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ANALYSIS OF MULTIDIMENSIONAL GLOBALIZATION INDEX ON THE EXAMPLE OF THE REPUBLIC OF SERBIA AND THE SURROUNDING COUNTRIES

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Abstract

Globalization of markets, products and services, in recent years has become one of the most important issues of today's business and business, creating numerous challenges, but also opportunities for domestic and international business. The subject of research in the paper is the analysis of the globalization index (KOF) with the aim of conducting a comparative analysis and the position of Republic of Serbia and other national economies. For this purpose, the available data of the KOF Swiss Economic Institute on the globalization coefficient has been analysed, as well as their dynamic changes during the period 2000-2020. The data have been summarized with the aim of showing global values and data for Serbia and

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the surrounding countries: Macedonia, Montenegro, Croatia, Slovenia and Bosnia and Herzegovina. The result of the research showed that the value of the globalization index - KOF for Serbia in the period 2000-2009. deviates from the average by 3.53, while in the period 2010-2020. deviates by 14.10 index points. The mean value of the KOF index is 66.96 points, which is 9.07 index points higher than the world average.

Ključne reči: KOF, Republic of Serbia, globalization.

Introduction

The development of the global character of the world economy removes market barriers, and this requires knowledge of individual - economic, legal, cultural characteristics and everything else that affects business. The economies of individual countries must change and develop culturally synergistic intelligence, and understand the peculiarities of other countries and peoples. Since globalization implies political, economic, social components and connections, which are not limited by territorial borders, i.e. states, it affects culture, economy and other aspects of social activity. Globalization creates global prefixes in all spheres of life and undoubtedly has a significant impact on international business flows.

In adapting to the demands of the global market, managerial abilities come to the fore, that is, it is necessary to adapt to different legal, market and cultural contexts of countries, while maintaining the necessary authenticity, originality and uniqueness (Jones, 2010).

Multicultural organizations arise as a result of doing business across national borders, and the main reasons are the search for lower production costs, access to new, more liberal markets, and economic integration (Singh, 2014). By expanding business across national borders, companies become more attractive and profitable, and managers need to

develop new roles, to think in a different way, to communicate across borders. Synergy and globalization should respect individual values, managers should master cross-cultural training, in a word, communication and knowledge about different cultures must be improved. The development of awareness and self-confidence is important when interacting with different people and economies.

As a population, we are becoming more multicultural - people are no longer just for specific countries. While knowledge of consumer preferences for foreign products and services is important, understanding the level of animosity is equally important and could lead to the success or failure of a multinational corporation. Consumers who have economic animosity towards a particular country are likely to choose not to buy products produced in that country (Kalliny and LeMaster, 2005).

Huntington (1993), argues that differences in history, language, culture, tradition and, most importantly, religion will be the driving force for conflict. History is full of examples of wars fought over religious and cultural differences. Each country differs in many ways, historically, culturally, but also in some of their basic demographic and economic and institutional characteristics. Global business is influenced by numerous factors such as socio-economic, cultural, legal and political differences. That is why in this research we focused on understanding the process of globalization, in order to understand and identify the factors of globalization in the world and in certain countries. International business has expanded and simplified, but there is certainly still room for further improvements. Hence the motive to investigate economic, social and political globalization and their impact on international business. Knowing these factors can provide new experiences, innovations and boost a competitive position in the global business world.

The subject of research in the paper is the analysis of the globalization index, and the position of Serbia and other national economies is investigated through a comparative analysis. For this purpose, the statistical data of the globalization coefficient were reviewed, as well as their interpretation and development during the period. The data have been summarized with the aim of presenting through a comparison of several countries, Serbia, Macedonia, Croatia, Slovenia and Bosnia and Herzegovina. The questions we tried to answer during the research are: What is globalization and how does it affect developed countries and developing countries? What is the globalization coefficient and how do the obtained results affect the competitiveness of countries? The goal of the research is to look at areas that have a positive or limiting effect on competitiveness among countries. The research is focused on obtaining indices for Serbia, Slovenia, Macedonia, Croatia and Bosnia and Herzegovina, as well as their comparative analysis by year. The position of Serbia and the values presented in a long period were specially investigated. The complexity of the goal and subject of the research work requires the application of research methods in the form of methods of analysis and synthesis, statistical methods and qualitative-quantitative methods of data processing. The research uses data from the KOF Swiss Economic Institute, which are mostly annual reports.

Globalization and the national economy

Schulze and Ursprung (1999) state that globalization is a term we use to describe changes in societies, culture and the world economy that lead to a dramatic increase in international exchange (in trade, culture, people, ideas, etc.) (Ahmedov, 2020; Fulcher, 2000; Olivié & Gracia, 2020). Globalization is often viewed exclusively from the point of view of the economy, and then its effect on the liberalization of trade, i.e. the development of free trade, is put in the

