

Sustainable development, social protection and responsibility*

Sürdürülebilir kalkınma, sosyal koruma ve sorumluluk

Gordana P. DJUKIC¹, Biljana S. ILIC²

Abstract

The goal of sustainable development is achievable through the integration and acknowledgement of environmental, social and economic concerns in all aspects of the decision making and implies favouring learning and developing an organizational culture in business entities. It is necessary to establish new social values based on knowledge, but also on human resources that are carriers of knowledge. There is a need for education, the creation of sustainable management that will focus, in addition to good business, the human factor as well as the care of employees. Through well-defined sustainable development strategies, modern societies take care of their business activities, environmental protection, their employees, but also those who are no longer able to work. Such states favour sustainability in all fields and all spheres of social life. The aim of the paper is to point out, for example, the good practice of one of the developed countries, such as Australia, which manages social responsibility at the national level, especially in the field of social protection and its sustainability, and to apply the high level of responsibility of the Australian government in Serbia and will present the model of social insurance.

Keywords: Sustainable development, Environment, Responsibility, Social protection, Serbia, Australia

Öz

Sürdürülebilir kalkınma hedefine, karar alma sürecinin tüm yönlerinde çevresel, sosyal ve ekonomik kaygıların dahil edilmesi ve kabul edilmesi yoluyla ulaşılabilir ve öğrenimden yana olmayı ve ticari kuruluşlarda bir örgüt kültürü geliştirmeyi ima eder. Bilgiye dayalı değil, aynı zamanda bilgi taşıyıcısı olan insan kaynaklarına da dayalı yeni toplumsal değerler oluşturmak gerekir. Eğitime, iyi işin yanı sıra insan faktörüne ve çalışanların bakımına odaklanacak olan sürdürülebilir yönetimin yaratılmasına ihtiyaç vardır. İyi tanımlanmış sürdürülebilir kalkınma stratejileri sayesinde, modern toplumlar iş faaliyetlerine, çevre korumaya, çalışanlarına değil, artık çalışmayanlara da dikkat ederler. Bu tür devletler, sosyal yaşamın her alanında sürdürülebilirliği desteklemektedir. Makalenin amacı, Avustralya gibi gelişmiş bir ülkenin, özellikle sosyal koruma ve sürdürülebilirliği alanında ulusal düzeyde sosyal sorumluluğu yöneten iyi uygulamalarına dikkat çekmek ve Avustralya hükümetinin üst düzey sorumluluk ve sosyal sigorta modelini Sırbistan'da uygulamaktır.

Anahtar Sözcükler: Sürdürülebilir kalkınma, Çevre, Sorumluluk, Sosyal koruma, Sırbistan, Avustralya

1. INTRODUCTION

Considering the fact that the modern world is already faced with the need to share global responsibility for development following the needs of humanity and nature, the moral reasons and transformation of the spirit of today's generation must be strong in terms of adequate chances for development and survival of future generations. Based on the basic principle of moral justice,

all people should have the freedom and equal rights that will not conflict with the rights and freedoms of others.

The right of the present generation to exploit resources and to a healthy environment must not be compromised the same right of the future generations. The concept of sustainable development implies balanced economic, social and cultural development without environmental threats. This will also enable the development of future generations

* In this article, the principles of scientific research and publication ethics were followed. / Bu makalede bilimsel araştırma ve yayın etiği ilkelerine uyulmuştur.

¹ Gordana P. DJUKIC

ORCID ID: 0000-0001-5419-0725

Research Associate, The University of Belgrade, Faculty of Economics, Belgrade, Serbia, gordanadk048@gmail.com
Araştırma Görevlisi, Belgrad Üniversitesi, İktisat Fakültesi, Belgrad, Sırbistan, gordanadk048@gmail.com

² Biljana S. ILIC

ORCID ID: 0000-0001-6137-8478

Assistant Professor, Megatrend University Belgrade, Faculty of Management, Zajecar, Serbia, biljana.ilic@fmz.edu.rs
Dr. Öğr. Üyesi, Megatrend University, İşletme Fakültesi, Zajecar, Sırbistan, biljana.ilic@fmz.edu.rs

