

DEVELOPMENT OF ENVIRONMENTAL AWARENESS AS A BASIS OF SUSTAINABLE DEVELOPMENT ON THE EXAMPLE OF TRADE ENTERPRISES IN RASINA DISTRICT

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RAZVOJ EKOLOŠKE SVESTI KAO OSNOVE ODRŽIVOG RAZVOJA NA PRIMERU TRGOVINSKIH PREDUZEĆA U RASINSKOM OKRUGU

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Abstract: *In light of growing degradation of our environment, the application of the ecological dimension of sustainable development is becoming one of the most current topics in the trade sector. As intermediaries between the producers and the consumers, trade enterprises, undertaking various ecological activities, are having a growing role in the strengthening of the ecological awareness. Consequently, the subject of the research is the existence of awareness of the importance of environmental protection in trade enterprises in the Rasina district. The development of the ecological awareness on the higher level is one of the most important factors of positive change in our environment. The research task is reflected in the consideration of the level of development of ecological awareness in trade enterprises in the Rasina district and their involvement in the projects for environmental protection. In accordance with the above, the goal of this research is to identify the level of environmental awareness in trade companies operating in the area of Rasina district. The survey was done via poll, and the sample consisted of employees in trade companies in this area. The results of the research show us that the employees think that the trade companies in which they are employed have a strong awareness of the importance of environmental protection.*

Keywords: *sustainable development, environmental awareness, trade enterprises, ecological projects*

Rezime: Usled sve veće degradacije životne sredine primena ekološke dimenzije održivog razvoja postaje jedna od veoma aktuelnih tema i u sektoru trgovine. Kao posrednici između proizvođača i potrošača trgovinska preduzeća, preduzimajući različite ekološke aktivnosti, imaju sve značajniju ulogu u jačanju ekološke svesti. Shodno tome, predmet istraživanja je postojanje svesti o važnosti zaštite životne sredine u trgovinskim preduzećima u Rasinskom okrugu. Kako je na višem stupnju razvijena ekološka svest jedan od značajnijih faktora pozitivne promene stanja životne sredine, zadatak istraživanja se ogleda u razmatranju stepena razvoja ekološke svesti trgovinskih preduzeća u Rasinskom okrugu i uključenosti istih u projekte zaštite životne sredine. U skladu sa navedenim, cilj istraživanja je da se identifikuje stepen izraženosti ekološke svesti u trgovinskim preduzećima koja posluju na području Rasinskog okruga. Anketiranje je sprovedeno putem upitnika, a uzorak su činili zaposleni u trgovinskim preduzećima na ovom području. Rezultati istraživanja pokazuju da zaposleni smatraju da trgovinska preduzeća u kojima su zaposleni imaju izraženu svest o važnosti zaštite životne sredine.

Gljučne reči: održivi razvoj, ekološka svest, trgovinska preduzeća, ekološki projekti

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Introduction

In recent years, resource constraints have been tightened, environmental pollution has become increasingly serious, and ecosystems have been continuously degraded (Shen & Wang, 2022). During their development, humans have adjusted the nature to their needs and necessities by creating new values, but at the same time causing damage to the natural balance in the environment via their activities (Pajtic, 2012). That sort of disturbance caused to the natural balance has in most part gained the calling of an ecological crisis. Socio-economic development, distinguished by a ruthless and extremely irresponsible attitude towards nature, amid uncontrolled aspirations for an excessive increase in material wealth, has urged humanity to worry about its future, quality of life, and their survival on this planet, in a very real and serious way (Biocanin et al., 2017). For that reason, with the economic and social dimension, knowledge and application of ecological dimension of the sustainable development is coming to be of fundamental meaning for all organizational systems. Its proper application, among other things, implies the existence of a certain degree of environmental awareness whose essence is reflected in having a conscience about the need to take certain actions with the aim of prevention of any further degradation of the already severely degraded environment.

The current business environment is ever changing and complex, so the enterprises

Uvod

Poslednjih godina, ograničeni resursi su potrošeni, zagađenje životne sredine postaje sve ozbiljnije, a ekosistem se u konknuitetu degradira (Shen & Wang, 2022). Tokom svog razvoja, čovek je sebi i svojim potrebama prilagođavao prirodu stvarajući nove vrednosti, ali je istovremeno svojim aktivnostima narušio prirodnu ravnotežu u životnoj sredini (Pajtić, 2012). Takvo narušavanje prirodne ravnoteže u značajnoj meri dobija karakter ekološke krize. Društveno ekonomski razvoj, karakterisan bezobzirnim i krajnje neodgovornim odnosom prema prirodi, usled nekontorlisane težnje za prekomernim povećanjem materijalnog bogatstva, doveo je čovečanstvo u opasnu situaciju da realno i ozbiljno strepi za svoju perspektivu, kvalitet života i, na kraju, sam opstanak na Planeti (Biočanin i dr., 2017). Iz tog razloga, pored ekonomske i socijalne dimenzije, poznavanje i primena ekološke dimenzije održivog razvoja postaje od fundamentalnog značaja za sve organizacione sisteme. Njena pravilna primena, između ostalog, podrazumeva i postojanje određenog stepena ekološke svesti čija se suština ogleda u posedovanju savesti o potrebi za preduzimanjem određenih akcija sa ciljem sprečavanja dalje degradacije sada već uveliko degradirane životne sredine.

Trenutno poslovno okruženje je promenljivo i složeno, pa preduzeća moraju stalno

have to identify creative and ecologically acceptable solutions over and over again (Munteanu et al., 2020). Given that the requirements related to environmental protection in modern society are increasingly pronounced, it is expected of the trading companies to adapt their operations to those requirements as well. For retailers, sustainability is a competitive imperative that goes beyond simply portraying themselves as good corporate citizens (Vadakkepatt et al., 2021). Leaders of trade companies must be aware of the importance of environmental protection and that, according to *Cuzovic* and *Sokolov Mladenovic* (2012), environmentally irresponsible management received a double "penalty". On one hand, the "penalty" comes from the consumer who does not buy the product, and on the other hand from the socio-economic environment that sanctions it with a clause "pay-polluter" (Cuzovic & Sokolov Mladenovic, 2012). In accordance to that, in recent times, the protection of the environment and work on its further preservation are very important issues that attract the attention of these companies.

The Need for Development of Ecological Awareness

Never has the need for a truly healthy and preserved natural environment been as great as it is today, but there is less and less of it (Damjanovic et al., 2020). Economic benefits from business activities have improved prosperity and living conditions all over the world, but at the same time, many of these activities have directly and indirectly led to negative effects including ecological damage (Sullivan et al., 2018). Prioritizing economic expansion and growth at any cost has contributed to the problem of environmental protection becoming not only important but also vital. Unlike local disturbances that only affect those people who encounter them at the point of origin, climate disturbance is a problem for all humanity (Nadoveza & Pešić, 2020). Consequences caused by human activity threaten the existence and jeopardize the further survival of mankind. Ten new ecological threats with which we are faced in the twenty first century were identified at the global level, those being: global warming, shortage of drinking water, lack of energy, constant natural hazards, rapid loss of biological diversity, city expansion, growth of human population, rise of sea

da identifikuju kreativna i ekološki prihvatljiva rešenja (Munteanu et al., 2020). S obzirom da su zahtevi vezani za zaštitu životne sredine u savremenom društvu sve izraženiji, i od trgovinskih preduzeća se očekuje da svoje poslovanje prilagode njima. Za trgovinska preduzeća održivost postaje konkurentski imperativ koji podrazumeva nešto više od prikazivanja sebe kao dobrog korporativnog građanina (Vadakkepatt et al., 2021). Rukovodioci trgovinskih preduzeća moraju biti svesni značaja zaštite životne sredine i toga da prema mišljenju *Ćuzovića* i *Sokolov Mladenović* (2012), ekološki neodgovoran menadžment dobija dvostruku „kaznu“. Sa jedne strane „kazna“ dolazi od potrošača koji ne kupuje proizvod, a sa druge strane od društveno-ekonomskog okruženja koje ga sankcioniše klauzulom „zagađivač plaća“ (Ćuzović & Sokolov Mladenović, 2012). Shodno tome, u poslednje vreme zaštita životne sredine i rad na njenom daljem očuvanju, predstavljaju veoma važna pitanja koja zaokupljaju pažnju i ovih preduzeća.

