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ECONOMIC DIVERSIFICATION IN A WAR ENVIRONMENT

Abstract: The dynamics of the environment cause changes (destructive and creative) and require response strategies. Cybernetic balance is a result of homeostasis. Disturbance indicators and the severity of impact cause a multitude of responses. Regress and progress are the manifestations. Response strategies may be different depending on the geostrategic position of the threatened. Is the solution in intellectual capitalism or in the search for new strategies of social justice? Economic structures are looking for ways to function.

Keywords: economy, system, diversification, environment, war

1. INTRODUCTION

How could the destructive activities of the achieved civilizations, at the peak of their power, not find ways of further development and survival, introducing in that way into devaluing themselves, according to the principle of progress, the new incoming forces, in the beginning of their enthronement, increase their destructive effect as much as the strength of the existing resistance grows stronger. The behavior of an organization will not change unless it is acted upon by some external force. We modified Newton's first law.

Rarely is an organization faced with the need to make a significant internal change without some significant degree of influence from external forces acting from the environment and related to it. The reasons for their acceptance as well as active feedback can be found in the environment. Under the influence of the main categories of real and potential customers, the company's internal reaction to challenges coming from outside is realized.

Depending on the amount of changes and their intensity in the behavior of organizational systems, the reaction will be directly proportional to the amount of effort put into the organizational system, which is in accordance with Newton's second law, which we have also modified. The bigger and wider the turbulence, the stronger the need to react. Any type of imbalance requires homeostatic behavior of both organizational systems and its structural subsystems. Behavior in a war environment is difficult to predict, but a reaction "before the fact" is the basis for avoiding surprise.

2. RESPONSIVENESS OF THE SYSTEM AND DECISION-MAKING SPEED

Changes and pressures in and around the environment raise the question of the effectiveness of different types of changes due to the fact that it is quite clear that a major change in strategy requires major changes in the sources of obligations. This procedure is not automatically followed by the required behavioral changes. Diversification also requires diversification of behavior and responses.

In the processes of striving for cybernetic balancing, through the elimination of disturbances that have the characteristic of changes. "The organization's resistance to change will be of the same value but in the opposite direction to the amount of effort invested in its change" (Davidson, 1995, p. 25). Depending on internal cohesion and its stability, continuously observed development processes, which correspond to natural behavior, are easier to follow the

dynamism of the environment and its development chances as caused or intended changes. The development intensity is generally stronger if the organization's culture is stronger. The behavior of the organization can be twofold: either to channel external resistance and influences or to enter into the areas of other activities through diversification, depending from the degree of its flexibility i.e. the ability to change. Depending on the strength of the agents of change, the chance in making strategic decisions depends. The perspective can be: small chances or big chances, depending on the position on the matrix of chances and dangers. With increasing the level of culture in the expression the effects of production work will undoubtedly increase the competitive position of the company and the economy de as a whole. Maintaining high success is a manifestation of a company's competitively healthy position. In war conditions, the principle of sufficiency comes into play.

The transition to business in irregular conditions, of which wartime conditions are determinants of behavior and the decision about it as a form of quick response, can be imperative or adaptive. Speed, as a form of encountering changes and making decisions, must be at least as a form of acceleration - the first derivative of the velocity vector. With the passage of time of irregularity, there is a continuous and concerted acceleration of decision-making, whether it is a large social system or the economy as a whole and its subsystems down to the enterprise and the workplace.

In disruptive situations: war; floods; fires; pandemics, etc. setting up a hypothesis, testing it, pilot research as well as the decision itself are unverifiable, but they can be confirmatory - affirmative during implementation or fiasco - trope, wrong - unrealized.

Irregularities in the functioning of economic systems in irregular conditions are consistent with irregularities in so-called regular conditions when crises arise. Crises generally occur in both situations as errors in the assumed continuity (Todosijević, 2010; Kotic, 2006).