Geliş Tarihi/Received : 20.05.2020

Kabul Tarihi/Accepted : 17.07.2020

Çevrimiçi Yayın/Published : 17.07.2020

Makale Atf Önerisi /Citation (APA):

Djukic, G.P., Ilic, B.S. (2020). Sustainable development, social protection and responsibility. *İzmir Sosyal Bilimler Dergisi*, 2 (2), 83-91.

at the same or higher level. The essence of the concept of sustainable development is the correlation between economic and environment development, respecting the legality of ecological systems. This concept is aimed at rational use of natural resources and on raising the quality of the environment but also the quality of life. For achieving sustainable development, human society must establish the new social values based on knowledge, creativity and human resource capacity, in other words, to create the quality management with a tendency of transforming the present society into a future, learning. Modern states, with adequate social care which are based on a strong economy, care equally for their able-bodied population, as well as for those who have completed their working life. It is a concern for human resources, people in general and for the quality of human lives. This type of care belongs to the third social pillar of sustainable development, in addition to the first economic and the second pillar of a healthy environment.

2. SUSTAINABLE DEVELOPMENT

Theoretical considerations of sustainable development emerged in the 1980s. Sustainable development is an integral part of the agenda of governments and companies. The goals of SD have become a priority mission of research institutions around the world. During global sustainable development, it is necessary to increase capital into a rational capital structure. According to the UN Sustainable Development Goals Report for 2018 in the previous three-year period progress in various development areas, has been slow and uneven. In this way, it is difficult to achieve the development goals by 2030, and one of the main obstacles to achieving the SDG is the lack of funding. An important factor in promoting sustainable development is the improvement of government management in terms of supporting life support systems, "because, at present, there is still a confusion of strong and weak sustainability as well as inter-generational and intra-generational equity" (Krstic and Vukadinovic, 2008). The principles are related to three pillars of sustainable development, which are: preservation ecosystem and biodiversity, production systems, population control, Human Resource Management, preserving progressive culture and human participation. Sustainable development goals cannot be achieved based on isolated initiatives, but through an integrative approach that encompasses social, environmental and economic aspects and with an integrated approach to universal human rights in the framework of citizenship, inclusion, equality and effective political governance (Mensah, 2019). Creating a society based on knowledge and sustainable development

involves fostering the coordination of key factors such as investment in education, research and development and practical application of research results. The use of information and communication technologies is also a way of expanding and acquiring knowledge. The level of education of the entire population is one of the basic factors influencing the formation of social knowledge bases. In this sense, the higher education system is being upgraded at the society level, adequate training of human resources carried at the level of economic entities. Management plays a key role in human resource education. Viewed through history, economic development was based primarily on the dominant participation of natural factors and physical labour within the concept of an agrarian society. During the expansion of industrial society, both in production and in commercial activity, the most important productive factor was real and financial capital (money, industry, energy). Technological developments have led to the participation of physical labour, including material technology, as well as natural and financial resources. During the twentieth century, there was a "post-industrial society", an "information society", or so-called a "weightless economy" dominated by intangible factors (Shi et al., 2019). In the human society where the economy is based on knowledge and comparative advantage, the key production factor becomes the whole set, or complex of intangible factors. Information, knowledge, skills and culture are factors that are gaining economic impact and increasing market value. Significant changes concerning the creation, collection, processing and using information are happening today and these changes are conditioned by the expansion of the information services sector. Massive offerings and the increasing availability of information-based services are leading to a rapid reduction of their prices, and further, opens opportunities for their use by an unlimited number of users. This data leads to the conclusion that knowledge is unlimited and that its "division" increases the richness of knowledge. Therefore, without good and quality management at both the micro and macro levels, this is impossible to achieve knowledge, in other words, the "know-how" (Vujic, 2000).

Modern civilization has been developed on the paradigm of constant material growth, encouraging the unscrupulous consumption of natural resources. The consequences of this way of thinking and behaving are more than known on the global level. Humanity is entering the third millennium with major environmental problems globally. There is a list of some of these (ENDEMIT, 2007):

- Damage of biosphere and its ecosystems,
- Demographic explosion - 10 billion expected by 2040,

- Global climate change,
- Exhaustion of natural resources,
- Waste in unmanageable quantities,
- Damage to human health etc.