Potreba za razvojem ekološke svesti

Nikada potrebe za iskonski zdravom, očuvanom prirodnom sredinom nisu bile velike kao danas, a nje je sve manje (Damjanović i dr. 2020). Ekonomske koristi od poslovnih aktivnosti poboljšale su prosperitet i uslove života širom sveta ali, u isto vreme, mnoge od ovih aktivnosti su direktno i indirektno dovele do negativnih uticaja uključujući i ekološku štetu (Sullivan et al. 2018). Davanje prioriteta privrednoj ekspanziji i rastu po svakoj ceni doprinelo je tome da problem zaštite životne sredine ne postane samo aktuelan već i životno važan. Za razliku od lokalnih poremećaja koji samo utiču na one ljude koji se susreću sa njima na mestu nastanka, poremećaj klime je problem čitavog čovečanstva (Nadoveza & Pešić, 2020). Posledice izazvane ljudskom delatnošću ugrožavaju egzistenciju i dovode u pitanje dalji opstanak čovečanstva. Na globalnom nivou identifikovano je deset glavnih ekoloških pretnji sa kojima smo suočeni u 21. veku, i to: globalno zagrevanje, nedostatak pijeće vode, nedostatak energije, učestali prirodni hazardi, rapidan gubitak biološke raznovrsnosti, širenje gradova, rast ljudske populacije, porast nivoa mora,

level, reduction of groundwater levels, infectious diseases and carcinogenic and mutagenic diseases (Djordjevic & Cvetkovic, 2014). Instead of measuring their progress by diversity and the richness of nature as conscious beings, humans impoverish it even more, making themselves even poorer in that way. For due to that kind of attitude towards the environment, many goods that once seemed unlimited and free, today, have become rare and have a relatively hefty price (clean air, water, woods, etc.) (Damnjanovic et al., 2020).

In such conditions, it is impossible to view nature as an inexhaustible source of wealth and ignore the need to develop environmental awareness. The quantity of natural resources has become visibly endangered, which has stimulated the need for changes in the understanding and behavior towards the environment and the promotion of the concept of sustainable development. The concept of sustainable development arose from the need to preserve the environment in order to maintain its quality at the appropriate level for future generations (Stanojevic, 2018). This emphasizes the preservation of natural resources, solving numerous environmental challenges and problems thus encouraging the development of environmental awareness.

Development of ecological awareness is no easy task. Although care for the environment has always existed, the development of environmental awareness did not occur until the second half of the 18th century, which resulted in the observation and recognition of processes and phenomena in nature, but also understanding environmental laws and adapting, as well as harmonizing human behavior and actions (Pajtic, 2012). Ecological consciousness does not only contain knowledge about the state and changes in nature that occur in relation to society, but also provides insights into possible ways and means of solving environmental problems (Markovic et al., 2012). As the degradation of the environment, in the conditions of unpredictable changes, is gaining momentum, it would be desirable to work to a greater extent on encouraging environmental awareness. The existence of a higher level of environmental awareness prevents the uncontrolled consumption of scarce natural resources and environmental pollution and thus enables the improvement of the quality of life for this generation, but also

smanjenje nivoa podzemnih voda, infektivne bolesti i bolesti karcinogeneze i mutageneze (Đorđević & Cvetković, 2014). Umesto da čovek kao svesno biće svoj progres meri raznolikošću i bogatstvom prirode, on je sve više osiromašuje čineći tako i sebe siromašnijim za mnoga dobra koja su nekada izgledala neograničena, besplatna a danas su zbog takvog odnosa postala retkost i dobila relativno visoku cenu (čist vazduh, voda, šume, itd.) (Damnjanović i dr., 2020).

U takvim uslovima je nemoguće posmatrati prirodu kao neiscrpn izvor bogatstva i zanemarivati potrebu za razvojem ekološke svesti. Kvantitet prirodnih resursa postao je vidno ugrožen, što je podstaklo potrebu za promenama u shvatanju i ponašanju prema životnoj sredini i promovisanju koncepta održivog razvoja. Koncept održivog razvoja se iznedrio iz potrebe očuvanja životne sredine kako bi se njen kvalitet održao na odgovarajućem nivou i za buduće generacije (Stanojević, 2018). Time se akcenat stavlja na očuvanju prirodnih resursa, rešavanju brojnih ekoloških izazova i problema i podsticanju razvoja ekološke svesti.

Razvoj ekološke svesti ne predstavlja jednostavan zadatak. Iako je briga o životnoj sredini oduvek postojala, do razvoja ekološke svesti došlo je tek u drugoj polovini 18. veka što je imalo za posledicu uočavanje i prepoznavanje procesa i pojava u prirodi, ali i sagledavanje ekoloških zakonitosti i prilagođavanje i usklađivanje ljudskog ponašanja i delovanja (Pajtić, 2012). Ekološka svest ne sadrži samo saznanja o stanju i promenama u prirodi koje nastaju odnosnom društva prema njoj, već sadrži shvatanja o mogućim putevima i načinima rešavanja ekoloških problema (Marković i dr., 2012). Kako degradacija životne sredine, u uslovima nepredvidivih promena sve više uzima maha, poželjno bi bilo u većoj meri raditi na podsticanju ekološke svesti. Postojanje višeg stepena ekološke svesti sprečava nekontrolisano trošenje deficitarnih prirodnih resursa i zagađivanje životne sredine i time omogućava poboljšanje kvaliteta življenja postojećih, ali pruža i pravo na zdravu okolinu onih generacija koje tek dolaze. Može se reći da je ekološka svest u određenoj meri razvijena kada

provides the right to a healthy environment for those generations to come. It can be said that ecological awareness is to a certain extent developed when a person feels uncomfortable disturbing or polluting the environment, and that it is developed to a higher degree when he is ready to take the necessary actions to prevent this from happening. Ecological awareness is sufficiently developed when a person shows a willingness to encourage other people to behave responsibly towards the environment.

However, the development of environmental awareness is necessary not only at the individual but also at the organizational level. The modern world is already largely faced with the need for all companies, regardless of their field, to take joint responsibility in terms of environmental protection. Consequently, trade companies must find alternative ways of development that will not lead to further destruction of an already largely devastated environment. Trade, especially retail, has an important role to play in connecting producers, consumers but also employees and the community as a whole (Sokolov Mladenovic & Cuzovic, 2014). Retailers serve as the main interface between business and society (Rahdari et al., 2020). That is why it is important that the business model of these companies is in line with environmental principles and laws that are in the nature. In this way, a balance is established between economic needs and environmental potentials and thus prevents further disturbance of the ecological balance. Consequently, in recent years, the topic of sustainability has gained prominence in many retail sectors (Ruiz – Real et al., 2019). Although driven by various motives, research shows that more and more companies are taking care of their impact on the environment and implementing business policies aimed at reducing or eliminating the negative consequences that their business has on the environment (Ditrih et al., 2019). The above-mentioned actually implies the use of resources in a sustainable way and the willingness to invest in environmental protection and in various environmental projects in order to prevent its further pollution, or to take responsibility for irresponsible behavior. Raising awareness of the importance of environmental protection would contribute to the fact that trade companies, as well as manufacturing ones, do not adapt nature to their needs

se čovek oseća nelagodno prilikom narušavanja ili zagađivanja životne sredine, a da je ona na višem stupnju razvijena kada je on spreman da preduzme potrebne akcije da do toga ne bi došlo. Ekološka svest je u dovoljnoj meri razvijena i kada čovek pokazuje spremnost da i druge ljude podstiče da se ponašaju odgovorno prema životnoj sredini.

