

BUSINESS RESULTS AS AN IMPERATIVE OF ORGANIZATIONAL MANAGEMENT

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Key words: *Business results, organization, economy, management, ecological succes*

Abstrac: *The goal of the business of industrial enterprises, organized for the new business, business as ecological enterprises, etc. is to achieve results that can meet the needs of the population. The company is the basic economic entity, and economic activity is carried out to meet the needs of people. The main goal of the company's business is to create products that can meet social needs. Therefore, the product is considered to be the result of the business of the company. Defective products of the company are put on the market, where they are exchanged for money. On the market there are customers for whom these products have usable value.*

The status of the product is in the function of selling on the market, which is confirmed through their use value, to meet certain types of customer needs. If the amount of money the company receives for its products is sufficient to cover the investment of the elements of production and the remaining part for settling obligations towards the community and for the development of the enterprise, the business goal has been achieved. As a second form of business results, the value of production is confirmed on the market. From the sum of money collected, the enterprise must cover the value of the invested elements of production, and the remaining amount of the collected value of production is the gain, i.e. profit that appears as a special form of business results of a company. The economic efficiency of the company is an organized process that implements the necessary activities of development of key factors of modern business and quality system of this business. Modern business requires quality to be planned, developed and implemented, to make reports on the course of the business development process.

Today in the world, businesses are operating in an environment of fierce competition on the market. Achieving a high quality product, or brand, is the basis from which it moves so that it can survive and win in such a complex market game. The basis for this is the inclusion of all factors that implement the activities of developing quality business and compliance with the requirements of quality standards on the international scene. Business results of the company they show as business results are expressed as:

1. *Physical product (expressed in natural units of measurement - physical volume of production)*

2. *Cumulative income or value of output (expressed in cash)*
3. *Improve profit and*
4. *They are all mutually conditioned and connected.*

Attention is directed at today's often uncertain sales through a special conversion rate. The best test for the conversion rate is marketing testing or conducting a before-sale process. Basically this test is carried out in the organizational marketing sales function. It should be done for a product or service in a limited area, and in limited time. Often, in marketing marketing efforts, attention is paid to looking for buyers, in exchange for information, which helps to scan real customers. Pre-sale involves familiarizing potential customers with the product and downloading orders for later delivery.

1. INTRODUCTION

In practice, research, analysis and application of financial determinants of a company is a key factor in the economic sphere of operations. The essence is to anticipate aspects that point to possible business risks and the problems of successful management. Every business in the world today faces business and financial risks. This suggests that every business plan of economic factors should go through the long-range testing phase and vice versa, i.e. It is necessary that the plan comes to life after a positive analysis-feed back information.[1]

This process can be summarized as (Figure 1): [2]

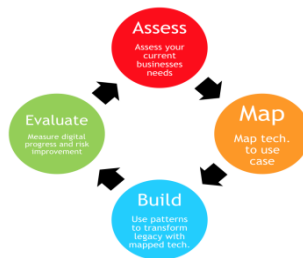


Figure 1. Four-step change process

Business refers to the economic effects that companies achieve on the world market. The data show that every business is essentially followed by a large number of business risk issues, which are most often encouraged by bankers, investors, manufacturers, stakeholders, and others, which are specific to each company's own plan. This is achieved by: identifying potential risks in the market and defining the safest solution.

2. THE IMPACT OF KEY FACTORS ON ECONOMIC EFFICIENCY

The goal is to fulfill the most important factor, which is:

1. A projection of sales built into its own costs, so if one cost is excluded, it will be realized.

Key information is the number of customers and the percentage of the purchased product. The rate of conversion is determined, where interested parties download the projected market size, and then it is estimated what total sales might be. The point is, it must be aware of direct competitors, as well as potential competitors if they want to prove their long-term vision of successful work for the company.[3]

2. Insufficient experience

Great success in the work stems from the experience gained in the life cycle of the company. In business, it is important how much company competence knows. The experience deficit includes four types: 1. In the business sector, 2. Industries, 3. Locality and 4. Management. Successful firms own or develop all four types. Successful companies can advise others.[4]

3. The budget achieved is inadequate

For investors, growth rates and profit margins are important because these factors determine their own earnings. For employees, knowledge of the work of the firm and its perspectives, it helps to visualize their future in the company. Ideally, there are consultants who can propose a good plan and help identify critical business factors. In developed countries, there are well-known successful entrepreneurs, lawyers or other actors.