In complex organizations, maximization is never possible, both due to the insufficiency of quality information, as well as their inaccuracy, and due to the fact that the decision cannot be tested. The decision is essentially made on the basis of system decomposition, which implies making a decision on the basis of a small amount of information with a high degree of reliability, so that the outcome of the decision is as if we had made it on the basis of the totality of information. We assess the degree of sufficiency and likelihood of risks and outcomes. We can never have the totality of all relevant information, which would mean that we would not make a decision. A decision cannot be made!? In the last resort, someone has to arbitrate. In the coordination of decisions, decentralized parts of the system, due to the action of the theory of limitations, which the organizational system faces, the coordination of decisions with regard to goals is also necessary, and then the activities and the result can be described as satisfactory and not as maximizing.

Simon (1997) states that deciding in real situations about acceptable activities must satisfy a whole series of requirements and limitations. A set of activities appears as an arbitration category because management problems must be broken down into sets of subproblems (subsystems) at which level decisions will also be made. Decentralization of decision-making leads, as a rule, to local rationalization within a certain problem of organizational subsystems. The concept of limited and limited operations is very simple. and directly puts it in the epicenter of the analysis of the rabbit, that people have a limit that no one knows room, it will not limit the power to look at it and compare all the alternatives, in for lack of knowledge about future duties, as well as lack of skills to access information about work (Aleksić, 2007). When, through decomposition, the decision-maker decides on one segment of a certain problem and with a limited number of goals, local optimization action is possible. It is unlikely that the same can lead to overall optimization (Todosijević et al., 1994).

According to Cyert and March (1992), the temporal approach between decision situations "provides" the system with a convenient mechanism for avoiding the explicit resolution of conflicting goals.

In the behavioral theory of the firm (there is no time for other theories due to the imposed need to react quickly in order to avoid any possible surprises), goals appear as "independent compulsion" but also limitations that are imposed on the organizational system as a result of bargaining (agreed decisions) of potential coalition members of participants in problem solving (Todosijević et al., 1994).

Changes in the environment also lead to changes in coalition structures and the way they react. If competitive weakness caused crisis in a company with medium competitive position, top management would select external strategies. The attributes of successful recovery strategies are often inferred from the actions taken in high profile successes: quick and forceful decision-making, deep cost cutting, and divestitures. While interesting, such perceptions are neither universally accurate nor consistently beneficial. They do provide recommendations for managers of companies facing declining business performances (Kotic et al., 2012).

3. A BRIEF REVIEW AT THE ROLE OF RESOURCES

Without the intention to classify and identify them, we present a short summary assessment of the role of resources as a reason for irregular - warlike events. Keep your own, steal from someone else's. The end justifies the means, we have Machiavelli's attitude. By increasing wealth, force and power are constructed in order to preserve and increase what has been acquired. And there is globalization, but gently, with capital based on whose sensors they have constructed an algorithm for penetration by grace or force.

Resources have always been the cause of reaction throughout the history of human civilization in all weather situations and geographical and spatial environment. Today, it is mostly manifested through globalization as an expression of force and power. Poverty and hunger on the one hand and abundance and affluence on the other deepen inequalities. The reaction is rebellion and conflict. The outcome is devastating.

Why do wars happen when it is known that after every war there are negotiations. Why do negotiations have no anticipatory response but are always the result of success or failure in war? The reason for war is always the same: threat to interests or desire for domination and display of power. In a word, greed as a cause is unfortunately a “motivational factor” which is followed by a reaction due to threats and there is war. Sometimes wars are justice and protection. The parties to the war never have the same attitude about him. Failure to remove the causes and disinformation and here are the tragic consequences.

If the gap in the relationship “greediness - sufficiency” deepens, there is war, but as a rebellion, that is, a revolution, which corresponds to the basic biological as well as civilizational laws on the domination of the species. “The western dominance and monopolisation of natural resources has caused an unlevel playing field for development, economic advancement and climate change in the region through the imbalance of power in the oil market” (Saidin & O’Neill, 2022, p. 3756). Some authors have argued that it is either resource wealth or resource scarcity, but not both, that gives rise to conflict (Renner, 2002).

The geographic spatial frameworks of the distribution of both inputs and outputs in wartime conditions are as a rule limited, thus narrowing the spatial variations for business activities depending on the level of economic performance.