Međutim, razvoj ekološke svesti je neophodan ne samo na individualnom već i na organizacionom nivou. Savremeni svet je već uveliko suočen sa potrebom da sva preduzeća, bez obzira kojom se delatnošću bave, preduzmu zajedničku odgovornost u pogledu zaštite životne sredine. Shodno tome, i trgovinska preduzeća moraju da pronađu alternativne puteve razvoja koji neće dovesti do daljeg uništavanja već uveliko devastirane životne sredine. Trgovina, posebno maloprodaja, ima važnu ulogu u povezivanju proizvođača, potrošača ali i zaposlenih i društvene zajednice u celini (Sokolov Mladenović & Čuzović, 2014). Trgovinska preduzeća služe kao glavni interfejs između biznisa i društva (Rahdari et al., 2020). Zato je važno da model poslovanja ovih preduzeća bude usklađen sa ekološkim principima i zakonima koji vladaju u prirodi. Na taj način se uspostavlja balans između ekonomskih potreba i ekoloških potencijala i time sprečava dalji poremećaj ekološke ravnoteže. Shodno tome, poslednjih godina tema održivosti dobija na značaju i u sektoru trgovine (Ruiz-Real i dr., 2019). Iako vođene raznim motivima, istraživanja pokazuju da sve više kompanija vodi računa o svom uticaju na životnu sredinu i da implementiraju poslovne politike usmerene ka smanjenju ili otklanjanju negativnih posledica koje njihovo poslovanje ima na životnu sredinu (Ditrih i dr., 2019). Prethodno zapravo podrazumeva korišćenje resursa na održiv način i spremnost da se ulaže u zaštitu životne sredine i u različite ekološke projekte sa ciljem sprečavanja njenog daljeg zagađivanja, ili da se za neodgovorno ponašanje preuzme odgovornost. Podizanje svesti o značaju zaštite životne sredine doprinelo bi tome da i trgovinska preduzeća, poput proizvodnih, ne prilagođavaju prirodu svojim potrebama uzimajući iz nje i više nego što je potrebno za stvaranje nove vrednosti, a da ništa ne pružaju zauzvrat. Ekološka

by taking from it more than is necessary to create new value, without providing anything in return. Environmental awareness is important. If the company maintains environmental awareness it will create value and a good image in the eyes of the stakeholders (Amelia & Sudiby, 2023). Environmental concern is getting increasing importance in consumer shopping decisions (De Canio et al., 2021). Customers tend to be loyal to businesses that have a solid reputation for environmental responsibility and sustainable practices (Bagali et al., 2022).

A retail company can contribute to sustainable development in a way that in its business policies, in which it determines its growth and development, it focuses on the choice of possibilities that are in coordination with protecting the nature, be it directly or indirectly (Sokolov Mladenovic, 2017). For that reason, the term "landscaping" of the business activities is gaining more importance in recent times. Because of that, in many of the trade businesses, green products are being discussed more often, as well as green prices, green expenses, green stores, the possibilities to implement green technologies, and the like. Also, energy needs have increased so sources and approaches to energy development are changing, asking questions about environmental and human health impacts (Burke et al. 2017). In the context of the application of the concept of sustainable development in small retail trade, great importance is attached to the use of energy from renewable sources, the so-called green energy (Lukic & Molnar, 2016). By adopting a green way of doing business, trade companies can encourage the development of environmental awareness. With this in mind, one of the largest retail chains in the country, the company *Delez Serbia*, opened the first organic store on November 7, 2018 - *Maxi supermarket* [<https://www.maxi.rs/naseaktivnosti>].

In addition to the new ecological system of commercial cooling, the ecological Maxi supermarket is also equipped with modern functional and economical equipment according to the highest ecological standards for storage and display of goods [<https://www.maxi.rs/naseaktivnosti>].

Furthermore, the development of awareness of the need to protect the environment can be encouraged in other ways. For example, what can be highlighted are

svest je važna jer preduzeće koje poseduje ekološku svest stvara vrednost i dobar imidž u očima javnosti (Amelia & Sudiby, 2023). Briga o životnoj sredini dobija sve veći značaj u odlukama potrošača o kupovini (De Canio i dr., 2021). Kupci su lojalniji preduzećima koja imaju reputaciju ekološki odgovorne i održive poslovne prakse (Bagali i dr., 2022).

Maloprodajna kompanija može doprinosti održivom razvoju na način da se u vođenju poslovne politike, kojom određuje vlastiti rast i razvoj, fokusira na izbor mogućnosti koje su usklađene sa zaštitom prirode bilo direktno ili indirektno (Sokolov Mladenović, 2017). Iz tog razloga pojam „ozelenjavanja“ poslovnih aktivnosti u poslednje vreme sve više dobija na značaju, te se u mnogim trgovinskim preduzećima sve češće govori o zelenim proizvodima, zelenoj ceni, zelenim troškovima, zelenim prodajnim objektima, mogućnostima primene zelene tehnologije, i tome slično. Takođe, potrebe za energijom su se povećale a izvori i pristupi razvoju energije se menjaju, postavljajući pitanja o Uticajima na životnu sredinu i ljudsko zdravlje (Burke i dr., 2017). U kontekstu primene koncepta održivog razvoja u trgovini na malo veliki značaj se pridaje i upotrebi energije iz obnovljivih izvora, tzv. zelene energije (Lukić & Molnar, 2016). Usvajanjem zelenog načina poslovanja, trgovinska preduzeća mogu podstaći razvoj ekološke svesti. Sa tim ciljem je jedan od najvećih trgovinskih lanaca u zemlji, kompanija *Delez Srbija* 07. novembra 2018. godine otvorila prvu ekološku prodavnicu-*Maksi supermarket* [<https://www.maxi.rs/naseaktivnosti>]. Pored novog ekološkog sistema komercijalnog hlađenja ekološki Maksi supermarket opremljen je i modernom, funkcionalnom i ekonomičnom opremom po najvišim ekološkim standardima za čuvanje i izlaganje robe [<https://www.maxi.rs/naseaktivnosti>].

Pored toga, može se i na druge načine podstaći razvoj svesti o potrebi za zaštitom životne sredine. Primera radi, mogu se istaknuti prodajne tehnologije koje omogućavaju kupcu da kupuje ne trošeci energiju prevoznog sredstva s kojim se mora dovesti na lokaciju prodajnog objekta (Sokolov Mladenović, 2017). Moguće je,

the technologies that allow the customer to buy without expending the energy of the vehicle with which it must be brought to the location of the sales facility (Sokolov Mladenovic, 2017). It is also possible to include a larger number of organic products that are available to buy. *Joshi and Rahman* (2015) are of the opinion that smaller retailers should not, for the sake of formality, store one or two green products in their stores, but should keep various products so that consumers have a better and wider range of choices, which would really encourage consumers and society to become "green". This "green thinking" should be a part of the work culture and ethics of the organization (Joshi & Rahman, 2015).

