poštovani čitaoci

Upravljanje, odnosno pravila kojima vlasti regulišu funkcionisanje kompanija i privreda dobilo je posebno na značaju u svetu zbog ekonomske krize, koje smo postali svesni tek prošle godine a koja se u svojoj žestini pokazala i u ovoj 2009. godini. Neuspeh borda direktora da ograniči prekomerne bonuse kojima se nagrađuje preuzimanje ekstremnih rizika može se smatrati problemom upravljanja koji je postao izražen u godinama uoči ekonomske krize. Ova tema, direktno i indirektno, prisutna je u istraživanjima dva američka naučnika koji su ove godine dobili Nobelovu nagradu za ekonomiju: Elinor Ostrom i Oliver Vilijamson.

Umesto klasičnog uvodnika nudimo vam kratku priču o njima.

Među najprestižnijom u svetu svakako je Nobelova nagrada za šest oblasti od kojih je najmlađa za ekonomiju koja se dodeljuje od 1969. godine. Osim ove karakteristike, Nobelova nagrada za ekonomiju se razlikuje od drugih i po tome što je testamentom nije predvideo pronalazač dinamita, švedski industrijalac i filantrop, po kome i nosi ime. Ovu nagradu dodeljuje i finansira Centralna banka Švedske, pod nazivom "*Nagrada Švedske centralne banke za ekonomsku nauku u čast Alfreda Nobela*". Inače, za izbor nagrađenih važe ista pravila kao i za druge oblasti, dodeljuje ih poseban odbor i dobitnik dobija ili deli sa drugima nagradu od 10 miliona kruna (970.000 evra).

Nije zato nikakvo čudo što svake godine izbor izazove različite komentare - od pozitivnih do negativnih! U godini svetske ekonomske krize sa posebnim interesovanjem očekivao se izbor nobelovaca iz ekonomije. U obrazloženju Nobelovog komiteta ističe se da su nagrađeni u svojim radovima pokazali kako ekonomska analiza može da pomogne u organizaciji upravljanja ekonomije. Izbor je, međutim, izazvao čuđenje jer su dobitnici nedovoljno poznati svetskoj javnosti. Ako je, smatraju iznenađeni, neko od naučnika trebao da dobije Nobelovu nagradu u periodu ekonomske krize onda bi to bili oni koji su se godinama borili za efikasno tržište.

Elinor Ostrom je prva žena koja je dobila Nobelovu nagradu za ekonomiju. Svojim radom je pokazala na koji način bi trebalo uspešno rukovoditi preduzećem i da udruženje korisnika može efikasno da vodi i upravlja zajedničkom imovinom. Time je dovela u pitanje uvreženo mišljenje da se zajedničkom imovinom loše upravlja i da je potrebno da se ona privatizuje ili da upravljanje regulišu centralne vlasti. U publikaciji "*Razvoj institucija za kolektivne mere*" iz 1990. godine ispitala je uspešne i neuspešne načine upravljanja prirodnim resursima, poput šuma, ribnih fondova mora, jezera i reka, naftnih polja, sistema za navodnjavanje i sl. koje koriste pojedinci. Ostromova je na osnovu istraživanja zaključila da je u većini slučajeva rezultat upravljanja prirodnim resursima bolji nego

dear readers

Governance, i.e. the rules that the authorities employ to regulate the functioning of companies and economies, has gained special importance worldwide due to the economic crisis which we only became aware of last year, and which, in all its furiousness, hit us in 2009, too. The failure of the board of directors to limit the over-excessive bonuses that rewarded those taking extreme risks may be considered a problem in governance which became particularly highlighted in the times of the global economic crisis. This topic is, directly and indirectly, covered in the research studies of the two American scientists that won the Nobel Economics Prize for 2009: Elinor Ostrom and Oliver E. Williamson.

Instead of a typical editorial, this time we offer you a short story about them.

The Nobel Prize is by all means among the most prestigious in the world, and is awarded in six fields, the newest of which is economics, originated back in 1969. Apart from this characteristic, the Nobel Prize for Economics differs from the rest by not being proposed by the inventor of dynamite, Swedish industrialist and philanthropist, after whom it is named. This prize is awarded and financed by the Central Bank of Sweden, hence the name *'The Central Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel'*. Still, when it comes to the choice of prize-winners, the same rules apply as in other fields, all of the prizes are awarded by a special committee, and the winner receives or shares with other winners the prize amounting to 10 million Swedish crones (equals 970,000 EUR).