4. REVIEWS OF SOME VIEWS ON THE CAUSES OF CHANGES OF DESTRUCTIVE CHARACTER

Every autonomous change, carried out as an order or a creative one, has two mutually opposite effects. Similar to technical progress: it affirms or devalues. There is no absolute progress without relative regression.

In critical moments, “you must have the best possible people in critical positions. One good man is, of course, much better than a hundred fools” (Menadžer na mafijaški način, 2018, p. 69).

There are no pilot activities - only dress rehearsals and not even that. Immediate reaction depending on the level of risk that can be controlled. Reacting subsystems in unstable conditions leads to political obedience and is put into the function of algorithmization of political goals. Innovation as an achievement requires special treatment. Protection against the harmful effects of innovation requires complete mastery of innovation. Management, learning and other cognitive activities at a distance do not devalue the space.

If reason does not oppose the futurophobists in an extreme performance, it may suffer the fate of Muammar el Gaddafi. Probably, among other things in “disobedience”, alone without support, the following statement cost him his life: “They will create viruses themselves and sell you medicine. In the process, they will pretend that they need time to find a solution that they already have”. This statement corresponds with Wiener’s view on the concentration of media power.

Social control and collective resistance to excesses are necessary. The threat of compromising what has been achieved historically, for example vaccines and vaccinations, by non-human profiteers and amateurs. In connection with the above, we quote the statement of Mahatma Gandhi (1869-1948): “Seven things that will destroy us: wealth without work; pleasure without conscience; knowledge without character; religion without sacrifice; politics without principles; science without humanity, business without ethics”?!

Warfare strategies (conflict, competition, misunderstanding, non-cooperation) carry with them the assumption of interruption in the availability of inputs. The process stops. There is no chamber - identity card, no oil, no ammunition, no raw materials and materials, people are running away, no energy. It is only a question of concretizing the state of war: “gunpowder or money”.

Cecil Rhodes, King of Diamonds and Nathaniel Mayer Rothschild in 1891. founded a secret society to restore ties between Britain and the United States. The goal was to dominate trade, industry, banking and exploit other countries, so that the achieved power would not decrease. The opponent is the growing power of Germany. By cutting supply lines and propaganda, war with Germany took place. The largest Guild was paid by Serbia.

The British demystified themselves “... Every sword drawn against Germany is a sword drawn for peace”, and then they pointed out for the First World War that it was “the war to end all wars”. By preventing the import of food into Germany, the British exposed large masses of the German population to starvation and malnutrition. <https://www.standard.rs/2020/04/17/hoce-li-korona-probesti-dolarski-mehur/04/17/20.21:58>

German U-boat warfare was a desperate response to the British blockade – otherwise so effective that it threatened to knock Germany out of the war. America’s supply lines come from China. Consumer goods, consumer electronics and many other IT “toys” including medical and technological equipment carry the “Made in China” label. Only in the last 100 years has China not been the strongest economic power in the world. The Anglo-Saxon elite is threatened and that is why the reaction against advanced technologies and military penetration into the cosmos, the mobilization of Europe against China, the blocking of cooperation between Germany and Russia, the blocking of energy sources and markets. *Kriegssozialismus* (war socialism), and the lack and “endangerment of democracy”, for the last 80 years of human civilization, are recipes for war escalation (Korea turned into two; Vietnam: North and South, one again, Laos,

