

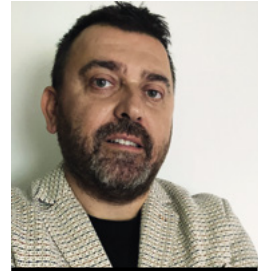


Controlling Response during the Covid-19 Pandemic in Bosnia and Herzegovina Enterprises

In Bosnia and Herzegovina experts did some research in their country regarding Covid-19 and the controlling response in companies. The theory and practice of controlling has been on the increase, also during the Covid-19 pandemic. The aim of the study was therefore to consider the controlling function response in Bosnia and Herzegovina enterprises and its importance during the pandemic. In order to obtain relevant answers from enterprises that have a business function of controlling, questionnaires were sent to enterprises in Bosnia and Herzegovina that might have a controlling function and to alumni of CBA-Controlling Business Academy Bosnia and Herzegovina. In 53.3% of cases respondents were directors of companies in Bosnia and Herzegovina, while 13.3% were head of the controlling department, 13.3% financial managers in the companies, and in the remaining 20% of cases they were business planners, analysts, and business owners.

In this research, the authors confirmed the hypothesis that controllers in Bosnia and Herzegovina enterprises success-

fully responded to the Covid-19 pandemic. Today's conditions of work for all Bosnian and Herzegovina enterprises are extremely complex, and the Covid-19 pandemic placed additional pressure on businesses. Regardless of size and organization, all enterprises wanted to continue trading during the pandemic, so they will not hesitate to analyze possibilities to preserve existing and create new value in the business. And one of the indispensable features is certainly increased application of controlling the operations of enterprises. This will surely only succeed for those who work to increase their viability, as the basis of their ability to achieve lasting business success. Spirited companies will quickly adapt to change, so the concept of controlling the application of proven in practice as a way of solving the problems of coordination and integration will become inevitable in the enterprise business. It is expected that the number of enterprises that apply controlling will increase in the future, along with an improvement of the framework conditions and the modernization of education. ■



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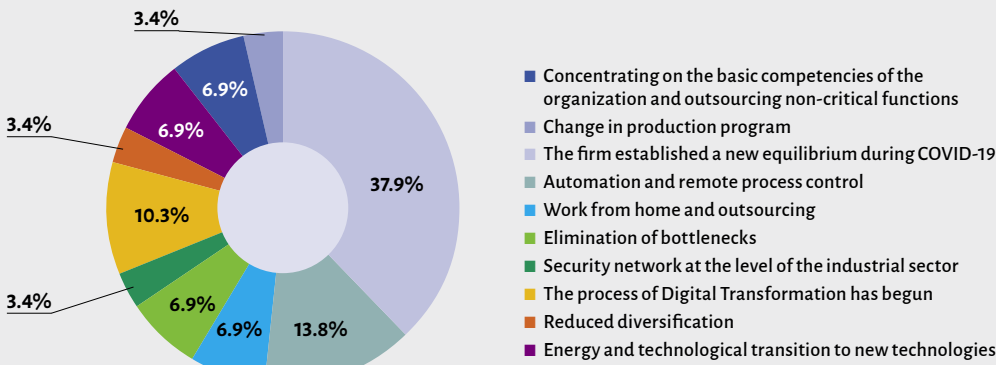
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CONTROLLING RESPONSE TO COVID-19 PANDEMIC



THE NEGATIVE CONSEQUENCES OF THE COVID-19 PANDEMIC ON YOUR BUSINESS