foreground (Gygli et al., 2019). Despite this, globalization encompasses much broader aspects of society (Enders, 2004; Dreher et al., 2008; Rekker, 2018). Between 1910 and 1950, a series of political and economic developments reduced the importance of the previous international trade flows. With the establishment of international economic institutions, such as the International Monetary Fund (IMF), globalization trends were reversed. In the post-war period, with the support of international institutions, trade developed drastically again, especially after the 1970s. Economic integration is the process of joining national economies to achieve certain goals, and above all, the removal of customs and non-customs barriers and other restrictive regulations in mutual trade. The free movement of people, (workforce), capital and other factors of production is ensured, as well as the relationship of integrated national economies with other countries of the world. The form of economic connection is implemented on different bases, most often based on complementary interests. Striking traces of efforts to regulate these processes and bring them under the established legal regime are visible. Supervision over the implementation of the integration process and management of the integration group is regulated by the agreement on the creation of economic integration. The end of the 20th century is characterized by a series of global changes in the structure, characteristics and types of products and services offered by providers of financial products and services in developed market economies (USA and EU countries). This was particularly evident in three areas: consolidation, unification and competition. At the same time, financial institutions faced numerous new challenges caused by rapid changes that occurred in information technology, deregulation, geographical and production expansion, business globalization, laws, accounting standards, the market and trends in the direction of numerous business combinations (Hadžić, 2005).

World globalization, driven by the rapid development of education, technique, technology and information systems, requires constant training of people to adapt to these changes. Throughout all periods of the history of civilization, education and learning have been essential elements in the development of man and society.

Turbulent way of life and constant growth of new knowledge requires quick adaptation, both of individuals and of state bodies and authorities, because the survival of the national economy of each country depends on a quick response to the newly created problem. Joldić et al. (2018) have concluded that the bursting of the financial bubble brings the market to a state of crisis and recession, which gives them a global character. The level of state activity in commercial and social activities varies depending on the political system (Vukosavljević et al., 2021). Throughout the history of their existence, most countries have gone through a period of transition, which to a greater or lesser extent had a negative or positive impact on the economy, the economy and the social status of the population. A country that had a stable national economy before the transition period, the transition did not have a strong impact on the economy and business.

Globalization coefficient – cof

The globalization index coefficient was the subject of studies by Feigin (2021); Nye & Donahue (2000), Norris, (2000), Keohane et al., (2002), Gozgor (2018), Dreher (2006) and numerous others. The authors define globalization as the process of creating a network of connections between actors on multiple distant continents through the mediation of various flows, including people, information and ideas, capital and goods (Clark, 2000).

Globalization is conceived as a process that erases national borders, integrates national economies, cultures, technologies

and governance and produces complex interpenetrating relations between countries. According to the KOF Swiss Economic Institute, there are three dimensions of the KOF index and they are defined as Economic Globalisation, Social Globalisation, and Political Globalisation.

Table 1. Structure of the KOF index (Weights values are in %)

Economic Globalisation, de facto 33.3	Economic Globalisation, de jure 33.3
Trade Globalisation, de facto 50.0	Trade Globalisation, de jure 50.0
Trade in goods 38.1	Trade regulations 27.9
Trade in services 42.6	Trade taxes 28.1
Trade partner diversity 19.3	Tariffs 26.4
	Trade agreements 17.5
Financial Globalisation, de facto 50.0	Financial Globalisation, de jure 50.0
Foreign direct investment 26.3	Investment restrictions 30.6
Portfolio investment 16.5	Capital account openness 38.8
International debt 29	International Investment Agreements 30.6
International reserves 0.8	
International income payments 27.5	
Social Globalisation, de facto 33.3	Social Globalisation, de jure 33.3
Interpersonal Globalisation, de facto 33.3	Interpersonal Globalisation, de jure 33.3
International voice traffic 20.7	Telephone subscriptions 38.7
Transfers 22.2	Freedom to visit 32.7
International tourism 21.2	International airports 28.6
International students 18.7	
Migration 17.2	
Informational Globalisation, de facto 33.3	Informational Globalisation, de jure 33.3
Used internet bandwidth 40.8	Television access 38.1
International patents 30.1	Internet access 43.5

High technology exports 29.1	Press freedom 18.4
Cultural Globalisation, de facto 33.3	Cultural Globalisation, de jure 33.3
Trade in cultural goods 27.4	Gender parity 22.2
Trade in personal services 24.6	Human capital 41.7
International trademarks 3	Civil liberties 36.2
McDonald's restaurant 24.4	
IKEA stores 20.6	
Political Globalisation, de facto 33.3	Political Globalisation, de jure 33.3
Embassies 37.2	International organisations 36.5
UN peace keeping missions 24.6	International treaties 32.6
International NGOs 38.2	Treaty partner diversity 30.9

The data listed in Table 1 indicate that each of the three pillars of the index carries 33.3% of the total value. We notice that the three pillars have so-called de facto and de jure values, which carry a different percentage share in the total value (Index, 2021).

1. Economic globalization

a) The value of Trade Globalization de facto is further divided into Trade in goods, Trade in services and Trade partner diversity, while Trade Globalization de jure contains Trade regulations, Trade taxes, Tariffs and Trade agreements.

b) Financial Globalisation, de facto consists of: Foreign direct investment; Portfolio investment; International debt; International reserves, International income payments. Financial Globalisation, de jure includes: Investment restrictions, Capital account openness and International Investment Agreements.

