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MODERN BANKING AND REAL BUSINESS IN CONDITIONS OF NON-STANDARD BUSINESS OPERATIONS

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Abstract: *Modern banking in developed market economies (such as banks in countries such as the countries of the Western Balkans) has been operating for decades in conditions of very fierce competition, both within the banking institutions themselves and within non-banking institutions, and all within the framework of the simultaneous performance of the transitional tasks of the economy. The big challenges for bank operations are precisely non-banking institutions, which perform almost all the same tasks as banks, and are not subject to the regulations that apply to bank operations. Circumstances and the market situation present in the banking markets forced banks and other financial institutions to raise the level of their market performance through various innovations, in order to more easily face expected or unexpected risks. All that observation in the mentioned economies is in the conditions of transition, privatization, damaged economic units, the collapse of the state, a major economic crisis, a pandemic and acts of war in the wider environment, which is the reality and the environment of the banking system, which should respond to the emerging socio-economic circumstances.*

Keywords: *modern banking in developed, trends, management.*

1. INTRODUCTION

The global connection of bank capital managed by the bank's top management, which is under the control of the bank's management body, is continuously connected with numerous legal entities that generate income on the market [1-9].

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The connection of finances at the general level is regulated by the decisions of state bodies where the leading role is played by the Supreme Bank, on the example of Serbia, it is the National Bank of the Republic of Serbia, which fundamentally regulates numerous enacted rights in finance on the basis of which management decisions in the economy are created, which is of great importance for the exercise of essential management rights in the finances of the economy, that is, at the state level of economic development [10-18].

Apart from that, the processes of creating realistic different models that relate primarily to development are of great importance for the realistic and successful functioning of numerous economic activities in the business of the real economy in one economy [19-25].

Taking into account numerous heterogeneous factors that can affect the real development of the economy, it is necessary to study with the aim of establishing real connections between economic activities that are primarily aimed at real development [26-30].

2. THE IMPORTANCE OF FUNCTIONING OF BANKING OPERATIONS IN HETEROGENEOUS CONDITIONS, BASIC CHARACTERISTICS

Considering the fact that banking operations can be performed under different market conditions, it is necessary to take a closer look at the following three positions in which banks can perform their operations.

Market positions relate to certainty, risk, and uncertainty and have the following characteristics:

(1) Jobs whose performance is expected to be under "normal" conditions or jobs that are expected to be performed with certainty in the future period, because these jobs do not involve any risk or are negligible.

Such safe and unchanging conditions in which banking operations are conducted are said to be conducted under conditions of certainty. Certainty means that there are no changes or they are negligible,

(2) Jobs that are performed to a greater or lesser extent better or worse than expected or planned. It is precisely these deviations from the pre-estimated probability that represent a possible risk.

This means that risk is something that is essentially predictable, but it is not reliably known to what extent it can be realized in the future. In most cases, it is assumed that the foreseen changes are realistic and possible.

Therefore, risk means that the actual change is equal to the predicted change.

(3) Businesses with uncertainty because there are unpredictable changes and unpredictable events that cannot be planned, reliably measured, or controlled.

Changes are rapid, sudden and with large oscillations and are known as volatility. In banking practice, there are statistical methods that can be used to express the probability of some change and some future event. In such conditions, uncertainty means that the actual change is equal to the sum of the predicted and unforeseen changes.

The aforementioned categorization of bank business conditions through certainty, risk and uncertainty indicates the possible limits of business risk management in banking. For a better understanding of the dimension of the risky market conditions of banks' operations, it is necessary to look at banking risks from several aspects, so that they can be managed as successfully as possible.

It is important to first define the risks, then group them and finally measure them for efficient management with the bank.

Risks in banking operations can be precisely defined, only if the essence of the risk is known and banking operations are known.

We should bear in mind the fact that any uncertainty and unplanned and sudden event in the bank's business activities represents a risk. Risk in bank operations can have material and immaterial components.

A material component can cause the loss of a part or the whole of a thing, its function, appearance and the like.