2.1 Significance of the key factors of the environmental development strategy plan

Bearing in mind the fact that a large number of internal and external factors need to be observed today in the development of a good startup of preserving the living and working environment in the world, this means that all layers and employees in the organization play an important role.[5]

Essentially this means above all that the primary role of executive management is to define and manage the strategy. However should it go beyond the fact that other strata of the organization play an equally important role in this process. Generally speaking, senior and middle management are responsible for translating the strategy into the objectives and plans of units and teams.[6]

Building a strategic development plan relies heavily on operational management that addresses the issue: *How to implement continuity activities in terms of real work processes in an environmentally sound environment?*

3. UNDERSTANDING THE BUSINESS ECOSYSTEM

The strategic management plan for environmental development is best conceived and implemented if accurate information on the organization's results has been updated in the past. In the best case scenario, the plan encompasses (Table 1).

Table 1. Strategic development plan of ecological efficiency

Management of plans the strategy for ecology strategy	Basic characteristics
STRATEGIC MANAGEMENT	Includes continuous interaction between different organizational layers.
MEDIUM MANAGEMENT	Responsible for collecting signals from the store and registering them to the top, and vice versa.
PROCESS	Strategic management is not just a process from the top down, but also from the bottom up.
IT SUPPORT	The latest information on managing IT support is essential.

The organization is comprised of two equally important parts: the ecosystem and the climate shown in (Figure 2). [7]

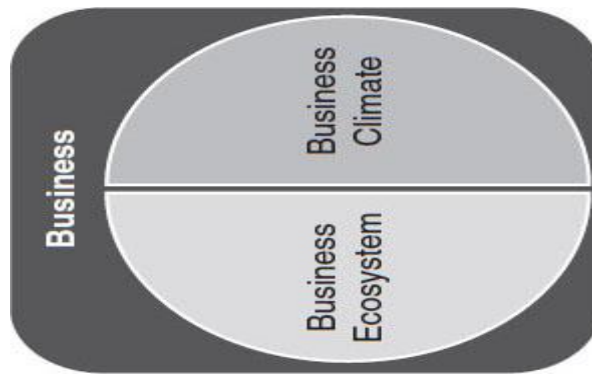


Figure 2. *Business business in the function of the ecological*

Before any change initiatives can be successfully undertaken, especially in the case of short-term change consultants, it is extremely important to understand some fundamentals about the overall **business and how it operates**. The basic elements that must be understood are the overall business model, the key relationships of the business (internal and external) and the organizational structure.

One of the important aspects in this regard is that information should be useful, not too small or too small and not too complex. In addition, information should be directed to the effective development of a plan to implement a good strategy: [8]

- For top management, information is needed to enable them to view overall strategic results.
- Medium managers should work to get more detailed information and so on
- In order to make this information available, a modern IT infrastructure should support such a information management system.
- In the process of generating and interpreting management information, many other people (controllers, accountants, employees) within the organization play a crucial role.

4. CONCLUSION

Organization and management are the key to the success of businesses that today want to be successful and achieve high business results Worldwide business operations require the implementation and development of key factors that provide financial, organizational, marketing and other strategies.

The important question that arises refers to a successful financial activity, how to achieve the results, how to improve them and how to take a high position in the competitive market. Basically, attention is focused on marketing sales and methods of successful sales test test. Successful companies are developing several basic aspects of experience in this regard: business sector, industry, local government, and managed.

The issue of budget improvement needs to be addressed on the basis of the growth rate and the profit margin, on the basis of which the employee's own salaries are determined who should know their strategic intent and the future.

Coordination of jobs is largely determined by motivation of employees. They understand their impact on the overall affirmation and business success of their own organization. The goal is to keep the motivation system constantly evolving globally.

A non-formal organization is the one that implements ineffective and partial application of motivations, which makes it the main obstacle for faster adaptation of organizations to new changes in the environment.

In researching the organizational behavior of employees, in the science and practice of developing quality systems, industrial psychology, general management theory, motivation takes the primary place.