2. Social globalization

a) Segments of social globalization de facto are: Interpersonal Globalization (International voice traffic; Transfers; International tourism; International students;

Migration); Informational Globalization (Used internet bandwidth; International patents; High technology exports); Cultural Globalization (Trade in cultural goods; Trade in personal services; International trademarks; McDonald's restaurant and IKEA stores).

b) The segments of social globalization de jure are: Interpersonal Globalization (Telephone subscriptions; Freedom to visit, International airports), Informational Globalization (Television access, Internet access, Press freedom), Cultural Globalization (Gender parity, Human capital and Civil liberties).

3. Political globalization - the political situation of a country de facto has segments: Embassies, UN peace keeping missions and International NGOs. Political globalization de jure has segments: International organizations, International treaties and Treaty partner diversity.

Analysis of kof in the year 2020 for the leading 20 countries of the world

The following table shows the values of the globalization index for the leading 20 countries of the world and surrounding countries, which once formed a single country (Serbia, Macedonia, Croatia, Slovenia and Bosnia and Herzegovina). The table shows the Globalization Index values, overall, but also de facto and de jure values for 2020.

Table number 2. Globalization coefficient for 2020

Ra nk	Country	Global isation Index, overall	Ra nk	Country	Globali sation Index, de facto	Ra nk	Country	Globa lisati on Index , de jure
1	Switzerl and	91	1	Switzerl and	90	1	Luxemb ourg	93
2	Netherl	90	2	Netherl	90	2	Sweden	93

	ands			ands				
3	Belgium	90	3	Belgium	89	3	United Kingdom	92
4	Sweden	89	4	Ireland	88	4	Finland	92
5	United Kingdom	89	5	Austria	87	5	Netherlands	91
6	Germany	88	6	Denmark	87	6	Switzerland	91
7	Austria	88	7	Germany	86	7	Belgium	91
8	Denmark	88	8	Singapore	86	8	Germany	91
9	Finland	87	9	Sweden	86	9	Spain	90
10	France	87	10	United Kingdom	85	10	France	90
11	Ireland	86	11	Malaysia	84	11	Austria	90
12	Luxembourg	85	12	France	84	12	Denmark	89
13	Spain	85	13	Norway	83	13	Czech Republic	89
14	Czech Republic	85	14	Finland	83	14	Portugal	88
15	Portugal	85	15	Hungary	83	15	Slovak Republic	88
16	Norway	85	16	Portugal	81	16	Estonia	88
17	Hungary	84	17	Czech Republic	81	17	Canada	87
18	Canada	84	18	Greece	80	18	Italy	87
19	Greece	83	19	Canada	80	19	Norway	86
20	Singapore	83	20	Spain	80	20	Romania	86
26	Croatia	81	26	Croatia	78	29	Croatia	84
31	Slovenia	80	35	Slovenia	75	28	Slovenia	84
35	Serbia	78	28	Serbia	77	41	Serbia	80

58	North Macedonia	69	64	North Macedonia	64	50	North Macedonia	75
61	Montenegro	69	56	Montenegro	67	59	Montenegro	72
70	Bosnia and Herzegovina	67	78	Bosnia and Herzegovina	62	57	Bosnia and Herzegovina	72

Source: <https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html>

Based on the results in table number 2, we can conclude that Switzerland has the highest index values, total and de facto value. However, the de jure value for Switzerland is somewhat lower, so the country is in 6th place. Of the countries of circulation, Croatia and Slovenia are the best positioned countries, 26th and 31st respectively. We can also see that Serbia is much better positioned compared to Macedonia, Montenegro and Bosnia and Herzegovina.

If we look at the three dimensions of the Globalization Index, economic, social and political, and accordingly the classification of countries, we can conclude that countries have achieved different levels in these segments of globalization - Table 3. The results of the Economic Globalization Index for the analyzed countries are as follows: in first place is Singapore with index values of 94, followed by the Netherlands, Belgium, Ireland and the United Arab Emirates. The values of social globalization are identical for the first 6 countries and amount to KOF = 90 (Luxembourg, Hong Kong SAR, China, Monaco, Switzerland and Macao SAR, China). Of the surrounding countries, the best positioned is Croatia in 31st place, and Slovenia in 48th place. Serbia is in 59th place with a value of KOF = 77. According to the index of political globalization, the best positioned countries are Italy (KOF=98), France (KOF=98) and Germany (KOF=98). From the surrounding countries, it looks like this: Serbia and Croatia (KOF=85), and Slovenia (KOF=81). Croatia and

Slovenia are countries that are members of the EU, and it is logical that their economies are most oriented towards world trends and other countries in the world. Involvement in the world's economic, social and political events is at an enviable level compared to other surrounding countries (Macedonia, Bosnia and Herzegovina, Montenegro and Serbia).

