



ANALYSIS OF OPPORTUNITIES FOR PRODUCTIVITY IMPROVEMENT OF DOMESTIC ENTERPRISES

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INTRODUCTION

In the conditions of modern global business and Industry 4.0, business productivity is based on knowledge productivity. Rapid development and prestige are conditioned by the factors that determine the country's ability to innovate, which start from the quality of education and today the necessary application of information and communication technologies (IKT) [2, p.64].

COMPETITIVENESS IN THE GLOBAL ENVIRONMENT

The basic competitiveness requirements of the Global Competitiveness Index 4.0 are the following groups of indicators [5, p.61]: **1. Environment; 2. Human capital; 3. The market; 4. Innovation and ecosystem.** The paper discusses the results of the Global Competitiveness Report World Economic Forum (WEF) for 2019. Due to the new economic crisis caused by the COVID-19 pandemic, the WEF survey on global competitiveness was not realized for 2020. WEF data for 2019 show that Serbia ranked **72nd** on the ranking list, which includes 141 country with an IGK value of **60.9**.

Table 1. Ranking of the top 10 countries in the world according to competitiveness in 2018 and 2019. [10,11]

Country	Place in 2018.	Place in 2019.	The change according to 2018.
USA	1	2	-1
Singapore	2	1	+1
Germany	3	7	-4
Switzerland	4	5	-1
Japan	5	6	-1
Netherlands	6	4	+2
Hong-Kong	7	3	+4
United Kingdom	8	9	-1
Sweden	9	8	+1
Denmark	10	10	-

COMPETITIVENESS OF THE ECONOMY OF THE REPUBLIC OF SERBIA

The achieved results for the past period, ie the values of the pillars of Serbia's competitiveness in 2019, are noticeable in the increase of eight, and decrease, ie. the result is worse for the three pillars of the global competitiveness index, while for only one it is unchanged.

Table 2. Ranking of the countries of the Western Balkans according to competitiveness in 2019. [16, 17]

Country	Place in 2018.	Place in 2019.	The change according to 2018.
Bosnia and Herzegovina	91	92	-1
Montenegro	71	73	-2
Croatia	68	63	+5
North Macedonia	84	82	+2
Slovenia	35	35	-
Serbia	65	72	-7

KNOWLEDGE MANAGEMENT AND PRODUCTIVITY

Knowledge management according to Mašić and Đorđević-Boljanović [19, p.32] implies the adoption of collective knowledge in order to achieve business goals of the company with the role of **Macintosh** "to ensure that people have the knowledge they need, where they need it and when they need it necessary", ie "the right knowledge, in the right place and at the right time".

EXPORT OF DOMESTIC PRODUCTS

In the research conducted in Central Banat [24] in the period from December 2019. to August 2020., based on a sample of 80 surveys and the views of managers of domestic companies, it was found out how domestic companies achieve labor productivity.

One of the research questions was: How do you increase productivity in your company, with the possibility for respondents to circle more than one answer, so that there are a total of 96 of the following answers [25]: 1) applying new knowledge 15 (16%); 2) application of information technologies 15 (16%); 3) introduction of new technologies 12 (12%); 4) research and development of new products or services 11 (11%); 5) improving the quality of existing products or services 40 (42%); 6) something else 3 (3%). Furthermore, according to the results of the same research [26], the export of domestic products from Central Banat on the foreign market is performed in several countries. Regions and countries where domestic products are exported are presented in a table.

Table 3. Overview of countries where domestic products are exported from Central Banat [26]

Exporting countries	Answers	Percentage
Hungary	5	5.62 %
Romania	8	8.99 %
Bulgaria	2	2.25 %
Albania	1	1.12 %
North Macedonia	8	8.99 %
Montenegro	6	6.74 %
Bosnia and Herzegovina	12	13.48 %
Croatia	5	5.62 %
Slovenia	5	5.62 %
Austria	3	3.37 %
Germany	7	7.87 %
France	4	4.49 %
Czechia	4	4.49 %
Slovakia	1	1.12 %
Sweden	1	1.12 %
Netherlands	3	3.37 %
Israel	2	2.25 %
Rusia	1	1.12 %
Bangladesh	1	1.12 %
Egypt	3	3.37 %
South Africa	1	1.12 %
Countries in the region	1	1.12 %
Neighboring countries	1	1.12 %
EU	3	3.37 %
Middle East	1	1.12 %

Observing the available data [29], the coverage of imports by exports is 78.1%, which is higher compared to the coverage in the same period last year because it was 72.0%. According to the regional coverage, the largest share in the export of Serbia had the Region of Vojvodina in the amount of 36.2%, followed by the Belgrade region 23.6%, the Region of Šumadija and Western Serbia 22.0%, the Region of Southern and Eastern Serbia 18.0%, and about 0, 1% of exports are unclassified by territories. The main foreign trade partners in exports were: Germany, Italy, Bosnia and Herzegovina, Romania and Hungary. Imports of goods took place from Germany, China, Italy, Turkey and Hungary.

IMPROVEMENT GUIDELINES

Necessary factors for the development of domestic companies as well as the domestic economy are technological equipment and commitment to advanced technology.

CONCLUSION

Knowledge today directly affects productivity, business quality, product or service quality, marketing concepts in business practice, market placement and competitiveness.