Cambodia, Burma, Greece, Cyprus, Egypt, Palestine, Sudan, Ethiopia, Congo, Bangladesh, Chile, Argentina, Falklands, Afghanistan, Kuwait, Iraq, Yugoslavia, Libya, Syria, Cuba, Brazil, Soviet Union, etc.). In the development scenario of the West for 80 years, there is a general attitude of “continuous maintenance of the conflict situation”. In the theory of development, conflict is a condition for the emergence and confirmation or elimination of change as a state of process and/or progress. In Western philosophy, conflict is a condition for survival and duration. Production and mobilization of all kinds of resources, especially propaganda, is the main output. Crises have a cyclical character and two main forms: Kondratjev cycles and hegemonic cycles (Todosijević & Todosijević, 2020). The cycles of Kondratyev arise, last, disappear and reappear, the latter do not stop timelessly. They are guided by the logic of capital, as the cause of all social and world inequalities, which was written about not only by Thomas Piketty... All around us in the cycle of time, events are eternally unfolding. In an unbroken sequence, as Marx says, “the consciousness of the buried generations rules the heads of the living.” Disappearing generations give way to emerging generations. Development will continue and take place in proportion to the mass of knowledge left to us by the previous generation. It is the legacy of the departure and the starting position of the performance. The future and its construction require wisdom, not illusions. “I don't try to predict the future, I try to anticipate it”, once wrote Ray Bradbury, then rector of the University of Chicago. George Orwell 1984 probably had in mind the relationship: Moscow-Paris-London, building on the thought of Napoleon and Says: “every stroke of the ball-point pen is a calculated lie” (Orwel, 1984, p. 167).

Long before, Napoleon and France harbored a hatred of the English: “When united, the French nation was never defeated; but our neighbors, corrupt and calculated, abused the openness and loyalty of our being, they constantly sowed rebellion in our ranks, from which all the misfortunes of that time arose, but also all the failures in our history.” In 1804, the English helped the Turks, not Karadjordja. In 1804, Russian Emperor Alexander I gave instructions to his ambassador in London, Novosilchev, in negotiations with the English government for an alliance against Napoleon, where it is said:

“The most powerful weapon that the French have used so far, and with which they still threaten all countries, is the general opinion, which they managed to spread in the world, that their cause is at the same time a matter of the freedom and well-being of the people... The well-being of humanity, true The interests of the national authorities and the success of the enterprise which our two powers are trying to achieve, require us to wrest this terrible weapon from the hands of the French, to appropriate it for ourselves and to use it against the French themselves. We emphasize again: while the truth finds its way, the lie travels around the world”.

Norbert Wiener (1972), the creator of cybernetics, a pacifist, stated in his chapter: “The decisive factor in the development of activities that led to the development of cyberspace was war.” (Wiener, 1972, p. 3). Wiener and Julian Biglow, based on the theory of prediction, set the goal of solving the problem of automatic guidance of anti-aircraft batteries by constructing a curve of the most probable future movement of the aircraft.” Wiener, 1972, p. 3). This is an attempt to automate, until then, purely intellectual functions. The intellectual climate was favorable to the development of cybernetics, but it also caused sharp schematic collisions of an interdisciplinary character. The war research group from 1943 in America, which led by Dr. Warren Weaver, published a paper, first secret, by Wiener and Byglow on prediction devices in wavelet filters (Wiener, 1972, p. 3).

No one can resist progress, because the greater the resistance to changes and progress, the stronger the destructive power of progress. We have already delivered the message: we need to meet progress, selectively in relation to its breakthrough and effect, but also in relation to the ability to master it.

Crises caused by epidemics happened periodically, but they had the greatest impact on the mobilization of knowledge and learning in the function of protection. Vaccines were introduced in 1943, polio in the 1950s, rubella and others in the 1970s. Researchers are not resting, but neither are pharmaceutical companies. There are also cyberists and mind deviations !? Could all the hungry on earth be fed? And it would overtake the profit. Marx is right, “because those who work in it (society) do not gain anything, and those who gain in it do not work” (Marx & Engels, 1979, p. 58).

In irregular conditions, the regional economy and the revival of the significance of the location form a symbiosis. Regardless of the fact that the new macroeconomics affirms the strategy of supply, the cyber balance between supply and demand must not be deepened, and even then, the strength of supply, even in stocks, seems encouraging.

Wiener foresaw the creation of the most powerful weapon of today. (Concentration of media powers) and Robert Cooper (2003) states that “postmodern states function among themselves on the basis of law and open collaborative security Cooper, 2003, pp. 123-125). But when it comes to the more old-fashioned forms of the state outside the postmodern borders, Europeans must return to the cruder methods of the older age, force, first strike, deception... In the jungle, everyone must use the laws of the jungle.”!? (Cooper, 2003, pp. 123-125). There is no human response to attitudes without cover. In the First World War, all British soldiers wore the same uniforms, but when it was time for breakfast, lunch,... on one side, there were white soldiers and colored soldiers on the other. And the quality of the food was different. Serbian soldiers shared part of their ranks with colored British soldiers. And now what!?! Human rights!?! Results of Le Billon's study (2001) showed the linkages between natural resources and armed conflicts had criminal character of their inclusion in international primary commodity markets responds to an exclusionary form of globalisation.