Table number 3. Three pillars of the Globalization Coefficient in the year 2020 for the first 20 countries of Serbia and surrounding countries

Ra nk	Countr y	Econo mic Global isation , overal l index	Ra nk	Country	Social Globa lisati on, overa ll index	Ran k	Countr y	Politic al Global isatio n, overal l index
1	Singapo re	94	1	Luxemb ourg	90	1	Italy	98
2	Netherl ands	90	2	Hong Kong SAR, China	90	2	France	98
3	Belgiu m	89	3	Monaco	90	3	German y	98
4	Ireland	88	4	Switzerl and	90	4	United Kingdo m	97
5	United Arab Emirate s	87	5	Macao SAR, China	90	5	Spain	97
6	Switzer land	86	6	Canada	90	6	Sweden	96
7	Estonia	86	7	Liechte nstein	89	7	Belgiu m	96
8	Luxemb ourg	86	8	United Kingdo m	89	8	Austria	95
9	Malta	86	9	Norway	89	9	Switzer land	95

10	Cyprus	84	10	Ireland	88	10	Netherlands	95
11	Denmark	84	11	Austria	88	11	Portugal	93
12	Sweden	84	12	Sweden	88	12	Finland	93
13	Hong Kong SAR, China	84	13	Germany	88	13	Turkey	93
14	Finland	82	14	Singapore	87	14	Poland	93
15	Czech Republic	82	15	Netherlands	87	15	Denmark	93
16	Hungary	82	16	Australia	87	16	United States	92
17	Austria	82	17	Denmark	87	17	Russian Federation	92
18	Bahrain	81	18	Andorra	87	18	India	92
19	Latvia	81	19	Finland	86	19	Greece	91
20	Slovak Republic	81	20	France	86	20	Canada	91
26	Slovenia	78	31	Croatia	84	38	Serbia	85
33	Montenegro	75	48	Slovenia	80	40	Croatia	85
37	Croatia	74	54	Montenegro	77	52	Slovenia	81
40	Serbia	72	59	Serbia	77	68	Bosnia and Herzegovina	75
48	North Macedonia	70	86	Bosnia and Herzegovina	69	82	North Macedonia	71
94	Bosnia and Herzegovina	57	96	North Macedonia	67	129	Montenegro	57

Source: <https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html>

Below, Table 4 shows the values of the KOF globalization index for the analyzed countries of circulation in the period from 2000-2020. years. For the purposes of dynamic analysis of changes in the value of the KOF index, mean values were calculated for the period 2000-2010, then for 2010-2020 and for the entire analyzed period. It is important to point out that we looked at the deviations of the mean values for each country from the mean values for all countries of the world according to periods.

Table number 4. Coefficient of globalization for the period from 2000-2020. year for Serbia and surrounding countries

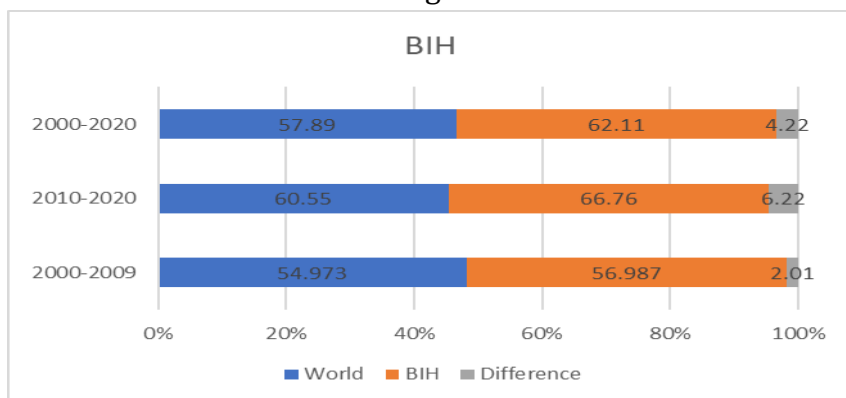
	World	BIH	Croatia	Serbia	Sloveni a	Maced onia	Monteneg ro
2000	51,54	51,39	62,44	48,66	67,36	48,87	50,47
2001	52,35	52,56	63,96	48,66	68,63	50,66	50,68
2002	52,23	52,72	65,62	54,79	69,42	53,11	50,99
2003	53,27	53,80	68,32	59,35	72,08	53,57	51,08
2004	54,33	56,13	72,51	60,36	75,59	55,13	52,83
2005	55,23	55,78	73,29	56,23	75,42	57,49	54,13
2006	56,42	61,25	74,39	62,75	76,48	61,16	60,03
2007	57,73	63,10	75,58	64,43	78,82	65,85	62,44
2008	58,17	61,67	75,60	65,14	78,97	66,06	65,11
2009	58,46	61,47	75,63	64,68	77,21	65,93	65,59
Mean value s 2000- 2009	54,97 3	56,98 7	70,73 4	58,50 5	73,998	57,78 3	56,335
2010	59,02	62,31	75,36	64,90	76,85	66,40	67,00
2011	59,40	61,82	75,53	64,91	77,68	68,31	67,86
2012	59,90	68,05	77,26	74,01	78,45	69,12	68,90
2013	60,17	66,96	77,22	74,27	78,84	68,62	68,69
2014	60,66	68,12	79,07	75,41	80,06	67,99	70,20
2015	60,68	68,47	79,62	76,13	79,98	69,18	69,77
2016	60,95	67,42	79,84	77,25	80,45	69,15	69,57

2017	61,26	68,21	80,27	78,78	80,60	69,47	70,30
2018	61,47	68,24	81,30	78,44	81,16	69,52	70,10
2019	61,44	68,16	81,65	78,68	79,99	69,77	70,65
2020	61,06	66,65	81,04	78,36	79,70	69,47	69,41
Mean value s 2010- 2020	60,55	66,76	78,92	74,65	79,43	68,82	69,31
Mean value s 2000- 2020	57,89	62,11	75,02	66,96	76,84	63,56	63,13

The results of the globalization index - KOF for BiH by period show that the biggest deviation is in the second period, more precisely in the period 2010-2020. (6,22). The mean value of the KOF index for the period 2000-2009. shows a positive difference in favor of BiH, which is significantly higher in the following period. Nevertheless, viewed as a whole, BiH has a higher mean value of the KOF index by 4.22 index points.

