

## КОРПОРАТИВНО УПРАВЉАЊЕ И КОРПОРАТИВНА ОДГОВОРНОСТ У МЕНАЦИРАЊЕ ЖИВОТНОМ СРЕДИНОМ

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**Izvod:** Корпоративно управљање подразумева начин на који управљају и контролишу компаније, методе са које се користе корпоративна одговорност, шта значи побољшање услова рада, добар менаџмент у средину у којој свакодневно се инвестира за да буде здрава будућност и креативност код запослених. Зато потребно је направити јасну разлику између капитала, управљање капиталом и управљањем. За најбоље резултате потребно је корпоративно управљање топ менаџменту, неопходна је транспарентност која доводи до одговорност као неопходан елемент корпоративног успеха и одрживог раста.

**Кључне речи:** корпоративно управљање, одговорност, менаџмент, транспарентност, економски раст

### Introduction

Through corporate governance are researched methods and application of incentive mechanisms, contracts and organizational design and regulation of companies, which provides effective management, creating motivated managers that provide competitive economic income approach and interests of individuals, businesses and society.

The issue of corporate governance begins with the process of privatization of state enterprises, the challenges are highlighted for the complete arrangement of cooperation that establishes the relationship between employees, how to delegate decision-making authority and control their execution in order to protect property and the rights of the owners of capital.

These relationships include the communications system that enterprises practiced and maintained by business partners and civil environment. So, it is a very wide range of stakeholders ("stakeholders"), each of which has different goals and interests in connection with the enterprise. Owners of capital seek ever more to increase profits, managers and directors are trying to maximize reward they receive for managing the company and more to express their capabilities, thereby maximizing its corporate responsibility.

Corporate governance means nothing else but the standardization of processes, procedures and behavior in companies, which are based on the principles of accountability, transparency and control in decision-making, daily operations and reporting on the situation in the company. The goal is to reduce the uncertainty and risk of deviations in relations with the enterprise, and is particularly important objective of

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increasing confidence in the company, which brings companies a special kind of added value - value derived from operating in an ethical framework.

### **Material and methods of work**

The following research methods or technique for data collecting are used:

1. Method of evaluation and judging,
2. Method of comparative analysis,
3. Method of continuing following, An interview with the general, top managers

Research analysis which was used in this research represents total of the components which characterize the subject of researching, and it is consisted of questionnaires, measure instruments, techniques and time frame of the research. Standardized interview was done with top managers in 8 organization - wineries in 2010 – 2011.

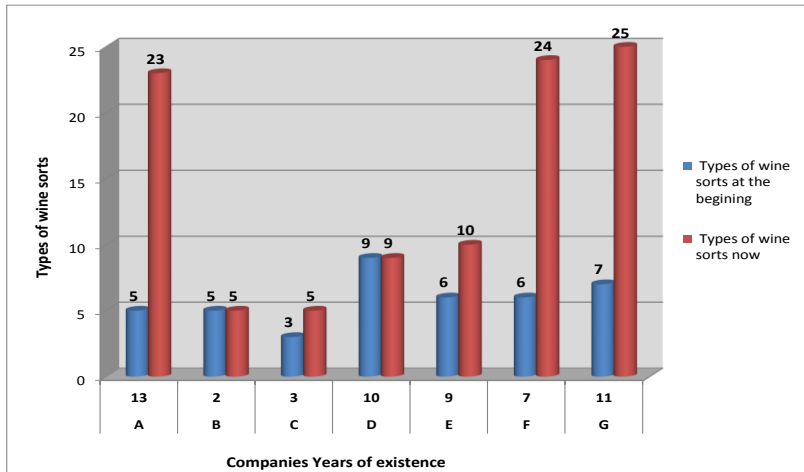
### **Research results and discussion**

Managers create the organizational environment through the practice of corporate management that enhance personal responsibility and organizational accountability by giving example. The survey data show that managers encourage innovation that begin through small teams and they are rewarded for their continuous motivation and risk taking.

*Table 1. Title of table*

<b>Company</b>	<b>Years of existence</b>	<b>Types of wine sorts at the begining</b>	<b>Types of wine sorts now</b>	<b>% of increase</b>
A	13	5	23	360
B	2	5	5	0
C	3	3	5	67
D	10	9	9	0
E	9	6	10	67
F	7	6	24	300
G	11	7	25	257

There is a desire to deal with the change, answering questions what to do and who to do it and when and where to obtain solutions and their efficient implementation. There are present all the stakeholders in the disclosure of data and information, there is a transparency, and therefore efficient use of all available resources.



However, as the most valuable resource of any enterprise is the human resource knowledge, skills and abilities you possess, therefore should invest in this resource in order to improve the welfare of the company through corporate governance and increase corporate awareness. This will be realized only through the introduction by agromanagement systematic approach that leads to continuous quality, continuous improvement, decision-making based on facts and creating a shared vision for the future - we are together in the global market and have a global standard i.e a standard for whole world

### Conclusion

Particularly important aspect of good corporate governance, whose economic system is based on the principles of market economy, refers to the quality of the environment for conducting agribusiness enterprise. Every business (and agribusiness) has its specificities, it required certain types of facilities through which develops corporate responsibility. These advantages for doing business again deduce that there are lower transaction costs for which it is true that, in principle, depend on two aspects: the quality of regulation and mode of operation which implies the practice of good governance, it is necessary reinforcement human resource management in the agricultural sector at the interests of retaining quality employees.

So, in practice, the quality should be accepted, to make efforts to its understanding, because it is the responsibility for each of us!

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## CORPORATE GOVERNANCE AND CORPORATE RESPONSIBILITY IN ENVIRONMENTAL MANAGEMENT

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### Abstract

Corporate governance means the way you manage and control the way companies create corporate responsibility which means improving working conditions, good management of the environment in which you have to invest to be a healthy future health workforce. Made a clear distinction between capital, management capital and management. For best results need top management, transparency is required which is a necessary ingredient of corporate success and sustainable growth.

**Key words:** corporate governance, responsibility, management, transparency, economic growth