DIVERSIFICATION OF BUSINESS ACTIVITIES AS A RESPONSE TO THE CHANGE

The reallocation of economic and overall social resources, that is, their structural rearrangement, is a necessary reaction to almost every type of identified instability and destructive effect of the causes of change. As a rule, the output schedule will follow a set of objectives. The explanatory variable, a necessarily derived category, as a result of the specification of econometric relationships, requires, not only in the form of net present value, but also a series of previously deferred values, to construct as goals the pace of redirection of distribution and input and output in favor of forced diversifications (Pierce, 2005, p. 74).

The results of analysis of the literature in domain of the evolutionary economic geography pointed to various factors as well as diversification processes as a driver of economic growth (Pylak & Kogler, 2021). The case study of Poland in period 1931 to 2000 had been analysis by Pylak & Kogler (2021). The results revealed that diversification based on knowledge-intensive-related industries were conducive to growth.

Typification appears as a form of assortment selection, but not its impoverishment, in favor of sharpening one's own capacity profile and production profile. The process of regional narrowing is carried out, and the more complex the product category, the more difficult the narrowing process is, especially in terms of geographical space. The regional aspect in unstable conditions comes to the fore. As location factors lost their importance with the penetration of digitization, irregular events (wars, floods, fires, epidemics) reaffirm them. The narrower location and concentration of problem-oriented resources are especially important in the creation of a new, autonomous, even challenged, desirable, quick-reacting economic structure. The European value system (!?), without the value matrix is a familiar phraseology.

We have a war in the neighborhood, but it is not a surprise, because careful analysts could have overlooked it. This was followed by a rapid realignment in terms of supplies, overnight proclaimed strategic resources, whether they are on the input side or the output side. The first reaction is the creation of stocks and then savings, and targeted distribution. Without the state, nothing happens. Inequalities are reinforced and follow the politics of priority as a cause of disruption. There is a need for an efficient inventory management policy and a changed economic structure, because inventory contradicts economic efficiency.

Observing the technical and technological achievements, the pace of development and the intensity of application, unprecedented in the processes of economic development, the derived dynamics show us that the time from discovery to mass application is significantly shortened. It took 112 years for photography, 56 years for radio, 6 years for television, and only a week for maser. New applications on computers, tablets and mobile phones experience affirmation with each new model almost immediately. Increasing the capacity of the broadcaster's offer requires the appropriate capacity of the receiver (telephone), which means that technological improvements themselves devalue and promote innovative achievements. It is a matter of combinations and interactions of various technological improvements. Through computers, robotics, digitalism, information technology, energy, telecommunications and environmental technologies, a dominant influence on society is achieved. Networks are an aid. There are sets of innovations and sets of changes happening. The most important thing is to meet them and that's the challenge for diversification. Compass strategies define new landmarks. Irregular conditions, which are assumed to last, lead to a reduction and narrowing of complementary capacities. Then there is a break in the spatial environment with accompanying other capacities and on the basis of the capacity profile and especially on the basis of the production profile. If diversification in the processes of creation led to the process of increasing the industrial structure first, and the increase in concentration also resulted in regional expansion as a form of approach to locational factors, which created opportunities for additional acquisition and distribution of resources, in irregular conditions we have the reverse process and strengthening of control . Diversification at the regional level is also aimed at expansion as a form of stabilization and creation of conditions for increasing the level of employment. Depending on the level of duration of instability, regional, sectoral, directed or autonomous diversification is confirmed or challenged in relation to the strength of the resistance acting on it.