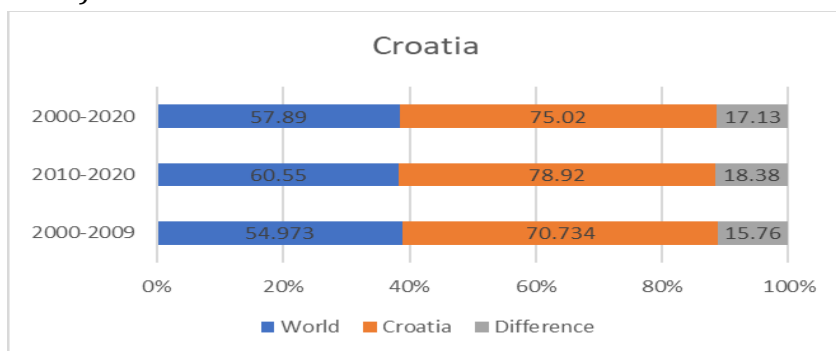
There is an interesting turn in the economic globalization between Macedonia and Bosnia and Herzegovina, where in 2014 Bosnia and Herzegovina is ranked better than Macedonia, which was not the case in 2013. Serbia is in last place in this analysis and comparison of four countries, as it has been in 2013.

Graph 1. Mean values of the KOF index for Bosnia and Herzegovina



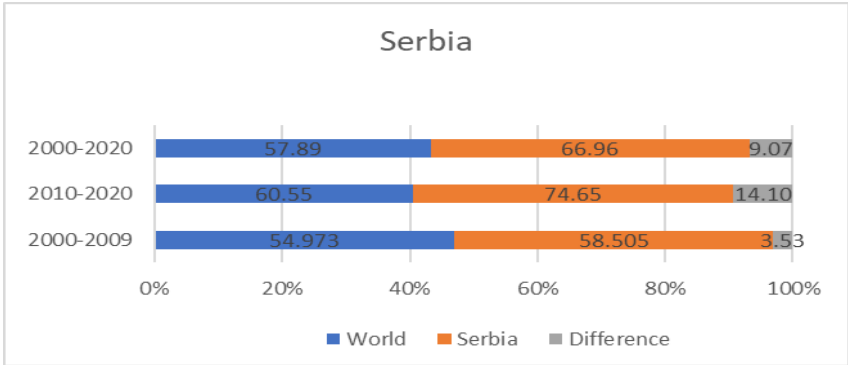
The results of the globalization index - KOF for Croatia by period show that the biggest deviation is in the second period, more precisely in the period 2010-2020. (18,38). The mean value of the KOF index for the period 2000-2009. shows a positive difference in favor of Croatia, which is significantly higher in the following period. Nevertheless, viewed as a whole, Croatia has a higher mean value of the KOF index by 17.13 index points.

Graph 2. Mean values of the KOF index for Croatia (2000-2020)



The results of the social globalization index for 2014 are as follows: Croatia 43rd place, Serbia 60th place, Macedonia 62nd place and BiH 65th place. Out of all the analyzed countries, Croatia is ranked best in terms of social globalization, Serbia is right behind it, while BiH is far below in 65th place. In relation to 2013, the data did not change significantly, Croatia was still in first place compared to the countries in the table, there is a slight growth and decline on par with other countries, and this did affect the world scene so that the other countries took different positions, but that did not change the essence, which is that in terms of social globalization, little progress was made compared to previous years. The results of the political globalization index for 2014 are as follows: Croatia 41st place, BiH 64th place, Serbia 88th place and Macedonia 142nd place. As with the previous results, Croatia took the leading place in this index as well, but the same ranking of Serbia's index as in 2013 is noticeable. Macedonia's ranking in 2014 is also far below the analyzed countries from table number 21.

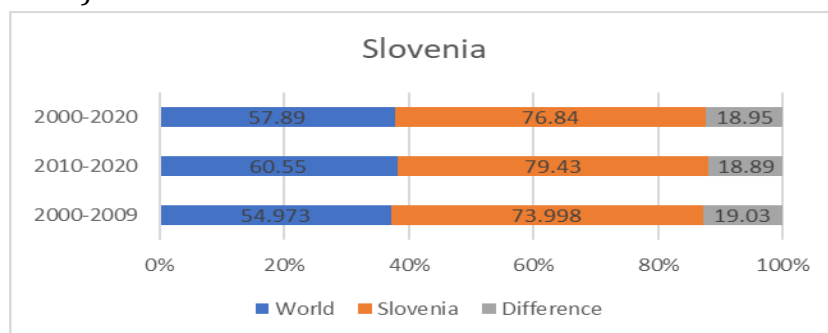
Graph 3. Mean values of the KOF index for Serbia (2000-2020)



The results of the globalization index - KOF for Serbia by period show that the biggest deviation is in the second period,

more precisely in the period 2010-2020. (14,10). The average value of the KOF index for the period 2000-2009. shows a positive difference in favor of Serbia (3.53), which is significantly higher in the following period. Nevertheless, viewed in summary, Serbia has a higher mean value of the KOF index by 9.07 index points.