Therefore, one should hardly be surprised that each year the choice excites different comments – ranging from positive to negative! In the year of the global economic crisis, the choice of the Nobel Economics Prize winners was expected with particular interest. The accompanying explanation of the Nobel Prize Committee underlines that the winners showed in their studies how economic analysis may facilitate the organization of economic governance. The choice itself was, however, met with surprise since the winners are insufficiently known to the general public. According to the opinion of those surprised, if a scientist is to be awarded the Nobel Prize in the times of the global economic crisis, it should be one of those who have been fighting for years for the efficient market.

Elinor Ostrom is the first woman to win the Nobel Economics Prize. Her work has identified the right way to successfully govern a company, showing that an association of users can efficiently administer and manage common resources. This cast some doubt on the widespread opinion that common resources are difficult to manage, and that it is necessary either to privatize them or let the central authorities regulate their management. In her publication titled *'Governing the Commons: The Evolution of Institutions for Collective Action'* in 1990, she examined the

što predviđaju standardne teorije.

Iako već duboko zašla u osamdesete godine (rođena 1933. godine) Elinor Ostrom je profesionalno veoma aktivna. Profesor je na Indijana Univerzitetu na predmetima: "*Politička nauka*" i "*Zaštita čovekove sredine*". Osim toga, ko-direktor je radionice Političke teorije i analize i Centra za institucionalne studije, populaciju i promene u čovekovoj okolini. Danas je angažovana i na Američkoj akademiji umetnosti i nauke.

Doktorsku diplomu političkih nauka stekla je 1965. godine na Univerzitetu Kalifornije, Los Anđeles, SAD. Dobila je 2006. godine nagradu doktora humanitarnih nauka Univerziteta Mičigen i Kozareli nagradu iz sredstava Nacionalne akademije nauka kao i počasne doktorate 2007. godine Upsala i Humbolt univerziteta. Bila je u brojnim odborima kao savetodavac: pri Nacionalnoj akademiji za administraciju, Nacionalnom odboru za krivične standarde, Nacionalnoj fondaciji za nauku i td.

Objavila je nekoliko knjiga: "*Razvoj institucija za kolektivne mere*" (1990. god.), "*Osnivanje institucija za upravljanje sistemima navodnjavanja*" (1992. god.), "*Institucijalni podsticaji i održivi razvoj*" (1993. god.) i "*Pravila, igre i zajednička sredstva*" (1994. god.). Od istraživačkih radova najpoznatiji su oni koji daju odgovor na sledeća pitanja: *kako se integrišu dokazi pronađeni tokom istraživanja kod podudarnih nauka u funkcionalni paket modela za istraživanje i objašnjenje izbora pojedinaca u različitim institucionalnim okruženjima, uključujući socijalne dileme, kolektivni izbor, birokratiju i složenu javnu ekonomiju; kako institucije proizvode informacije koje su potrebne pojedincima da donesu odluke; koja je vrsta nepristrasnosti ugrađena u različite načine donošenja kolektivne odluke*.

Elinor Ostrom zagovara brigu nad prirodnim resursima i potrebu upravljanja njima kao zajedničkim dobrom, ali i zajedničku borbu protiv pandemija, zagađivanja prirode i uništavanja biljnog i životinjskog sveta u čemu je, po svojim idejama i stavovima, bliska globalistima.

Drugi ovogodišnji nobelovac za ekonomiju Oliver Vilijamson dobio je nagradu za rad u oblasti rešavanja sukoba u korporacijama. On je analizirao ograničenja upravljanja komercijalnim kompanijama zaključivši da hijerahijske organizacije, kao što su firme, predstavljaju različite strukture upravljanja koje se razlikuju u pristupu rešavanja sukoba interesa. Ovaj sedamdesetsedmogodišnji stručnjak kalifornijskog Berkli univerziteta poseduje doktorat sa najvišim ocenama. U svom dugom profesorskom stažu predavao je Ekonomsko pravo i organizaciju na Jejl univerzitetu i Ekonomiju i društvene nauke na univerzitetu Pensilvanija. Danas je profesor na Višoj poslovnoj školi ekonomije i prava, član Nacionalne akademije nauka, dopisni član Američke akademije političkih i društvenih nauka, Američke akademije umetnosti i nauke i Ekonometrijskog udruženja.

Najnoviji istraživački rad odnosi se na ekonomske teorije firmi, tržišta, hibrida i javnih agencija i primene na javnu politiku i poslovnu strategiju.