On the one side, industrialization makes it possible to improve living standards, but on the other side, it has a negative impact on the quality of the environment and human health. It is inevitable for humanity to finally realize that a further strategy for the survival of the whole Planet (and society) depends on a different attitude towards the environment. The ecological crisis is only an inseparable part of the civilizations "great events". First of all, it is part of a deep crisis of modes of production, consumption patterns and economic growth. The second part of the crisis is losing basic human values. Such a way of life leads human society in the condition that is not balanced with nature. Balance can be achieved with fundamental sociocultural alternatives in new modes of production and consumption. Preserving and improving the environmental system is an inevitable feature of the modern world. The reduction of pollution and pressure on the environment can be achieved through the use of natural resources by economic and other entities, but in a way to ensure their availability for future generations.

Good environmental development strategies must be implemented for this purpose. Businesses, i.e. companies as well as management at the social level, should rely on the following postulates:

- Establishment of a system for protection and sustainable use of natural resources, i.e resources that include: air, water, soil, minerals, forests, etc.
- Strengthening synergies and achieving significant effects between environmental protection and development policies of other sectors;
- Investing in reducing environmental pollution and developing clean technologies;
- Reduction of high energy intensity of the economy of the Republic of Serbia and more efficient use of fossil fuels;
- Encouraging the use of renewable energy sources;
- Planning for sustainable production and consumption and reducing waste per unit of product;
- Protection and conservation of biodiversity;

These elements, like environmental factors, depend to a large extent on CSR in sustainable development. Education

and know-how should provide a very secure knowledge of the basic environmental issues of modern society, develop a critical attitude towards the growing degradation of the environment and indicate the need for rational use of natural resources. Establishing an environmental management system in business entities, maintaining it and continually improving it, while improving the quality of services, is one of the priority tasks in achieving of a long-term business policy at the state level. Contributing to environmental protection can be achieved by preventing or reducing the negative impacts of harmful business activities, processes and services. In addition to protecting the environment, the primary task of every organization as well as of the state (each state) is to care for its employees. When an employee completes their working life, their (states, organizations) care should not be less. People who have become retirees must still have basic life benefits, nursing care and necessary assistance. To care for retirees, it is necessary to establish a sustainable pension system that will be written in detail.

Following the example of the Serbian company "MIVA" from Indjija, the following environmental measures are presented, which this organization applies:

1. Enforcement of laws and regulations in the field of environmental protection,
2. Constant improvement of the organization of work for the rational use of raw materials, energy and water, as well as reducing emissions and preventing water and soil pollution,
3. The tendency to reduce total waste as well as eliminate waste, which cannot be processed in a non-threatening manner,
4. Continuous improvement of environmental performance,
5. Environmental training to gain new knowledge and raise awareness of all employees about the importance of preserving it,
6. Establishing effective communication with all stakeholders and other relevant organizations to better share environmental information,
7. Impact on suppliers, suppliers and subcontractors that they too take action on environmental protection,
8. Make the environmental policy available to the public.

In business entities, top management should take responsibility for implementing such a policy. However, based on the fact that human capital is one of the most

important resources of any state, it is necessary to emphasize the promotion of this (human) capital. Employee care is a concern for the entire society and it has to be in the first place. What happens when an employee completes his or her work life? What is the situation in Serbia and what is the situation in other parts of the world? It can not be thinking and speaking about environmental protection unless society does not care for its senior citizens, for those who have lost the possibility to work, for retirees.