Of course, the question of the cost-effectiveness of adopting green technologies and implementing sustainable development policies arises, (Ditrih et al., 2019) as well as undertaking certain projects related to environmental protection in general.

In that case, one should always start from the fact that human health is what is most important and that irresponsible behavior can significantly endanger it. For example, wastewater, improper disposal of solid waste, incorrect text on food labels, inadequate transport and storage of goods, etc., can have a detrimental effect on human health. On the other hand, the management of trade companies should start from the fact that if responsible behavior towards the environment does not bring certain benefits immediately, positive results will certainly be visible after a certain period either in the form of positive reputation, strengthening market share or higher profitability. For example, as *Lukic* and his associate point out (2016) the goal of global retailers in the coming period is to increase the share of energy from renewable sources in total energy consumption, and the reduction of carbon dioxide emissions related to energy consumption, which will reduce energy costs in retail. The positive economic effect of reducing energy costs in retail are an additional increase in sales, profits and return on investment (Lukic & Molnar, 2016). Retailers also use sustainable operations to achieve both environmental and economic objectives (Gong et al., 2019).

Thus, as intermediaries between producers and consumers, trading companies can have a significant impact on shaping environmental awareness. Accordingly,

takođe, u prodajni asortiman uvrstiti veću količinu organskih proizvoda.

Joshi i Rahman (2015) su mišljenja da trgovci na malo ne bi smeli radi formalnosti da skladište jedan ili dva zelena proizvoda u svojim prodavnicama, već bi trebali da drže razne proizvode kako bi potrošači imali bolji i širi opseg izbora, čime bi zista podstakli potrošače i društvo da postanu „zeleni“. Ovo „zeleno razmišljanje“ trebalo bi da bude deo radne kulture i etike organizacije (Joshi & Rahman, 2015).

Naravno, postavlja se pitanje isplativosti usvajanja zelenih tehnologija i implementiranja politika održivog razvoja (Ditrih i dr., 2019) i uopšte preduzimanja određenih projekata vezanih za zaštitu životne sredine.

U tom slučaju treba uvek poći od toga da je zdravlje ljudi na prvom mestu i da se neodgovornim ponašanjem ono može u značajnoj meri ugroziti. Recimo, otpadne vode, nepropisno odlaganje čvrstog otpada, netačan tekst na etiketama hrane, neadekvatan transport i skladištenje robe, itd, mogu imati štetno dejstvo po ljudsko zdravlje. Sa druge strane, rukovodstvo trgovinskih preduzeća treba da pođe od toga da ukoliko odgovorno ponašanje prema životnoj sredini ne donese trenutno određene benefite, pozitivni rezultati će biti sigurno vidljivi nakon određenog perioda bilo u vidu pozitivne reputacije, jačanja udela na tržištu ili veće profitabilnosti. Recimo, kako *Lukić* sa saradnikom ističe (2016) cilj globalnih maloprodavaca u narednom periodu je povećanje udela energije iz obnovljivih izvora u ukupnoj potrošnji energije, te redukcija emisije ugljen dioksida u vezi sa energetsom potrošnjom što će uticati na smanjenje troškova energije u maloprodaji. Pozitivni ekonomski efekti smanjenja troškova energije u maloprodaji su dodatno povećanje prodaje, profita i prinosa od investicija (Lukić & Molnar, 2016).

Trgovinska preduzeća koriste održive aktivnosti za postizanje ekoloških i ekonomskih ciljeva (Gong et al., 2019). Dakle, kao posrednici između proizvođača i potrošača, trgovinska preduzeća mogu imati značajan uticaj na oblikovanje ekološke svesti. Shodno tome, cilj svakog trgovinskog preduzeća treba da bude

the goal of every trading company should be to develop a more advanced level of environmental awareness. In order for that to happen, it is necessary for these companies to invest a certain amount of available funds in projects related to environmental protection, which some trade companies that operate in the Rasina district are already doing. For example, in 2018, the trading company *Lidl*, started the project "Reset plastic", and set goals that should be achieved by 2025, that are: a) to reduce the use of plastic by 20%; b) to recycle 100% of packaging for the brands of this company to the greatest extent; c) to use an average of 20% recycled material in the plastic packaging of its brand [<https://kompanija.lidl.rs/nasa-odgovornost/reset-plastic>].

Also, projects to provide special containers or recycling bins, which separate cardboard from plastic and mixed waste, (like *BIG Krusevac*), may influence the adoption of an attitude that would result in desirable consumer behavior when it comes to the environment. In this way, awareness would be raised that disposing of waste in nature causes negative consequences and that waste needs to be recycled and disposed of in special containers, which would consequently increase society's interest in environmental issues.

It can be said that today, considering the relevance of the concept of sustainability, sustainable management of human resources is a decisive factor in the successful functioning of any organizational system (Staletovic et al., 2021). It is important to point out that adequate solution of environmental problems is possible only if the stance is accepted that the protection and work on improving the environment is the obligation not only of management, but also of other employees in the company. For this reason, it would be desirable for employees in non-managerial positions to be aware of the importance of environmental protection. In order to achieve this, it is necessary that they also have some knowledge in the field of environmental protection, but also to adapt their behavior in accordance to that knowledge. Having the necessary environmental knowledge would reflect their sustainable literacy. Investing in human capital leads to savings in the use of physical capital and natural resources, but also benefits employees by creating better

razvoj naprednijeg stepena ekološke svesti. Da bi do toga došlo potrebno je da ova preduzeća investiraju određeni iznos raspoloživih sredstava u projekte vezane za zaštitu životne sredine, što pojedina trgovinska preduzeća koja posluju i na teritoriji Rasinskog okruga već čine. Primera radi, trgovinsko preduzeće *Lidl* je 2018. godine, u okviru projekta „Reset plastic“, postavilo ciljeve koje bi trebalo ostvariti do 2025. godine, i to: a) smanjiti upotrebu plastike za 20%, b) da 100% ambalaže za robne marke ovog preduzeća u najvećoj meri može da se reciklira, v) da u plastičnoj ambalaži svoje robne marke koristi u proseku 20% reciklata [<https://kompanija.lidl.rs/nasa-odgovornost/reset-plastic>].

Takođe, projekti obezbeđivanja specijalnih kontejnera ili reciklažnih kanti, koje razdvajaju karton od plastike i mešovitog otpada (poput tržnog centra *BIG Kruševac*), mogu uticati na usvajanje stavova koji bi rezultirali poželjnim ponašanjem potrošača prema životnoj sredini. Na taj način bi se podigla svest o tome da bacanje otpada u prirodu, izaziva negativne posledice i da je otpad potrebno reciklirati i odlagati u specijalne kontejnere, što bi posledično povećalo interesovanje društva za ekološke probleme.