Najznačajnije knjige Olivera Vilijamsona su "*Tržišta i hijerarhije: analiza i implikacije antikonkurentskog ponašanja*", "*Ekonomske institucije kapitalizma: firme, tržišta i ugovaranja*", "*Mehanizmi upravljanja*" i dr. Impresivan je i broj tekstova koje je pisao za brojne časopise kao što je "*Časopis za pravo, ekonomiju i organizaciju*" u kome je više godina bio urednik.

Osporavajući pravičan izbor ovogodišnjih nobelovaca mnogi zaboravljaju da su brojni eminentni stručnjaci iz ekonomije ostali slepi na nadolazeću nepogodu - svetsku ekonomsku krizu, najveću posle one tridesetih godina prošlog veka. Ostrom i Vilijamson nisu najavili dolazak finansijske krize, ali su barem istražili i obradili neke od njenih uzroka.

Glavni i odgovorni urednik
dr Veroljub Dugalić

successful and unsuccessful ways of governing natural resources, such as forests, fisheries, oil fields, irrigation systems, etc. exploited by individuals. Based on her research, Ostrom came to the conclusion that in most cases the result of managing natural resources proves to be better than predicted by the standard theories.

Although already in her eighties (born 1933), Elinor Ostrom is professionally still very active. She is a professor at Indiana University for the subjects *'Political Science'* and *'Environmental Protection'*. In addition, she is a Co-Director of the Workshop in Political Theory and Policy Analysis, and the Founding Director of the Center for the Study of Institutional Diversity. At present she is also an active member of the American Academy of Arts and Sciences.

She earned a PhD degree in political science in 1965 at UCLA, the USA. In 2006 she won the Doctor of Humane Letters Award at the Michigan University, and the Cozzarelli Award from the funds of the National Academy of Science, along with the honorary doctorates in 2007 from the Uppsala and Humboldt Universities. She was a member in the numerous advisory committees: within the National Academy of Public Administration, National Advisory Committee on Criminal Justice Standards and Goals, National Science Foundation, etc.

She has published several books: *'Governing the Commons: The Evolution of Institutions for Collective Action'* (1990), *'Crafting Institutions for Self-Governing Irrigation Systems'* (1992), *'Institutional Incentives and Sustainable Development'* (1993), and *'Rules, Games, and Common Pool Resources'* (1994). Of her many research studies, the most famous are the ones providing the answer to the following questions: *how to integrate the evidence found during a comparable sciences research into a functional package of models for research and explanation of choices individuals make in different institutional environments, including social dilemmas, collective choice, bureaucracy and complex public economy; how institutions produce the information necessary for individuals to reach decisions; what type of objectiveness is integrated into different ways of reaching a collective decision.*

Elinor Ostrom advocates the care of the natural resources and the need for them to be governed as common pool resources, but also the joint fight against pandemics, nature pollution, and destruction of flora and fauna, which, in terms of her ideas and opinions, brings her closer to globalists.

The other winner of the 2009 Nobel Economics Prize is Oliver Williamson, who won the award for his work in the field of corporate conflict resolution. He analyzed the limitations in managing commercial companies, with a conclusion that hierarchical organizations, such as companies, represent alternative governance structures, which differ in their approaches to resolving conflicts of interest. This seventy seven-year old expert from Berkley, University of California has a PhD degree with the highest grades. In his long working experience as a professor, he taught Economics of Law and Organization at Yale University, and Economics and Social Sciences at Pennsylvania University. Today he is a professor at the High School of Business, Economics and Law, a member of the National Academy of Sciences, American Academy of Political and Social Sciences, American Academy of Arts and Sciences, and Econometric Society.

His latest research studies are related to economic theories of companies, markets, hybrids, and public agencies, and their application to the public policies and business strategy.

The most significant books by Oliver Williamson are: *'Markets and Hierarchies: Analysis and Antitrust Implications'*, *'The Economic Institutions of Capitalism: Firms, Markets, and Relational Contracting'*, *'The Mechanisms of Governance'*, etc. He also wrote an impressive number of articles published in the numerous magazines, such as the *'Journal of Law, Economics and Organization'*, whose editor he used to be for many years.

By denying the rightful choice of this year's Nobel Prize winners, many people forget that the numerous eminent economic experts remained blind for the forthcoming disaster – the global economic crisis, the biggest after the one in the 1930s. Ostrom and Williamson may not have announced the arrival of the financial crisis, but at least they researched and examined some of its drivers.