3. SOCIAL RESPONSIBILITY

The need to implement the concept of social responsibility in the process of managing a company arises because of the increasing pressure from the state, consumers of employees and other interest groups to protect the environment, employees, human rights and the like. The key constraints to the broader implementation of the CSR concept at home are most often. The need to implement the concept of social responsibility in the process of managing a company arises because of the increasing pressure from the state, consumers of employees and other interest groups to protect the environment, employees, human rights and the like. In a society that has been stagnant for many years regarding social norms, social and economic development, there are opportunities to mitigate or eliminate the negative phenomena of poverty and social inclusion through adaptive collaborative management (IGS, 2019). This implies management that is desirable in complex and insecure systems. The key constraints to the widespread implementation of the CSR concept at home are most common:

- Unstable political conditions;
- Inadequate legislation;
- Insufficient awareness of the benefits and possibilities of implementation;
- Insufficient support from the state and other institutional infrastructures;
- Management and employee resistance;
- Insufficient support from financial institutions (Figar, 2005).

For social responsibility to be more prominent in the process of managing a company, it is necessary first and foremost to give the necessary support to the development of this concept. In the previous period, entrepreneurs were completely left to their abilities and personal finances. They were faced with an unfavourable environment in which they did business in the absence of

advisory, financial, organizational and any other support in the process of establishment and subsequent development. For the CSR practice to be more prevalent at the state level, the following steps need to be taken:

- Reduce taxes;
- Lower interest rates with banks and other financial institutions;
- Get support from governmental and non-governmental institutions;
- Reform legal regulations in the field of environmental protection, labour, etc.;
- Enable information sharing with other stakeholders.

Due to the increasing importance of economic and social activities in Serbia, these topics are becoming more prominent. Stakeholders from all sectors start to think and talk about concepts such as sustainable development, corporate social responsibility and resource engagement in all social sectors for the common good (Djordjevic and Urosevic, 2009).

Corporate Social Responsibility (CSR) is, in essence, an awareness of the new position and importance that companies have in the contemporary, global society, and is reflected in the responsibility that arises from that awareness. The practice of this kind of business is related to the overall activity of an enterprise, ie: what it produces, how it buys and sells, whether it obeys the laws, how it treats its employees, whether it invests in the local community and how it contributes to environmental protection (<https://odgovornoposlovanje.rs>). Corporate social responsibility can bring the following business benefits:

- Protecting and improving existing resources (human capital or the environment) on which the company's operations depend;
- Forecasting, avoiding and reducing business risks and associated costs;
- Increasing the financial efficiency of the company by reducing the cost of doing business;
- Opening new business opportunities and new markets;
- Protecting, building and enhancing the company's reputation, especially concerning consumers;
- The company becomes attractive to investors, educated and motivated workers.

Many arguments are in favour of the existence of real business interest of a company for socially responsible behaviour, and any business activity, including those related to incorporating social responsibility into its business, has a more or less direct interest. The first thing is certainly the reputation, which no longer represents the intangible category, but is directly linked to the value of the company. The second argument, also related to employees, is their better motivation, greater loyalty and the ability to attract better staff. In the social sphere, investing in education, working conditions and adopting good relationships with employees can also contribute to productivity. Being socially responsible means not only fulfilling legal obligations but more than that, investing in human capital, the environment and relationships with other stakeholders.

In the following text, the authors will give an overview of the social component of sustainable development, the pension system for which the top management of the state (any state) is responsible. Global management would thus really gain in importance and could be said to have been applied globally. Schildberg and Wodsak (2019) explained that in many countries of the world has been achieved in an impressive way the welfare system and social security for all residents. In the process of adopting an adequate strategy, formulating social policy and implementing social protection, you have had the involvement of governments, social partners and other numerous key actors. Schildberg and Wodsak presented that many other countries' experiences show that the effective participation of workers, employers and other stakeholders contributes to the adoption of adequate social policy and its implementation, which is in line with the Social Welfare Recommendations (No. 202). For a social security strategy and sustainable social development, effective governance is important for defining clear goals. According to Schildberg & Wodsak, it involves funding and good coordinated roles and responsibilities for implementing the social security strategy.

4. SOCIAL SECURITY AND PROTECTION

Global principles of social security are defined in the Convention No. 102 (1952), as an international treaty. It recognizes minimum standards and human rights based on the sustainable development of social protection. The principles also used as a basis for social rights and to adopt national strategies and models in the field of social protection. The principles include: "1. responsibility of the State, 2. rights defined by law, 3. minimum levels of protection for both contributory, and non-contributory schemes, 4. collective and financially sustainable

financing, 5. participatory management, and 6. transparency and compliance mechanisms" (Markov, Stern Plaza and Behrendt, 2019).