Može se reći da danas, s obzirom na aktuelnost koncepta održivosti, održivo upravljanje ljudskim resursima predstavlja odlučujući činilac uspešnog funkcionisanja svakog organizacionog sistema (Staletović i dr., 2021). Važno je istaći da je adekvatno rešavanje ekoloških problema moguće isključivo ako se prihvati stav da je zaštita i rad na unapređenju životne sredine obaveza ne samo menadžmenta već i ostalih zaposlenih u preduzeću. Iz tog razloga, bilo bi poželjno da i zaposleni na nemanadžerskim pozicijama budu upoznati sa značajem zaštite životne sredine. Da bi se to postiglo, potrebno je da i oni poseduju određeno znanje iz oblasti zaštite životne sredine, ali i da svoje ponašanje prilagode tom znanju. Posedovanje potrebnog ekološkog znanja predstavljalo bi odraz njihove održive pismenosti. Ulaganje u ljudski kapital dovelo bi do uštede korišćenja fizičkih i prirodnih resursa, ali dovodi i do obezbeđivanja koristi za zaposlene stvarajući im bolji

living standards and well-being (Maksimovic, 2020). Of course, the managerial staff with its responsible behavior towards the environment should set an example to other employees. Successful environmental management in an organization needs special efforts of human resource management (Ullah, 2017). Green human resource management plays an important role in this. The motivation behind green human resource management is to develop, upgrade, and maintain an average of 20% recycled material greening among every employee in the organization (Chapol Alli et al., 2020). In addition, it should be borne in mind that without an adequately motivated workforce, it is difficult to achieve the desired development in the trade sector as well (Staletovic et al., 2020).

Adhering to the above, trade companies would participate in creating the basis for environmental protection and in general in promoting the right to a healthy environment. Accordingly, in the continuation of the work, and in accordance with the set subject, goal and hypotheses, the results of the conducted research will be presented.

Research Methodology

The research was conducted on a sample of 120 employees in trade companies operating in the Rasina district. The research covered 46 trade companies in the mentioned district. Most respondents from the sample work as sellers (113; 93.3%), while in the sample there are 2 (1.7%) respondents who are owners, managers and butchers and 1 (0.8%) respondents work as warehouseman and administrative workers. There are more females (85; 70.8%) in the sample than males (35; 29.2%). In terms of their education, most respondents have a high school education (103; 85.8%); then, 11 (9.2%) are with a university degree; 5 (4.2%) with primary school and 1 (0.8%) with completed master's or master's studies. There are no respondents with completed doctoral studies. The age structure shows us that most respondents are aged 31 to 40 (50; 41.7%); then, ages 41 to 50 years (39; 32.5%); after that, ages 18 to 30 years (19; 15.8%) and at last, ages over 50 years (12; 10%). Descriptive statistics and inference statistics were

životni standard i blagostanje (Maksimović, 2020). Naravno da menadžerski nivo svojim odgovornim ponašanjem prema životnoj sredini treba da pruži primer ostalim zaposlenima kako bi trebalo da se ponašaju. Uspešno upravljanje životnom sredinom zahteva posebne napore preduzeća po pitanju upravljanja ljudskim resursima (Ullah, 2017). Važnu ulogu u tome ima zeleno upravljanje ljudskim resursima. Zeleno upravljanje ljudskim resursima ima za cilj da se razvije, nadogradi i održi ekološki razvoj među svim zaposlenima u organizaciji (Chapol Alli et al., 2020). Osim toga, treba voditi računa i da je bez adekvatno motivisane radne snage teško ostvariti željeni razvoj i u sektoru trgovine (Staletović i dr, 2020).

Pridržavajući se prethodno navedenog, trgovinska preduzeća bi učestvovala u stvaranju osnove za zaštitu životne sredine i uopšte u promovisanju prava na zdravu životnu sredinu. Shodno tome, u nastavku rada, a u skladu sa postavljenim predmetom, ciljem i hipotezama biće predstavljeni rezultati sprovedenog istraživanja.

Metodologija istraživanja

Istraživanje je sprovedeno na uzorku od 120 zaposlenih u trgovinskim preduzećima koja posluju na području Rasinskog okruga. Istraživanjem je obuhvaćeno 46 trgovinskih preduzeća u navedenom okrugu. Najviše ispitanika iz uzorka rade na poziciji prodavca (113; 93,3%), dok u uzorku ima po 2 (1,7%) ispitanika koji su na poziciji vlasnika, poslovođe i mesara i po 1 (0,8%) ispitanik na pozicijama magacioner i administrativni radnik. U uzorku je više osoba ženskog (85; 70,8%), nego muškog (35; 29,2%) pola. Što se obrazovnog profila tiče, najviše ispitanika ima sa srednjom školom (103; 85,8%); zatim, 11 (9,2%) sa fakultetskim obrazovanjem; 5 (4,2%) sa osnovnom školom i 1 (0,8%) sa završenim master ili magistarskim studijama. Ispitanika sa završenim doktorskim studijama nema. Starosna struktura nam pokazuje da je najviše ispitanika starosti od 31 do 40 godina (50; 41,7%); zatim, starosti od 41 do 50 godina (39; 32,5%); nakon toga, starosti od 18 do 30 godina (19; 15,8%) i najmanje, starosti preko 50 godina (12; 10%). Prilikom

used during data processing. Determining the degree of expression of basic research variables, was done with the help of descriptive statistics techniques – arithmetic means and standard deviations, and the calculation of the difference between different levels of independent variables was done with the help of difference tests. The distribution of the created scale does not deviate statistically significantly from the normal distribution ($p > 0.05$), so parametric techniques (t-test and ANOVA) were used.

Data was collected using a Questionnaire and then entered into a matrix and analysed using a statistical data analysis program (IBM SPSS–version 20). In addition to general questions about gender, age structure, professional training, position of the employee, name and headquarters of the trading company, the used instrument also contained questions on the basis of which respondents evaluated the degree of development of environmental awareness and involvement by rounding one of the offered numbers in the range of 1 up to 5 in projects related to environmental protection in their companies. These are the following questions: To what extent are you concerned about problems related to environmental degradation; To what extent are environmental protection issues important for your trading company; How committed is your trading company to investing in projects related to environmental protection; To what extent does your trading company take into account energy efficiency; To what extent does your trading company respect ecological principles when using means of transport; How committed is your trading company to the sorting of garbage by types of waste; To what extent are plastic bags used in your trading company; To trading company is dominated by organic goods; To what extent do your managers inform you about the importance and possibilities of environmental protection, How much is your trading company dedicated to informing the public about the importance of environmental protection through certain marketing activities, with the aim of raising environmental awareness. In order to examine the level of development of environmental awareness in trade companies operating

obrade podataka korišćeni su postupci deskriptivne statistike i statistike zaključivanja. Utvrđivanje stepena izraženosti osnovnih varijabli istraživanja, rađeno je uz pomoć tehnika deskriptivne statistike–aritmetičke sredine i standardne devijacije, a izračunavanje razlike između različitih nivoa nezavisnih varijabli rađeno je uz pomoć testova razlika. Distribucija kreirane skale statistički značajno ne odstupa od normalne distribucije ($p > 0.05$), pa su korišćene tehnike parametrijske (t-test i ANOVA).