Intangible risk can be expressed as a loss of good reputation or image of the bank. Intangible risks can also have an impact on the business loss in the bank.

They can also have an impact on the status, which can later have an impact on the business success of the bank.

3. THE WORK OF INTERNAL AUDITORS IN THE FUNCTION OF IMPROVING THE OVERALL BUSINESS

The work of Internal Auditors in the function of improving the overall business should be viewed with the aim of considering heterogeneous requirements in their work in order to achieve the best possible business results in audit work.

Internal auditors should consider heterogeneous requirements in their work, such as:

- analysis of the effects (effectiveness) of the internal control system;

- the audit also deals with aspects of correctness, as well as the structure that ensures economy, efficiency and effects (effectiveness) in companies;
- considering the legality/correctness of transactions;
- analytical approach to work, where the starting point should be an overview of the auditee's characteristics, responsibilities and problems it faces, and the auditee's administration and organization;
- an active approach, through which audit work, where possible, is characterized by a constructive attitude that ensures changes, which can be seen in the maintenance of constructive and adequate relations with officials, but also in the timing and approach applied in reporting on audit findings.

The general flow of the implementation and existence of the internal audit, which is connected with the work of the accounting department in the company, was presented by the authors as shown in figure 1.

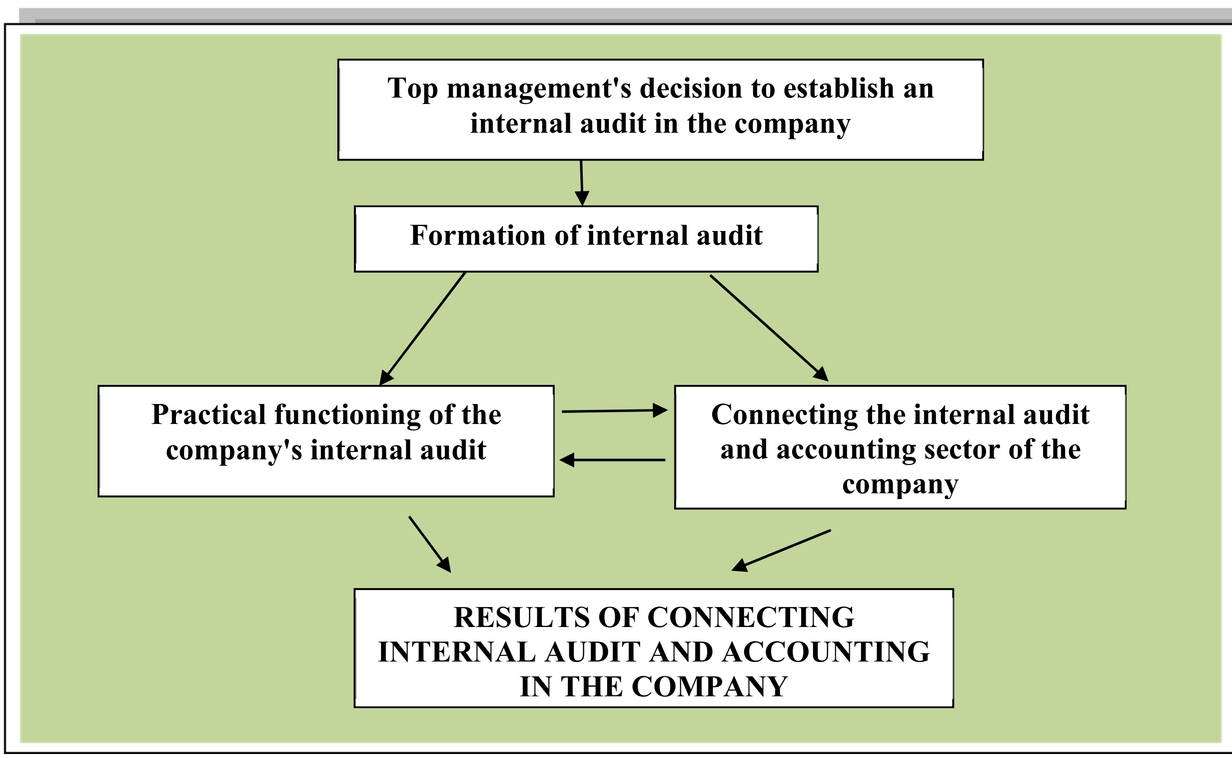

Figure 1. The general flow of internal audit implementation, which is related to the work of the accounting sector in the company.