The achievement of results in the field of universal social protection is reflected in:

1. "Reducing poverty and inequality - lessens social tensions and conflict, and builds political stability,
2. Increasing consumption and aggregate demand – support crisis response and structural change and promotes economic growth,
3. Better access to food and better nutritional status and higher utilization of health services – improved health,
4. Higher school attendance and reduction in child labour – better educational performance,
5. Facilitates search for jobs and riskier decision-making – promotes productive employment and entrepreneurship" (Pinheiro, 2017). Convention No 128 (1952) defines the obligation of pension benefits and standards for the financing of pension systems. Governments are responsible for the adequacy of pension benefits and take steps to ensure the sustainability of the pension system.

According to the Social Protection Floors Recommendation No. 202: A guiding framework for achieving universal social protection, the right to social security and implementation is important for social and economic development and achieving the Sustainable Development Goals. Many countries have not promoted social protection in their social and economic development strategies and such countries should implement recommendations and for the implementation of the SDGs in the years to come, and more particularly as concerns targets 1.3, 3.8, 5.4, 8.5 and 10.4.

In the report, "Old Age Income Support in the 21st Century", the World Bank defined in 2005, in addition to the existing three, two more pillars. The first zero pillar was introduced to provide minimum social security based on social pensions and, fifth, for family social protection, with public pension plans, administered by the state. The second pillar introduced is the informal sector that represents non-financial arrangements / informal support. The aim of this modality is to provide minimum social protection at a local, regional or national level to all socially excluded older categories of the population. It provides basic social protection for the elderly, including those who have not or have partly participated in their work in the formal economy. Social pensions provide minimal income for the livelihood and absolute standard of living of the elderly. They are financed mainly from public budget revenues

(Holzman and Hinz, 2005).

Rudolph, A. (2016) indicated that the implementation of social pensions depends on management as well as on management in the area of the pension system and social protection, which as a form of public pension is implemented so far with only about 50% in countries around the world. The application of social pensions is generally a long-term process and it is, therefore, necessary to engage relevant experts before the introduction of the zero pillar who will "carefully" analyze, plan and evaluate the social program (Rudolph, 2016). During his research, Rudolph considered issues such as the impact of state policy, political institutions and the application of democratic principles of the political system on the introduction and application of social pensions and concluded that based on the results that democratic systems are positively related to social pensions.

In the result of hypothesis: "the strength of governments and its socialist orientation increases the probability of social pension provision, *ceteris paribus*", Rudolph concluded that in political systems both democratic and autocratic the introduction of social pensions can be a means of raising votes by older voters in political elections. This is especially important in countries dominated by the elderly, such as in Serbia due to the migration of young people and "brain drain". In further analysis, Rudolph tested the hypothesis: "international leverage through trade and aid provision increases the probability of social pension implementation, *ceteris paribus*" and in the empirical analysis he used the variables: economic and demographic, political system, and international influence variables. It is indicated that the decision about providing social pension may be different. It is estimated according to Rudolph methods and results, that there is a conditional probability that the country has a long term social pension model as follows in Formula 1:

$$P\left(Y_{it} = \frac{1}{x_{it-1}}\right) = \int(\alpha + \beta'X_{it-1} + \delta_r + \lambda_t + \varepsilon_{it}) \quad (1)$$

$i = 1, \dots, N$, $t = 1, \dots, T$. Y_{it} indicates whether or not a country i has a noncontributory pension in period t , X_{it-1} is a vector of covariates, α is a common constant, β are parameters to be estimated and ε_{it} is the idiosyncratic multivariate normal error term. Rudolph presented link ($f(\cdot) = \phi(\cdot)$) to modulate binary dependency variables. In doing so, it controls the dependence of the duration of application social pensions. The analysis found that the higher the expenditures, the higher the social benefits, respectively that it is a positive and meaningful relationship government spending and social security benefits, at 5 per cent. The analysis showed that social pensions and their effectiveness are more important for

developing countries and demographic factors. However, this requires the introduction of state social funds. For this reason, the greater introduction of social pensions is taking place in more developed countries.