Podaci su prikupljeni pomoću Upitnika, a zatim su uneti u matricu i analizirani su pomoću statističkog programa za analizu podataka (IBM SPSS–version 20). Osim opštih pitanja o polu, starosnoj strukturi, stručnoj spremi, poziciji isitanika, naziva i sedišta trgovinskog preduzeća, korišćeni instrument je sadržao i pitanja na osnovu kojih su ispitanici zaokruživanjem jednog od ponuđenih brojeva u rasponu od 1 do 5 ocenjivali stepen razvoja ekološke svesti i uključenost u projekte vezane za zaštitu životne sredine u svojim preduzećima. Reč je o sledećim pitanjima: U kojoj meri Vas zabrinjavaju problemi vezani za degradaciju životne sredine; U kojoj meri su za Vaše trgovinsko preduzeće značajna pitanja zaštite životne sredine; Koliko je Vaše trgovinsko preduzeće posvećeno investiranju u projekte vezane za zaštitu životne sredine; U kojoj meri Vaše trgovinsko preduzeće vodi računa o energetskej efikasnosti; U kojoj meri Vaše trgovinsko preduzeće poštuje ekološke principe pri korišćenju transportnih sredstava; Koliko je Vaše trgovinsko preduzeće posvećeno razvrstavanju smeća po vrstama otpada; U kojoj meri se u Vašem trgovinskom preduzeću koriste plastične kese; U kojoj meri u prodajnom asortimanu Vašeg trgovinskog preduzeća dominira organska roba; U kojoj Vas meri Vaši rukovodioci informišu o značaju i mogućnostima zaštite životne sredine, Koliko je Vaše trgovinsko preduzeće posvećeno informisanju javnosti o važnosti zaštite životne sredine kroz određene marketinške aktivnosti, a u cilju podizanja ekološke svesti. U nameri da se ispita nivo razvijenosti ekološke svesti u trgovinskim preduzećima koja posluju na području

in the Rasina district, the following hypotheses were tested:

H1: *Ecological awareness of the importance of environmental protection in trade enterprises operating in the Rasina district has been developed.*

H2: *Trade enterprises in the Rasina district are involved in projects related to environmental protection.*

H3: *There is a statistically significant difference between people of different age groups and their attitudes about the level of development of environmental awareness in trade enterprises in Rasina district.*

H4: *There is a statistically significant difference between people of different age groups and their attitudes about how much a trade enterprise is involved in environmental projects.*

H5: *There is a statistically significant difference between men's and women's attitudes to the level of development of environmental awareness in trade companies in Rasina district.*

H6: *There is a statistically significant difference between men's and women's attitudes to how much a trade enterprise is involved in environmental projects.*

Namely, for the needs of the conducted research, a scale was constructed which checked the attitudes of the respondents to the level of development of environmental awareness in trade companies, as well as the involvement of trade companies in which respondents work in environmental protection projects. The created scale has a satisfactory but low reliability, which is 0.72, measured by the Cronbach's alpha reliability coefficient.

Research Result

Based on the data in *Table 1* and the comparison of theoretical descriptive values with empirical values, it can be conditionally concluded that employees in trading companies operating in the Rasina district consider that their companies have a high environmental awareness (AS=3.39; SD=0.51). Also, these respondents believe that trade shops in which employees work are involved in environmental protection projects (AS=3.52; SD=1.06).

Rasinskog okruga, testirane su sledeće hipoteze:

H1: *Ekološka svest o važnosti zaštite životne sredine u trgovinskim preduzećima koja posluju na području Rasinskog okruga je razvijena.*

H2: *Trgovinska preduzeća u Rasinskom okrugu su uključena u projekte vezane za zaštitu životne sredine.*

H3: *Postoji statistički značajna razlika između osoba različitih starosnih grupa i njihovih stavova o stepenu razvijenosti ekološke svesti u trgovinskim preduzećima u Rasinskom okrugu.*

H4: *Postoji statistički značajna razlika između osoba različitih starosnih grupa i njihovih stavova o tome koliko je trgovinsko preduzeće uključeno u projekte vezane za zaštitu životne sredine.*

H5: *Postoji statistički značajna razlika između muškaraca i žena i njihovih stavova o stepenu razvijenosti ekološke svesti u trgovinskim preduzećima u Rasinskom okrugu.*

H6: *Postoji statistički značajna razlika između muškaraca i žena i njihovih stavova o tome koliko je trgovinsko preduzeće uključeno u projekte vezane za zaštitu životne sredine.*

Naime, za potrebe sprovedenog istraživanja konstruisana je skala kojom su proveravani stavovi ispitanika o stepenu razvijenosti ekološke svesti u trgovinskim preduzećima, kao i o ekološke svesti u trgovinskim preduzećima koja posluju na području Rasinskog okruga, uključenosti trgovinskih preduzeća u kojima ispitanici rade u projekte zaštite životne sredine. Kreirana skala ima zadovoljavajuću ali nisku pouzdanost, koja iznosi 0,72, merenu Cronbach's alpha koeficijentom pouzdanosti.

Rezultati istraživanja

Na osnovu podataka u *Tabeli 1* i poređenja teorijskih deskriptivnih vrednosti sa empirijskim vrednostima, uslovno se može zaključiti da zaposleni u trgovinskim preduzećima koja posluju na području Rasinskog okruga smatraju da njihova preduzeća imaju visoku izraženu ekološki svest (AS=3,39; SD=0,51). Takođe, ovi ispitanici smatraju da su trgovinske radnje

These data support the *first* and *second research hypotheses*, and therefore the *first* and *second research hypotheses* can be considered accepted.

u kojima su zaposleni uključene u projekte zaštite životne sredine (AS=3,52; SD=1,06). Ovi podaci idu u prilog *prve* i *druge istraživačke hipoteze*, te se samim tim *prva* i *druga istraživačka hipoteza* mogu smatrati prihvaćenim.

Table 1: Display of descriptive indicators of the examined scales

Tabela 1: Prikaz deskriptivnih pokazatelja ispitivanih skala

	Theoretical Minimum	Theoretical Maximum	Theoretical AM	Empirical Minimum	Empirical Maximum	Empirical AM	SD
Ecological conscience	1	5	2,5	2,20	4,8	3,39	0,51
Involvement in environmental projects	1	5	2,5	1	5	3,52	1,06

Source: autors

The data in *Table 2* show that when observing the existence of a statistically significant difference in relation to the age structure of the sample (not comparing each group with each), it was not recorded on the Ecological Awareness scale (2.09; $r > 0.05$), while on the Involvement in environmental protection projects scale there is a difference (4.84; $r < 0.01$). However, when comparing categories based on age structure, it was observed that on the Ecological awareness scale respondents aged 31 to 40 years differ from respondents aged over 50 years ($r < 0.05$), by having a higher score on the Ecological Awareness scale. Also, respondents aged 31 to 40 years were statistically significantly different from respondents aged 41 to 50 years ($r < 0.01$) and those over 50 years ($r < 0.05$) in the level of expression of the Involvement in environmental protection projects scale.

Thus, the conducted research shows that younger respondents (from 31 to 40 years of age) believe that their trade companies respect environmental standards, because they have a highly developed environmental awareness in relation to respondents over 50 years of age.

Furthermore, these same respondents believe that the involvement of companies in environmental projects is higher compared to respondents aged 41 to 50 and over 50.

These data support the *third* and *fourth research hypotheses*, so it can be said that

Podaci u *Tabeli 2* pokazuju da kada se posmatra postojanje statistički značajne razlike u odnosu na starosnu strukturu uzorka (ne upoređujući svaku grupu sa svakom), ona nije zabeležena na skali Ekološka svest (2,09; $r > 0,05$), dok na skali Uključenost u projekte zaštite životne sredine razlika postoji (4,84; $r < 0,01$).

Ipak kada je upoređivana svaka kategorija sa svakom kategorijom starosne strukture, dobijeno je da se na skali Ekološka svest ispitanici starosti od 31 do 40 godina razlikuju od ispitanika starosti preko 50 godina ($r < 0,05$), i to tako što imaju veći skor na skali Ekološka svest. Takođe, ispitanici starosti od 31 do 40 godina statistički se značajno razlikuju od ispitanika starosti od 41 do 50 godina ($r < 0,01$) i onih preko 50 godina ($r < 0,05$) u nivou izraženosti skale Uključenost u projekte zaštite životne sredine.