With turns in production profiling, diversification is carried out at the company level, while investments follow capacity profiling as a degree of own technical roundness. Based on the level of independence, further forms and breadth of production and business cooperation are decided. (We list only some innovative achievements from the recent past: Internet - created in 1969 as Arpanet - military communication network; Mobile phone, Skype, Viber, WhatsApp, and countless accompanying applications... PC - revolution and miniaturization processes; Optical fiber - fiber phone calls have become cheap wherever you call; E-mail; GPS device; Laptop; CD/DVD; Digital camera; RFID; Microelectromechanical systems; DNA printing; Air bag; ATM; Advanced batteries; Hybrid car; Display panels; High definition TV ; Nanotechnology; Spacecraft; Flash memory, Voice messages; Hearing aids; HF radio of low range, and others.

The technological boom and the achievements of science play an increasingly important role in the processes of economic and social development. Evolutionary economics and digital Darwinism have brought with them exponential growth and progress, which has already passed into the daily routine, and corresponds to the law of exponential growth of science and the necessary transition to logistics.

Do scientific and technical technological achievements contribute and lead to diversification, especially in industrial enterprises. The answer is certainly yes to both, with the necessity of controlling all the changes occurring. We state this because of the fact that innovation processes and achievements of technical progress ignore the fact of their destructive

characteristics. It is a question of the degree of evaluation of the contribution of their performances in relation to the existing ones and to the overall quality of the output.

Diversified risk is a category derived from the functional degree of functioning of existing economic data. This requires the diversification of the business portfolio of the organization and the system in general.

Management by means of an exception allows activities on "standoff" (Todosijević, 2010, pp. 14-15); and requires continuous monitoring of the information system so that a false sense of security is not gained as a result of the absence of reporting. Management by exception appears as normal objectivity in conditions of irregularity, either creative or destructive of changes coming from the environment. Then crisis management is also possible.

A prescriptive approach in strategy development proves to be necessary and not only in wartime conditions. Long-term monitoring is necessary and requires the following algorithmic steps: environmental analysis; defining vision, mission and goals; development of options; rational selection; identification of the strategic way forward; realization in space and time; control of the functioning of the organization. "We emphasize that complex concepts are not built from simple concepts, but simple concepts are abstracted from complex concepts. Logical positivists are wrong when they try to unify science in such a way as to logically reconstruct it from the units into which it was broken down. Views that our knowledge related to the complex develop from our knowledge about the simple are simply not correct, because inference based on induction is not possible" (Todosijević, 2010, p. 305).

In irregular situations, goals are redefined. Then the emphasis is on synthesis of goals and concentration of efforts. A prerequisite for a "new" strategy is a way of thinking that directs us only towards achieving results. Profit is not mentioned. However, as a rule, there are achievements in organizational, group and individual advancement. Due to the turbulence in the environment, which can be the result of the effect of technical progress, competition or crises of varying intensity, the company's position and environmental factors are relativized (Todosijević Lazović, 2015).

More recent research on behavior in the conditions of the emerging and current crisis shows that the presence of danger, as an opportunity for forecasting, and even the prognostic judgments themselves, did not lead to changes in the behavior of companies (Todosijević, 1995, pp. 307-315).

Reactions occurred after the facts, even in the conditions of the existence of reliable forecasts. competition and other irregular conditions: war, floods, fires, pandemics, etc.), must be integrated into the organizational structure and into the flow of the organization's goals.

In wartime conditions, diversification in industrial enterprises and primary activities in general are, as a rule, a forced category. There are changes in the criteria of demand, a necessary reaction on the side of motivation is coming. This is especially true for agriculture, the food industry, dedicated (military) production and a range of related production activities and services. The protection of the energy, telecommunications sector and the overall infrastructure, which enables the efficient functioning of all activities, must be at the level of generally functioning mobility. Everything is placed and concentrated in the function of satisfactory certainty. Communication means and connection systems are given particular importance.

The atomic bomb, the "Manhattan" program, Los Alamos, the concentration of politically eligible scientists, the introduction of unprecedented spending on the financing of nuclear programs is both an innovation and an event. The first results of a destructive character are over 100,000 dead in Hiroshima and Nagasaki, the first victims of Japanese cities.