Based on the WSPR (World Social Protection Report, 2017), social protection for the elderly is practised almost all over the world. Social protection is a key component of sustainable development. In the world, about 68% of pensioners receive or have no pension. Also, social security in Australia is comprehensive and provides social benefits for unemployment, illness, injuries at work, old age, family (maternity, children, disability), disability, in accordance with Convention 102. on Social Security (1952) and has a high level of coverage, above 70 per cent relative to universal coverage as Japan, New Zealand, the Republic of Korea. Besides, there in Asia and the Pacific region is a positive trend in the implementation of social pensions.

Although universal pensions are common in many countries, in countries with "poorer" economies, less than 20% of old people receive pensions from the state. Also, many (of older people) are dependent on the material support of their family because of minimal pensions. Contributions for social security are accounted from the salary of employees, in a certain limit and percentage amount following legal regulations. Income from social security contributions intended for social security programs. These contributions are paid by the employer to the gross salary of the employee and treated as an operating expense, the portion that the employee pays is taken from the gross salary. Serbia's social security rate averaged 36.83 per cent from 2004 to 2019. The highest percentage was reached 37.8 in 2015 and the lowest percentage was 34.05. in 2004, and 37.05 in 2019 (Trading Economics, 2019). The share of social protection expenditures is determined according to the government classification, as a percentage of total GDP expenditure income earmarked for social protection, at the republic and local levels of governments.

According to Trading Economics Site, the Social Security Rate in Australia stands at 11.50 per cent. The social security rate is a labour income tax levied on businesses and employees. From Social Security tax contributions is funded social and health care and social programs and other benefits. The amount of Social Security Rate from 2010 to 2013, was 10.50 per cent and 10.75 per cent in 2014. The contribution rate increased significantly from 2015 to 2019, namely: 11.25 per cent to 11.50 per cent (Trading Economics, 2020). To implement the social component (1.3) of Sustainable Development, the Serbian government has identified six strategic directions for each individual with projections until 2020: 1. connecting with European

partners and the world for global integration of sustainable development, 2. achieve faster inclusive and sustainable development based on economic scientific and innovative resources, 3. efficiency and effectiveness of public service, 4. promotion of human rights and security, 5. education for the twenty-first century, 6. transformative digitalization (The Republic of Serbia, 2019).

Australia has over the past 26 years "recognized" the importance of sustainable development. State management has established well-being and well-being for all residents in the country. Legislation and policies The Government of Australia has adequately targeted environmental, social and economic development, in line with the Global Sustainable Development Goals (SDGs). through their programs and plans, activities are aimed at ensuring that businesses, organizations and each individual have opportunities to access existing problems for collective activities, partnerships in problem-solving. Although it has achieved economic success through economic, trade, industrial reforms, there are a "main key message": that "politicians", or government, should continue to address long-standing problems, such as improving health, economic, justice and well-being outcomes for Australia's Aboriginal and Torres Strait Islander peoples. Australia, as an example of good practice, has achieved the goals of global sustainable development, thanks to knowledge, experience and skill, through partnerships and developed economic sectors, a large number of highly educated and engaged people in quality institutions. In this regard, Australia is ready to contribute with their expertise to other countries and to share knowledge of new technologies and other development areas to help other countries. According to an Australian Report (2018) through legislation, policies and programs at federal, state and territorial level human rights are respected. All accounts and illegal instruments are judged by the federal parliament that must be compatible with federal and international human rights treaties, ratified by Australia. In the Report at each institutional level, jurisdictions have been introduced that respect the rules and regulations.

According to the UN Human Development Report (2019), the Human Development Index (HDI) was high for Serbia, 0.799, with an HDI rank of 63, and for Australia very high, 0.938, with an HDI rank of 6, out of a total of 159 observed countries. HDI is a composite index which shows average achievement in three basic dimensions of human development: health, knowledge and standard of living (UNDP, 2019).