Graph 4. Mean values of the KOF index for Slovenia (2000-2020)

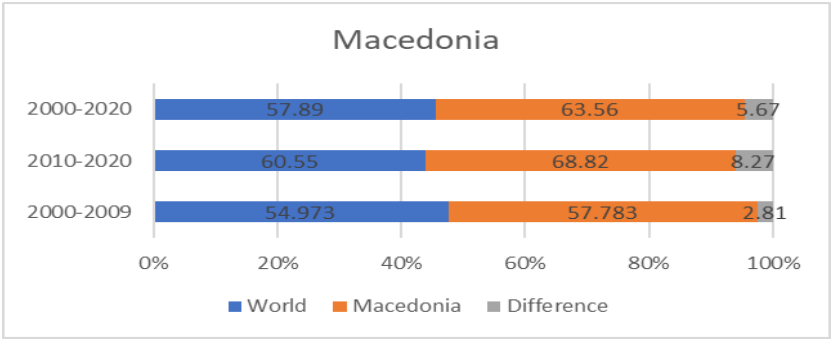


The results of the globalization index - KOF for Slovenia by period show that the mean deviation in all three periods is similar. The mean value of the KOF index for the period 2000-2009. shows a positive difference in favor of Slovenia, which is significantly higher in the following period. Nevertheless, viewed in summary, Slovenia has a higher mean value of the KOF index by 18.95 index points.

KOF analysis, the best ranked country is still Croatia, which is in 33rd place, the same as in 2013, followed by BiH in 50th place, and which has improved compared to Serbia and took second place, so that Serbia is now third in this analysis, it is in 63rd place, which is 10 places below compared to 2013 and Macedonia, which is in 74th place. Compared to 2013, the ranking places did not change significantly in the analysis of these countries, except for the exchange of places in the analysis of the observed countries, where BiH is in a better

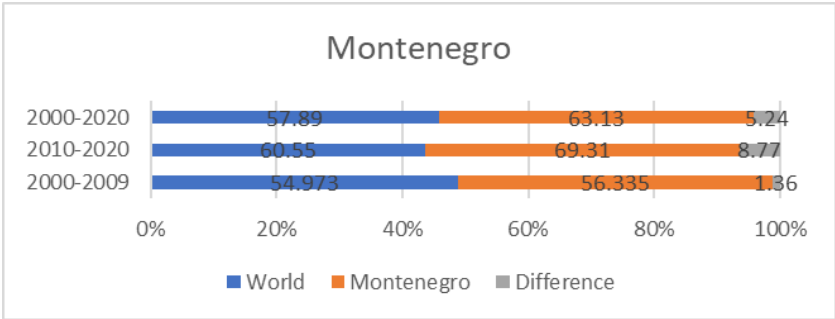
position compared to Serbia, which was not the case the previous year.

Graph 5. Mean values of the KOF index for Macedonia (2000-2020)



The results of the globalization index - KOF for Macedonia by period show that the biggest deviation is in the second period, more precisely in the period 2010-2020. (8,27). The mean value of the KOF index for the period 2000-2009. shows a positive difference in favor of Macedonia, which is significantly greater in the following period. Nevertheless, viewed as a whole, Macedonia has a higher mean value of the KOF index by 5.67 index points.

Graph 6. Mean values of the KOF index for Montenegro (2000-2020)



The results of the globalization index - KOF for Montenegro by period show that the biggest deviation is in the second period, more precisely in the period 2010-2020. (8.77). The mean value of the KOF index for the period 2000-2009. shows a positive difference in favor of Montenegro, which is significantly higher in the following period. Nevertheless, viewed in summary, Montenegro has a higher mean value of the KOF index by 5.24 index points.

In 2013, the analyzed countries did not progress when it comes to economic globalization, but even recorded a slight decline. Regarding the ranking among the analyzed countries, Croatia is still in the first place, while Serbia is in the last place.

The results of the social globalization index for 2013 are as follows: Croatia 40th place, Serbia 50th place, Macedonia 53rd place and BiH 81st place. Out of all the analyzed countries, Croatia is ranked best in terms of social globalization, Serbia is right behind it, while Bosnia and Herzegovina is far below in 81st place. In relation to 2012, the data did not change significantly, Croatia was still in first place compared to neighboring countries, there was a slight increase and decrease on par with other countries, but this did not significantly affect the world scene.

The results of the political globalization index for 2013 are as follows: Croatia 40th place, BiH 65th place, Serbia 88th place and Macedonia 143rd place. As with the previous results, Croatia took the leading place in this index as well, but there is a noticeable drop in Serbia's index compared to 2012, from 57th place to 88th place. Macedonia's ranking also dropped in 2013 to 143rd place, which is far below the other analyzed countries.