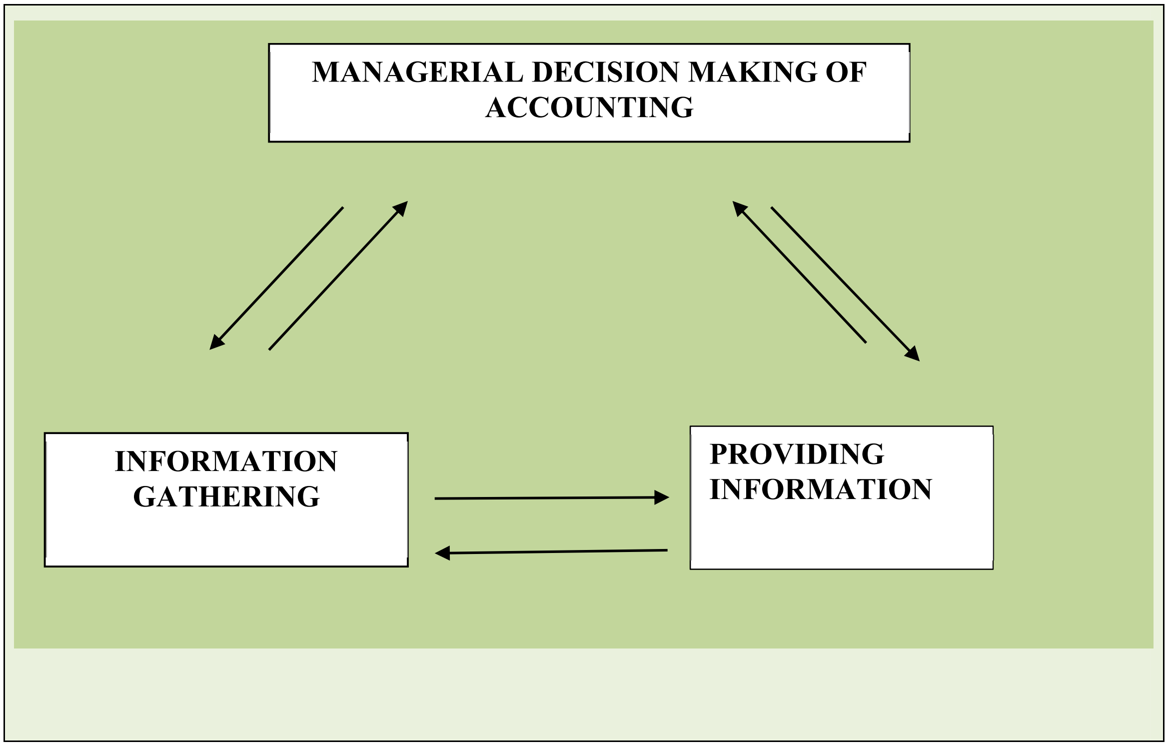

Figure 2: Presentation of marketing in business operations.

4. CONCLUSION

Modern tourist flows have led to changes in the structure of tourist needs on the side of tourist demand, which go beyond the framework of the industrial tourism model and shape tourism in accordance with the new lifestyle and new values that have been formed under the influence of globalization. The process of business decision-making in tourist companies should largely respect the entirety of the tourist environment, and therefore the process of globalization, which significantly affects the business and the making of business decisions in the business of tourist companies. In other words, globalization should be observed, respected and reacted to the observed conditions. in connection with the behaviour of a consumer's ability to make a certain statement should be viewed as the basis for the real business of tourist companies, especially when it comes to transition countries. The impact of globalization in the tourism industry is the basis for future safe, secure and efficient business and making plans and business in tourism companies. Such observation of global trends should be observed in real time,

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