Although Serbia has a high value of the Human Development Index, Serbia does not contribute to poverty

reduction and does not provide basic needs and minimum security to the population, about 1.8 million people live in poverty and do not meet basic living needs, with a poverty risk rate of 25.7%. According to the Report of the European Commission (2019), compared to the previous period, there was no progress in terms of social protection services and social cash benefits, which are not sufficient for basic needs. For that reason, it is necessary to improve the quality of social protection and to strengthen supervision in local self-governments based on the introduction of new legal regulations and regulatory measures (EC, 2019).

Social protection contributes to poverty reduction and meeting the basic needs and minimum security of Serbian citizens. Strategic directions for social protection of the elderly in Serbia that have not exercised the right to pension insurance and that are not included in the social assistance program are: introduction of social pension, an increase of financial assistance, mitigation of conditions for exercising rights for the elderly, such as increasing the land maximum. depending on the quality of land in elderly households. The level of exercising the rights of the elderly to social protection is low, while at the same time about 12% of people over the age of 65 are not entitled to a pension. UNDP survey (2018) shows that the right to social protection is exercised by only approximately 10% of the total number of elderly people who meet the income criterion. It is estimated that more than 50% of the elderly do not have social protection and do not exercise their rights due to property criteria such as owning more than 1 hectare of land. Also, the solution to the problem for the elderly without pension income is the introduction of social pension as a special module within the cash social assistance program (UNDP, 2018).

The ILO Committee of Experts on the Implementation of Conventions and Recommendations pointed out that most countries opt for a combination of sources of funding for social protection to ensure solidarity in funding. Employers and workers share the total burden of social security contributions, in accordance with the principle established by Convention no. 102 that "total insurance contributions paid by protected employees may not exceed 50 per cent of the total financial resources allocated to the protection of employees "and their dependents family members (Article 71, paragraph 2). According to the International Organization of Employers (IOE), business needs to be closely involved in the implementation of social protection as social partners are the main source of funding for these programs. Entreprises also have significant responsibility and role in optimizing social protection through funding by different groups of employers or individuals and regular payment of social contributions. Given the increase in the

tendency of employers to avoid traditional ways collection of income tax, the amount of income collected for financing and social programs can be greatly reduced (ILO, 2019).

5. CONCLUSION

The business performance of businesses in the global economy must be based on the principles of social responsibility and aligned with the requirements for environmental protection and improvement. Sustainable development guidelines are defined globally, which should strike a balance between economic development goals on the one hand and social development on the other while respecting the need for environmental protection. All of this has the effect of taking the goals of sustainable development and its social components more seriously by more stakeholders in the environment. The near future points to the need to incorporate the concept of social responsibility into corporate practice. To achieve the goals of the socially vulnerable and the poor, it is necessary to cooperate through dialogue and via the Internet with partners, state domestic and foreign institutions, local authorities, academics and scientists. In that way, reporting would be done, knowledge would be spread, the information would be exchanged, and good practice of sustainable development would be applied.

Besides, appropriate activities would be undertaken to create adequate living conditions for every socially vulnerable individual, both in the country and abroad. Management at the national, regional and local level is only required to implement social policy in an informed and knowledge-intensive society. In this connection, the appropriate approach to the principles of management by the state authorities is emphasized to ensure minimum living conditions for the socially disadvantaged, especially the elderly. Better redistribution of funds within the budget for social assistance and transfers in Serbia is needed. The responsibility of government management is crucial for the adoption of better social protection measures and the introduction of more transparent social programs. A more adequate redistribution would be of strategic importance for socio-economic reforms in the field of social protection financial resources in budget programs so that a large number of socially vulnerable receive adequate social assistance. The positive results for sustainable development and for the common good of mankind can be achieved by applying the good practice of individual countries in the world. Government management in Serbia should provide an institutional mechanism to achieve economic, social and environmental development with the help of the ministry, government and coordination of all sectors at the state

level. It is necessary to align the specific with the general goals of sustainable development, the relevant specific goals of sustainable development (economic, environmental and social) and strategic directions of Serbia and each country should be integrated to achieve global sustainable development.

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