Croatia is the best-ranked country in 2012, which is in 33rd place, followed by Serbia in 53rd place, BiH in 61st place and Macedonia in 70th place. Compared to 2012, the ranking

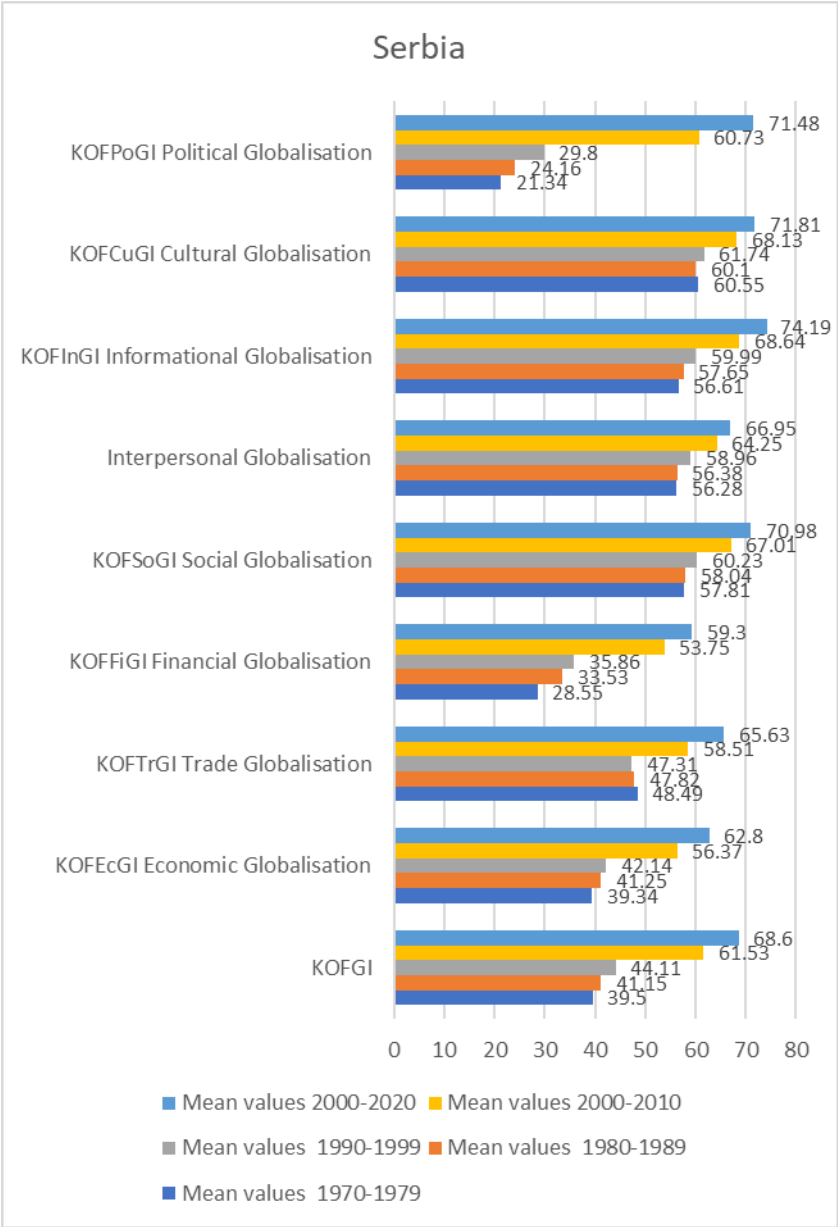
places did not change significantly in the analysis of these countries, while there were changes at the world level because each of the mentioned countries had a slight shift in the ranking up or down and this affected the other countries.

Table 5. Values of the KOF index for Serbia in the period from 1970-2020

year	KOFGI	KOFecGI Economic Globalisation	KOFTrGI Trade Globalisation	KOFFiGI Financial Globalis ation	KOFSoGI Social Globalis ation	Interper sonal Globalis ation	KOFInGI Informat ional Globalis ation	KOFCuG I Cultural Globalis ation	KOFPoGI Political Globalisation
Mean values 1970- 1979	39,50	39,34	48,49	28,55	57,81	56,28	56,61	60,55	21,34
Mean values 1980- 1989	41,15	41,25	47,82	33,53	58,04	56,38	57,65	60,10	24,16
Mean values 1990- 1999	44,11	42,14	47,31	35,86	60,23	58,96	59,99	61,74	29,80
2000	49,45	51,39	52,38	50,18	61,75	60,38	60,70	64,18	35,38
2010	71,38	63,43	67,25	58,71	72,80	70,16	78,17	70,07	77,16
Mean values 2000- 2010	61,53	56,37	58,51	53,75	67,01	64,25	68,64	68,13	60,73
2011	72,55	63,76	66,76	60,04	74,19	71,39	80,16	71,02	78,84
2012	74,01	66,27	69,25	62,57	74,19	70,18	80,78	71,62	80,82
2013	74,27	66,19	69,07	62,62	74,59	70,77	81,03	71,96	81,25

2014	75,41	69,24	72,61	65,05	74,07	69,23	79,20	73,78	82,29
2015	76,13	70,20	73,41	66,21	73,80	69,95	79,51	71,95	83,81
2016	77,25	71,73	74,77	67,95	74,11	69,85	79,62	72,85	85,37
2017	78,78	73,02	76,12	69,17	77,77	69,76	80,53	83,02	84,98
2018	78,44	72,56	77,26	66,71	77,03	69,84	80,58	80,67	85,15
2019	78,68	73,38	78,03	67,60	76,98	69,56	80,49	80,90	85,15
2020	78,36	72,35	77,42	66,05	76,82	68,73	80,91	80,81	85,34
Mean values 2000- 2020	68,60	62,80	65,63	59,30	70,98	66,95	74,19	71,81	71,48

Graph 7. Display of all columns of the KOF index in the period from 1970-2020



The analysis of the values shown in table 5 shows that Serbia has made significant progress in recent years and that the value of the

KOF index has increased. Mean values for 1970-1979 is 39.5 index points and in the following period 1980-1989 is 41.15 index points. The value of the index did not change significantly in the following ten-year period and amounts to 44.11 index points. Only the period after 2000 brought more serious changes in the KOF index. Thus the value of the index for the period 2000-2020 amounts to 68.6 points.