These elements provide the basis for the financial and general economic performance of the companies and form the basis of inputs for the conquest and implementation of intelligent technologies that take all.

The special importance of development motivations have behavioral motivational motives, directed to the study, improvement and application of relationships between individuals or groups of individuals, in two directions. It is important to note that without motivation there are no successful business results. Such attention should be focused on:

The first direction is focused on researching the content of motivation of individuals and groups of people (personal needs of individuals and motivation for these needs). It is important to influence behavior by directly recognizing the needs and motives on which behavior is based: (between the relationships, interests and needs of individuals, the goals of the organization, the conflicts in the process of achieving goals and the way to resolve the conflict).

The second direction deals with determining the correlation between the known content of motivation and their values. The motivation process in each individual begins with the realization of real need for doing business.

The main feature of motivated individuals in the organization is: perseverance and persistence in carrying out business related to improving the quality of business. The means of motivation include: salaries, cooperation, praise, punishment, reward, and so on.

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ИКОНОМИЧЕСКИТЕ РЕЗУЛТАТИ НА КОМПАНИИТЕ КАТО ЗАДЪЛЖИТЕЛНО УСЛОВИЕ ЗА УПРАВЛЕНИЕТО НА ОРГАНИЗАЦИЯТА

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СЪРБИЯ

Ключови думи: икономически резултати, организация, икономика, управление, екологичен успех

Резюме: Целта на бизнеса на индустриалните предприятия, организирани за новия бизнес, бизнеса като екологични предприятия и др., е да се постигнат

резултати, които могат да задоволят нуждите на населението. Компанията е основният икономически субект, а икономическата дейност се осъществява за задоволяване нуждите на хората. Основната цел на бизнеса на компанията е да създава продукти, които да отговарят на социалните нужди. Следователно продуктът се счита за резултат от дейността на компанията. Дефектните продукти на компанията се пускат на пазара, където се обменят за пари. На пазара има клиенти, за които тези продукти имат използвана стойност.

Състоянието на продукта е във функцията на продажба на пазара, което се потвърждава чрез неговата използвана стойност, за да отговори на определени видове нужди на клиентите. Ако сумата пари, която компанията получава за своите продукти, е достатъчна за покриване на инвестицията на производствените елементи и останалата част за уреждане на задължения към общността и за развитието на предприятието, бизнес целта е постигната. Като втора форма на бизнес резултата, стойността на продукцията се потвърждава на пазара. От събраната сума пари предприятието трябва да покрие стойността на инвестираните елементи на производството, а останалата сума от събраната стойност на производството е печалбата, т.е. печалбата, която се явява като специална форма на бизнес резултата на дадена компания. Икономическата ефективност на компанията е организиран процес, който осъществява необходимите дейности за развитие на ключови фактори от съвременния бизнес и система за качество на този бизнес. Съвременният бизнес изисква да бъде планирано, разработено и внедрено качество, за да се изготвят отчети за хода на процеса на бизнес развитие.

Днес по света бизнесът работи в среда на жестока конкуренция на пазара. Постигането на висококачествен продукт или марка е основата, от която се движат, за да може да оцелее и да спечели в такава сложна пазарна игра. Основата за това е включването на всички фактори, които осъществяват дейностите по развиване на качествен бизнес и спазване изискванията на стандартите за качество на международната сцена. Бизнес резултатите на компанията, които те показват като бизнес резултати, се изразяват като:

1. Физически продукт (изразен в естествени измервателни единици - физически обем на производството)
2. Кумулативен доход или стойност на продукцията (изразена в пари)
3. Подобряване на печалбата и
4. Всички те са взаимно обусловени и свързани.

Вниманието е насочено към днешните често несигурни продажби чрез специален обменен курс. Най-добрият тест за обменен курс е маркетингово тестване или провеждане на процес на предпродажба.

По принцип този тест се провежда в организационната маркетингова дирекция/отдел за продажби. Трябва да се направи за продукт или услуга в ограничена зона и за ограничено време. Често при маркетинговите усилия се обръща внимание на търсенето на купувачи, в замяна на информация, която помага да се сканират реални клиенти. Предпродажбата включва запознаване на потенциалните клиенти с продукта и изтегляне на поръчки за по-късна доставка.