Dakle, sprovedno istraživanje pokazuje da mlađi ispitanici (od 31 do 40 godina starosti) smatraju da njihova trgovinska preduzeća poštuju standarde zaštite životne sredine, jer imaju visoko razvijenu ekološku svest u odnosu na ispitanike starosti preko 50 godina. Dalje, ti isti ispitanici smatraju da je uključenost preduzeća u projekte zaštite životne sredine viša u odnosu na ispitanike starosti od 41 do 50 godina i preko 50 godina.

Ovi podaci idu u prilog *treće* i *četvrte istraživačke hipoteze*, pa se, samim tim,

the *third* and *fourth* research hypotheses have been confirmed.

može reći da su *treća* i *četvrta* istraživačka hipoteza potvrđene.

Table 2: Display of the difference in the level of expression of the examined scales in relation to the age structure of the respondents

Tabela 2: Prikaz razlike u nivou izraženosti ispitivanih skala u odnosu na starosnu strukturu ispitanika

			F statistics	p
Ecological conscience			2,09	0,11
Involvement in environmental projects			4,84	0,00
Ecological conscience	(I) age structure	(J) age structure	difference AM (I-J)	p
	31-40	over 50	0,34	0,03
Involvement in environmental projects	31-40	41-50	0,80	0,00
		over 50	0,65	0,04

F statistics - difference test, AM- Arithmetic mean, p - statistical significance

Source: authors

A statistically significant difference between men and women was obtained on the Ecological Awareness scale (-2; $r < 0,05$), while on the Involvement in environmental protection projects scale (-0,77; $r > 0,05$) the difference was not obtained - *Table 3*. The data in *Table 3* show that women more than men believe that the trading companies in which they are employed pay attention to environmental protection, i.e. that they have a developed awareness of the importance of environmental protection.

The data presented in this table support the *fifth* research hypothesis, and the *fifth* research hypothesis can be considered confirmed. However, when it comes to the *sixth* research hypothesis, the obtained data do not support this research hypothesis, so it was rejected.

Statistički značajna razlika između muškaraca i žena dobijena je na skali Ekološka svest (-2; $r < 0,05$), dok na skali Uključenost u projekte zaštite životne sredine (-0,77; $r > 0,05$) razlika nije dobijena - *Tabela 3*.

Podaci u *Tabeli 3* pokazuju da žene više od muškaraca smatraju da trgovinska preduzeća u kojima su zaposlene obraćaju pažnju na zaštitu životne sredine, odnosno da imaju razvijenu svest o značaju zaštite životne sredine.

U ovoj tabeli predstavljeni podaci idu u prilog *pete* istraživačke hipoteze, te se *peta* istraživačka hipoteza može smatrati potvrđenom. Međutim, kada je reč o *šestoj* istraživačkoj hipotezi, dobijeni podaci ne idu u prilog ove istraživačke hipoteze, te je ona odbijena.

Table 3: Display of the difference in the level of expression of the examined scales in relation to the gender of the respondents

Tabela 3: Prikaz razlike u nivou izraženosti ispitivanih skala u odnosu na pol ispitanika

	t - statistics	p
Ecological conscience	-2	0,04
Involvement in environmental projects	-0.77	0.44

Source: authors

Discussion of Research Results

In modern business, the protection and improvement of the environment, as well as the rational use of available natural resources is one of the key priorities for achieving the goals and principles of sustainable development. Since ecological awareness contains ecological knowledge, evaluation of the ecological situation and ecological behavior, its impact on environmental protection is significant and is reflected in: understanding of possible ways and means of solving environmental problems, protection of nature from further disturbance in order to preserve the natural framework of human life and the readiness of individuals and social groups to engage in nature protection and responsibly treat other people and future generations (Markovic, 2017).

Since their business can influence the creation or solution of environmental problems, trade companies are also expected to contribute to the development of environmental awareness through their responsible behavior towards the environment. The position of mediator between production companies and consumers makes it easier for them.

Namely, by undertaking various environmental activities, these companies can play a very important role in promoting the importance of environmental protection. And in order for that to happen, it is necessary for them to have a developed awareness of environmental issues. Motivated by this, this study sought to examine the degree of development of environmental awareness in trading companies operating in the following municipalities in the Rasina district: Krusevac, Aleksandrovac, Brus, Cicevac, Varvarin, Trstenik.

The emergence of post-industrial society in the early 1970s marked, among other things, the growing role of intangible resources in which people, or their knowledge, abilities and competencies, play a decisive role in economic and overall social development (Kulic & Djuric, 2014). It can be said that employees with their knowledge and experience represent a very valuable resource of every modern company. Consequently, the survey covered employees in various positions in these companies. The intention was to look into their views on the level of development of environmental awareness in the trade

Diskusija rezultata istraživanja

U savremenim uslovima privređivanja zaštita i unapređenje životne sredine kao i racionalno korišćenje raspoloživih prirodnih resursa predstavlja jedan od ključnih prioriteta za dostizanje ciljeva i principa održivog razvoja. Pošto ekološka svest sadrži ekološko znanje, vrednovanje ekološke situacije i ekološko ponašanje, njen uticaj na zaštitu životne sredine je značajan i ogleda se u: posedovanju shvaćanja o mogućim putevima i načinima rešavanja ekoloških problema, zaštitu prirode od daljeg narušavanja kako bi se očuvao prirodni okvir života čoveka i spremnost pojedinaca i društvenih grupa da se angažuju u zaštiti prirode i odgovorno odnose prema drugim ljudima i budućim generacijama (Marković, 2017).

S obzirom da svojim poslovanjem mogu uticati na stvaranje ili rešavanje ekoloških problema, od trgovinskih preduzeća se očekuje da svojim odgovornim ponašanjem prema životnoj sredini doprinesu razvoju ekološke svesti. Pozicija medijatora između proizvodnih preduzeća i potrošača im to i olakšava.

Naime, preduzimajući različite ekološke aktivnosti, ova preduzeća mogu imati veoma značajnu ulogu u promovisanju važnosti zaštite životne sredine. Da bi do toga došlo potrebno je da i ona imaju razvijenu svest o ekološkim pitanjima. Motivisani time, u ovoj studiji se poseglo za ispitivanjem stepena razvoja ekološke svesti u trgovinskim preduzećima koja posluju na području sledećih opština u Rasinskom okrugu: Kruševac, Aleksandrovac, Brus, Čičevac, Varvarin, Trstenik.

Pojava postindustrijskog društva početkom sedamdesetih godina 20. veka označila je, između ostalog, sve veću ulogu neopipljivih resursa u kojima ljudi odnosno njihova znanja, sposobnosti i kompetencije, imaju odlučujuću ulogu u ekonomskom i ukupnom društvenom razvoju (Kulić & Đurić, 2014). Može se reći da zaposleni sa svojim znanjem i iskustvom predstavljaju veoma vredan resurs svakog savremenog preduzeća. Shodno tome, istraživanjem su upravo obuhvaćeni zaposleni na različitim pozicijama u tim preduzećima. Namera je bila da se sagledaju njihovi stavovi o stepenu razvijenosti ekološke svesti u trgovinskim

enterprises in which they are employed, but also to strengthen their awareness of environmental issues by filling out questionnaires. The obtained research results showed that the respondents believe that the trading companies in which they work have a strong awareness of the need to protect the environment. Also, the research showed that employees believe that trade companies are involved in environmental protection projects. The data obtained can be explained by the fact that recently there is an increasing number of trade companies that undertake various environmental activities, as follows: activities related to waste recycling, introduction of catalogs with the offer of organic products, opening of organic stores, use of equipment that complies with environmental standards, etc. Also, the idea of the research was to determine through the constructed questionnaire whether the attitudes of the respondents about the environmental awareness of the trade companies in which they are employed and about their inclusion in environmental protection projects differ by gender and age. Regarding the age structure, the results showed that respondents belonging to the category from 31 to 40 years of age have a more developed environmental awareness and believe that the trading companies in which they are employed are committed to environmental protection and various environmental projects. When it comes to gender, female respondents, compared to male respondents, to a greater extent believe that trade companies are committed to environmental issues. When it comes to the involvement of trade companies from the given sample in environmental protection projects, there is no difference of opinion among male and female respondents.