Conclusion

World globalization and the new industrial age based on the concept of efficiency, productivity and economy no longer gives results as was the case in the past time. Today, one remaining unused resource is represented by people with their knowledge. The success of the country depends on whether the country and its management staff are able to recognize the importance of this resource and all components of knowledge and to create conditions for young people based on this knowledge and prevent the outflow of educated people and recognized scientists, at the world level. Success in education and channeling existing knowledge, as well as the creation of new intellectually conscious beings, depends to a great extent on the education system and politics of a country. The past and historical results of the country have a great influence, because they determine the future course and position of the country at the world level. The global financial crisis arose as a result of irregularities in the use of financial resources, and as such it soon turned into an economic crisis, and in this way, first the underdeveloped and poor countries, and then the most developed and rich ones, were severely affected.

If a certain country was going through great historical events, wars, battles, political chases and riots, and was financially unstable, it did not use its material and natural resources enough, and in the end it was going through a hard transition (excessive population gap between rich and poor, lack of food, excessive prices, inflation, unemployment...) it is natural to expect that that same country is going to have an unenviable position on the world ranking list and it concerns globalization coefficients, global competitiveness

indices, results of gross domestic product per capita, knowledge economy index, etc.

It is difficult to recover from such "blows", even if the country has been poor and unstable then a great effort is needed from ruling parties in each mandate and the help of the population, to bring the country economic, educational, political and social competitiveness at the world level.

Countries that centuries ago had stable political and historical changes that are accompanied by excellent financial situation in the country, they can boast of a good rank and coefficient at the world level. Such countries become an aspiration and, in a way, a guideline for how a country should be organized in every sense. The results of those countries concerning the coefficients of the knowledge economy, globalization and competitiveness are at an enviable level.

World reports and results of such countries are indicators of successfully led countries through the changes that were happening. By comparing the results obtained from the World Economic Forum and the World Bank, a realistic picture and condition of all the countries that have been on that list is obtained.

KOF is an index that shows the ratio of total exports and imports with total gross domestic product for the observed period. As foreign trade is very important for the development of any country, so is KOF. In the analysis of KOF for the period from 2012 to 2014 207 countries participated, Serbia recorded for the year 2012 ranking number 45, which is a very good position compared to other countries from the region, where the only leader is Croatia, which is in 32nd place that year. In 2013, Serbia has been in 53rd place, which is 8 places worse compared to the previous year, but it is still in a better position compared to the majority of the region, except for Croatia, which in that year also had the best position among the countries from of the region, the rank is 33. The year 2014 was not the best year for the KOF analysis for Serbia, namely in that year it recorded a drop from 53rd place from 2013 to 63rd place.

It is interesting that BiH is in a better position than Serbia in 2014 and it took 50th place, Croatia is still the best in the region and it is in 33rd place as in the previous year, Macedonia achieved the worst result in 2014 and it is on the 74th place. The result of the research showed that the value of the globalization index - KOF for Serbia in the period 2000-2009 deviates from the mean value by 3.53, while in the period 2010-2020 it deviates by 14.10 index points. The mean value of the KOF index is 66.96 points, which is 9.07 index points higher than the world average.

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ANALIZA VIŠEDIMENZIONALNIH POKAZATELJA GLOBALIZACIJE NA PRIMERU REPUBLIKE SRBIJE I ZEMALJA U OKRUŽENJU

Rezime

Globalizacija tržišta, proizvoda i usluga, poslednjih godina postala je jedno od najvažnijih pitanja današnjeg biznisa i poslovanja, stvara brojne izazove, ali i mogućnosti za domaće i međunarodno poslovanje. Predmet istraživanja u radu je analiza indeksa globalizacije (KOF) sa ciljem da se sprovede komparativna analiza i pozicija Srbije i drugih nacionalnih ekonomija. U tu svrhu su sagledani raspoloživi podaci KOF Swiss Economic Institute o koeficijentu globalizacije, kao i njihovo tumačenje i dinamičke promene tokom perioda 2000-2020. godine. Podaci su sumirani sa ciljem da se prikažu globalne vrednosti i podaci za Srbiju i zemlje okruženja: Makedoniju, Montenegro, Hrvatsku, Sloveniju i Bosnu i Hercegovinu. Rezultat istraživanja je pokazao da vrednost indeksa globalizacije – KOF za Serbia u periodu 2000-2009. godine odstupa od proseka za 3,53, dok u periodu 2010-2020. godine odstupa za 14,10 indeksnih poena. Prosečna vrednost KOF indeksa iznosi 66,96 poena i za 9,07 indeksnih poena je veća vrednost od svetskog proseka.

Ključne reči: KOF, Republika Srbija, globalizacija

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