Flu vaccines, ballpoint pen, Penicillin, Jet engines, Blood plasma transfusion, Electronic computers, Radar, scanner, magnetic resonance, ultrasound devices, etc. Cosmos is a new economic spatial destination - artificial satellites, spacecraft and stations. Great achievements. It seems to us that the greatest discovery is Cybernetics and man's effort to create and master artificial intelligence on the basis of medical cybernetics - the way of biological functioning of living beings, and the theory of prediction. Strategic management as a generic sum of knowledge, at the head of management technologies as the oldest in order: mechanical, energy and information technology, finds its biggest support in cybernetics as its corrective factor. We happened upon a chip and a biosensor. We are on the threshold of the discovery of the bio chip and the quantum computer. An unexpected "acceleration rate of acceleration rate" occurs, the fourth derivative of the velocity vector. Mastering achievements is an obligation so that they do not turn into their opposite. There is also optronics - converting photon light into electricity, solar power plants, seas and oceans as strategic sources of supplementary resources. Deuterium, heavy hydrogen, which is abundant at the bottom of the ocean, with a controlled thermonuclear reaction, would provide abundant energy. The sun sends more energy to the earth in a fraction of a second, greater than the total production of the earth. The problem: it is not concentrated - it is scattered.

Ceramic diesel engine, new composite materials, miniaturization of production technological processes and substitution of raw resources, progress in agriculture and food industry.

The intellectualization of services and the secondary and tertiary sectors forced the diversification of "benefits". War and irregular conditions impose diversification of obligations. Command strategies are emerging. "Stability is one of the most important features of system behavior and is a fundamental concept used in physics, biology, technology, economics, and cybernetics. The concept of stability is used to justify the permanence of some characteristic of the system's behavior." (Lerner, 1975, p. 61).

With each innovation, regardless of the area of affiliation, a new algorithm of their achievements is projected, including the elements of desirable dispersion.

We list only some of the innovative achievements that we can remember: Walkie Talkie; Duct Tape - Duct Tape; Microwaves; Cargo Pants; Aviator Glasses; GPS; EpiPen; Meteor radar; Jeep; Ambulance and First Aid System; Blood Bank and Transfusion; Quartz watch; Orlon, Perlon Krylon, Nylon, Penicillin; Canned Food; Super glue; Digital

photography; 3D printer; Microbattery; smart technology; Canister; Television cameras that can record contents invisible to the eye; RC (Radio Control) – Remote control; Computer. Artificial intelligence has its own analogy in performance. Biology is the basis for constructing artificial intelligence products based on the principle of the human brain. “Living systems are macroscopic, multimolecular formations, within which an intensive exchange of information takes place, where the transfer of information from one stable system to another in the process of evolution (hereditary information) is characteristic”. (Parin & Bajevski, 1966, pp. 67-68)

We cited the previous quote, because even in the development process of economic systems, existing products, including technique and technology as a product, represent the basis for innovation in their areas, so that we follow the evolutionary processes of the biological world. Everything else, as a form of events and exchange of information, are derived categories, which correspond to each other, including the forms of “disorganized development” - diversification, which is usually dictated by the degree of complexity of the final product and geopolitic events and the strategies caused by them. The results of empirical study showed that management support will be a key factor of faster economic renewal of Serbian companies thought corporate entrepreneurship strategies (Kontic et al., 2022).

Many companies restructure their operations, either on the basis of successful or unsuccessful diversification, in order to concentrate on the core links of their own value chain while the less important ones are organized outside the system. Broadly diversified firms often consider reengineering strategies to focus on core business areas. Business position is the result of business attractiveness. If the company knows the goal, the algorithm can always be set.

CONCLUSION

Homeostaticity and development, complete or structurally chosen, in the cybernetic and evolutionary sense of duration and survival, are the main characteristics of the organizational system. This is especially true for the main producers of value creation and increase. Changes in conditions in the external environment, the degree of openness and the dynamics of the environment relativize the existing state and cause changes when a reaction necessarily follows. Reaction to turbulent situations is actually a form of adaptation and active feedback of companies and organizational systems in general. At the same time, it is also a type of intelligence of the system itself, which determines the ability to choose goals. Strategies are derived as well as imposed categories. The system strives for survival and duration.

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