Conclusion

Development of environmental awareness at the higher level will contribute to the creation of a safer and better place for human life. In order for ecological awareness to be adequately developed, it is not enough just to have knowledge about the need to protect the environment, but it is also necessary to have a conscience, i.e. a willingness to harmonize behavior with the knowledge possessed. Inadequate behavior of certain companies towards the envi-

preduzećima u kojima su zaposleni, ali i da se popunjavanjem upitnika kod njih ojača svest o pitanjima zaštite životne sredine.

Dobijeni rezultati istraživanja su pokazali da ispitanici smatraju da trgovinska preduzeća u kojima rade imaju izraženu svest o potrebi za zaštitom životne sredine. Takođe, istraživanje je pokazalo da zaposleni smatraju da su trgovinska preduzeća uključena u projekte zaštite životne sredine. Dobijeni podaci mogu se objasniti time da je u poslednje vreme sve veći broj trgovinskih preduzeća koja preduzimaju različite ekološke aktivnosti, i to: aktivnosti vezane za reciklažu otpada, uvođenje kataloga sa ponudom organskih proizvoda, otvaranjem organskih prodavnica, korišćenjem opreme koja je u skladu sa ekološkim standardima, itd. Takođe, ideja istraživanja je bila i da se kroz konstruisani upitnik utvrdi da li se stavovi ispitanika o ekološkoj svesti trgovinskih preduzeća u kojima su zaposleni i o uključivanju istih u projekte zaštite životne sredine, razlikuju po polu i starosti. Što se tiče starosne strukture, rezultati su pokazali da ispitanici koji pripadaju kategoriji od 31 do 40 godina starosti imaju razvijeniju ekološku svest i smatraju da su trgovinska preduzeća u kojima su zaposleni posvećeni zaštiti životne sredine i različitim ekološkim projektima. Kada je reč o polu, ispitanici ženskog pola u odnosu na ispitanike muškog pola u većoj meri smatraju da su trgovinska preduzeća posvećena pitanjima zaštite životne sredine. Kada je reč o uključenosti trgovinskih preduzeća iz datog uzorka u projekte zaštite životne sredine, ne postoji razlika u mišljenjima među ispitanicima muškog i ženskog pola.

Zaključak

Na višem stupnju razvijena ekološka svest doprineće stvaranju bezbednog i kvalitetnog mesta za život ljudi. Da bi ekološka svest bila u adekvatnoj meri razvijena, nije dovoljno samo posedovati znanje o potrebi za zaštitom životne sredine, već je neophodno posedovati i savest, odnosno spremnost da se ponašanje uskladi sa posedovanim znanjem. Neadekvatno ponašanje pojedinih preduzeća prema životnoj sredini doprinelo je narušavanju ekološke ravnoteže do te mere da se vidno

ronment has contributed to the disturbance of the ecological balance to such an extent that the quality of life on Earth is visibly changing. Therefore, it is necessary to encourage the development of environmental awareness in all companies, which will later, through their responsible behavior, i.e. through various projects related to environmental protection, contribute to further strengthening of environmental awareness at the level of the entire community.

As the concept of sustainable development with its fundamental components has become imperative for any organizational system, the adoption of different environmental standards is becoming essential for trade companies as well. In accordance with the set goal, subject and task of the research, and based on the respondents' answers, it can be concluded that trade companies in the Rasina district, in which the research was conducted, have a developed awareness of the importance of environmental protection, which was the goal of this research. Namely, the conducted research confirmed the first hypothesis that ecological awareness of the importance of environmental protection has been developed in trade companies operating in the Rasina district, as well as the second hypothesis related to the inclusion of these trade companies in projects related to environmental protection. In addition, the research confirmed the third, fourth and fifth hypotheses, which refer to the existence of a statistically significant difference between people of different age groups and their views on the degree of development of environmental awareness in trade companies in the Rasina district, then that there is a statistically significant difference between people of different age groups and their views on the extent to which a trade company is involved in projects related to environmental protection, as well as that there is a statistically significant difference between men and women and their views on the level of development of environmental awareness in trade companies of the Rasina district. However, there is no statistically significant difference between men and women and their attitudes to how much business is involved in projects related to environmental protection, so this latter hypothesis is rejected.

menja kvalitet života na Zemlji. Zato je neophodno podsticati razvoj ekološke svesti u svim preduzećima, koja će kasnije svojim odgovornim ponašanjem, odnosno kroz različite projekte vezane za zaštitu životne sredine doprineti daljem jačanju ekološke svesti na nivou čitave društvene zajednice.

Kako je koncept održivog razvoja sa svojim fundamentalnim komponentama postao imperativ za svaki organizacioni sistem, usvajanje različitih ekoloških standarada postaje suštinski važno i za trgovinska preduzeća. U skladu sa postavljenim ciljem, predmetom i zadatkom istraživanja, a na osnovu odgovora ispitanika, može se zaključiti da trgovinska preduzeća u Rasinskom okrugu, u kojima je sprovedeno istraživanje, imaju razvijenu svest o važnosti zaštite životne sredine. Naime, sprovedeno istraživanje je potvrdilo prvu hipotezu o tome da je ekološka svest o važnosti zaštite životne sredine u trgovinskim preduzećima koja posluju na području Rasinskog okruga razvijena, kao i drugu hipotezu koja se odnosi na uključenost ovih trgovinskih preduzeća u projekte vezane za zaštitu životne sredine. Osim toga, istraživanjem je potvrđena i treća, četvrta i peta hipoteza, koje se redom odnose na postojanje statistički značajne razlike između osoba različitih starosnih grupa i njihovih stavova o stepenu razvijenosti ekološke svesti u trgovinskim preduzećima u Rasinskom okrugu, zatim na postojanje statistički značajne razlike između osoba različitih starosnih grupa i njihovih stavova o tome koliko je trgovinsko preduzeće uključeno u projekte vezane za zaštitu životne sredine, kao i na postojanje statistički značajne razlike između muškaraca i žena i njihovih stavova o stepenu razvijenosti ekološke svesti u trgovinskim preduzećima u Rasinskom okrugu. Međutim, statistički značajna razlika između muškaraca i žena i njihovih stavova o tome koliko je trgovinsko preduzeće uključeno u projekte vezane za zaštitu životne sredine ne postoji, time je poslednja hipoteza odbačena.

Ograničenje istraživanja može da se odnosi na veličinu uzorka kao i na nedovoljnu zainteresovanost zaposlenih za

The limitation of the research can be related to the size of the sample, as well as insufficient interest of the employees in filling out the questionnaire. The conducted research represents a current insight into the state of environmental awareness in trade companies located in the Rasina district, and can serve as a basis for some further research on environmental awareness in other districts with a larger sample, or throughout the Republic of Serbia.

popunjavanje upitnika. Sprovedeno istraživanje predstavlja trenutni uvid u stanje po pitanju stepena razvijenosti ekološke svesti u trgovinskim preduzećima koja se nalaze na području Rasinskog okruga, te može da posluži kao osnova za neka dalja istraživanja stepena razvijenosti ekološke svesti po drugim okruzima na većem uzorku, ili na teritoriji cele Republike Srbije.

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