
- *Clause 5:* Addresses two practices of social responsibility: an organization's recognition of its social responsibility, and its identification of, and engagement with, its stakeholders. It provides guidance on the relationship between an organization, Guidance on social responsibility core subjects
- *Clause 6:* Explains the core subjects and associated issues relating to social responsibility. For each core subject, information has been provided on its scope, its relationship to social responsibility, related principles and considerations, and related actions and expectations. Guidance on integrating social responsibility throughout an organization
- *Clause 7:* Provides guidance on putting social responsibility into practice in an organization. This includes : understanding the social responsibility of an organization, integrating social responsibility throughout an organization, communication related to social responsibility, improving the credibility of an organization regarding social responsibility, reviewing progress and improving performance and evaluating voluntary initiatives for social responsibility.

Examples of voluntary initiatives and tools for social responsibility presents a non-exhaustive list of voluntary initiatives and tools related to social responsibility that address aspects of one or more core subjects or the integration of social responsibility throughout an organization. Abbreviated terms contains abbreviated terms includes references to authoritative international instruments. After considering the characteristics of social responsibility and its relationship with sustainable development (Clause 3), it is suggested that an organization should review the principles of social responsibility described in Clause 4. In practice, social responsibility, organizations should respect and address these principles, along with the principles specific to each core subject (Clause 6). Before analysis the core subjects and issues of social responsibility, as well as each of the related actions and expectations (Clause 6), an organization should consider two fundamental practices of social responsibility: recognizing its social responsibility within its sphere of influence, and identifying and engaging with its stakeholders (Clause 5). Once the principles have been understood, and the core subjects and relevant and significant issues of social responsibility have been identified, an organization should seek to integrate these in its business decisions and activities, using the guidance provided in Clause 7.

For a long time, the main economic interest of politicians and scientists has been to focus on the determinants of growth and income as a means of providing guidelines for the policymaking process. Due to the relative scarcity of available information on factors such as life satisfaction, this was quite a natural starting point and satisfaction that occurs with satisfying needs.<sup>2</sup> Why have some nations with a rather low capital stock achieved much higher growth rates than others despite better starting conditions. In the quest for answers, recent research suggests the general quality of institutions is one of the most important factors for long-term growth and economic development. In particular, empirical studies have provided overwhelming evidence that economic freedom and deregulation of markets have a positive impact on growth and income. In a parallel manner, improved material well-being in industrialized societies has changed people's attitudes towards income, and more weight has recently been ascribed to the non-monetary aspects of the economic and social order. Beside the social responsibility on the life quality huge impact has economic freedom which is in direct proportion with income level.<sup>3</sup>

## 5. CONCLUSION

World and European economy has been transformed through technology, geo-economy and monetary union with euro. Countries have to respect the game rules. Integration with generally accepted values in the world, promoting of its own value in the world may also be important for the growth and development of society as a whole if they are in accordance with existing principles. In the global working culture standards can contribute to the whole development in the world. In order to diminish vulnerabilities, each country should at least hardly try to make itself stronger in each sense, rebalance growth toward domestic sources what will support global growth as well. Further diversification and structural transformation remains a key priority. How inequality affects both the macroeconomic and the design of macroeconomic policy it will likely be increasingly important. Social justice has the prime importance. Measures of life satisfaction have to be offered for economic theory. As a consequence, researchers have broadened the scope of questions in recent years, asking if political, social, and economic events might produce outcomes that have an impact that goes beyond the borders.

Life satisfaction should be put on the first place. The quality of economic and political institutions, as well, matters for life satisfaction basically for two reasons. First, free markets, and possibly also democracy, are important determinants of growth, thereby contributing to life satisfaction via higher income levels and lower unemployment rates. Second, risk aversion and freedom of choice as values may explain why positive effects on life satisfaction remain, even after controlling for income levels and other socioeconomic variables. This non-monetary impact seems to be quite important for the individual and collective evaluation of welfare. Economic freedom, therefore, not only makes people richer, but it also makes them happier.

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2 Vidoje, Vujić, Human resources and values of modern society, International journal of economics and law, vol.2, No. 5, Belgrade, 2013, pp (157)

3 Fraser Institute, *Economic Freedom of the World: Annual Report*; World Bank, *World Development Indicators*, 2013.

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