

UNIVERZA V NOVEM MESTU

University of Novo mesto

FAKULTETA ZA EKONOMIJO IN INFORMATIKO

Faculty of Economics and Informatics

FAKULTETA ZA POSLOVNE IN UPRAVNE VEDE

Faculty of Business and Management Sciences

IZZIVI GLOBALIZACIJE

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IN DRUŽBENO-EKONOMSKO OKOLJE EU

zbornik povzetkov

GLOBALISATION CHALLENGES

AND SOCIAL-ECONOMIC ENVIRONMENT OF THE EU

book of abstracts

Novo mesto, 17. maj 2018

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*GLOBALISATION CHALLENGES AND THE SOCIAL-
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ZBORNIK POVZETKOV

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GLOBALISATION CHALLENGES AND THE SOCIAL-ECONOMIC ENVIRONMENT OF THE EU

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Povzetki / Abstracts

Povezave med makroekonomskimi kazalci in povprečno bruto plačo v Republiki Sloveniji

Eden izmed ključnih datumov v zgodovini Republike Slovenije je zagotovo 1. maj 2004. Takrat je Slovenija postala članica Evropske unije. Pred tem so bila potrebna dolgoletna pogajanja o pogojih pristopa Slovenije v EU, prilagoditev slovenske zakonodaje evropski in odprava razlik, ki bi ovirale doseg ciljev Unije oziroma delovanje njenega notranjega trga. Slovenija je danes ena izmed 28 držav članic EU, ki so ekonomsko, družbeno in politično globoko povezane. V prispevku analiziramo povezave med izbranimi makroekonomskimi kazalci in povprečno bruto plačo v Republiki Sloveniji za obdobje po vstopu v EU, tj. od leta 2006 do 2015, ugotavljamo pa tudi razlike v višini povprečne bruto plače pravnih oseb v Republiki Sloveniji med javnim in zasebnim sektorjem.

Ključne besede: bruto plače, povprečje, inflacija, BDP

Links between Macroeconomic Indicators and Average Gross Salary in the Republic of Slovenia

One of the key dates in the history of the Republic of Slovenia is certainly 1 May 2004, when Slovenia became a member of the European Union. Prior to joining the group of Member States, it was necessary to go through long-standing negotiations on the conditions of Slovenia's accession to the EU, to adapt the Slovenian legislation to the European, as well as to eliminate the differences that would hinder the achievement of the Union's objectives or the functioning of its internal market. Today, Slovenia is one of the 28 EU Member States, which are deeply connected economically, socially and politically. In the paper we analyse the links between the selected macroeconomic indicators and the average gross salary in the Republic of Slovenia for the period after the accession to the EU, i.e. from 2006 to 2015. We also determine the differences in the average gross salary of legal entities in the Republic of Slovenia between the public and private sector.

Key words: gross salary, average, inflation, GDP

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Opasnosti u mrežama interneta

Naučna definicija kaže: Zavisnost od Interneta je klinički poremećaj sa snažnim negativnim posledicama na socijalno, radno, porodično, finansijsko, ekonomsko funkcionisanje ličnosti. Istraživanja naučnika sa Zapada govore da ako neko provede na Internetu više od 38 sati nedeljno, odnosno, šest sati dnevno, onda je nesumljivo već postao zavisnik. Uprkos svim svojim mogućnostima, Internet je ipak samo alat koji nam, zavisno od toga kako ga upotrebljavamo, donosi i određene posledice. Zavisnost od Interneta je posledica raznih problema iz stvarnog sveta sa kojima se pojedinac svakodnevno susreće i umesto suočavanja sa tim problemom i njegovim rešavanjem u stvarnom svetu, izlaz traži u virtuelnom, internetskom. Postoje razna objašnjenja uzročnika zavisnosti od Interneta. U radu će se navesti samo neka koja su stručnjaci delimično obradili: bihejvioristički pogled, biomedicinsko objašnjenje, sociološko gledište, ACE teorije (sastoje se od pristupačnosti, kontrole i uzbuđenja).

Ključne reči: internet, opasnosti, zavisnosti

Dangers in the Internet Network

A scientific definition states: Internet addiction is a clinical disorder with strong negative effects on social, work, family, financial, and economic personality functioning. Researches of the Western scientists have shown that if a person spends more than 38 hours per week, i.e. six hours a day, on the Internet, they are certainly addicted. Despite all its possibilities, the Internet is still only a tool which, depending on the way of its usage, has particular effects on us. Internet addiction is the result of various real-world problems that the individual encounters every day, and instead of confronting and solving them in the real world, the solution is searched in the virtual, online world. There are different explanations of Internet addiction causes. The paper contains only some of them, which have been partially analysed by the scientists: behaviourist approach, bio-medical explanation, sociological point of view, ACE theories (consist of accessibility, control and excitement).

Key words: internet, dangers, addiction

Otpor tehničkim inovacijama u organizaciji

Pouzdana indikatori koji odlikuju današnju »ekonomiju znanja« su pre svega: jačanje i rast uslužnog sektora, proporcionalno smanjenje radne snage u industriji, porast udela intelektualnih dobara u vrednosti proizvoda i usluga, porast udela intelektualnih dobara u vrednosti preduzeća i, konačno, porast udela ekonomskih aktivnosti koje se zasnivaju na eksploataciji intelektualnih dobara u BDP-u. Kao dva osnovna parametra nameće se sve veći značaj intelektualne svojine ali i prevlast sektora usluga u odnosu na industrijski sektor. Šta je uzrok tome? Uzroci i razlozi su mnogobrojni i kompleksni, a predmet su proučavanja u ovog rada. Zbog čega se tehnološki razvoj i inovacije kod nas nalaze na niskim granama i koji su to otpori sa kojima se pronalazači i inovatori u organizacijama susreću? Odgovori na ova pitanja su služeni a kroz ovaj rad će oni postati mnogo jasniji. Problem kojim se ovaj rad bavi odnosi se na otpore promenama i sa tim u vezi na prepreke tehnološkom razvoju u preduzećima. Pri tome će se analizirati inovaciona klima na makro društvenom planu i na mikro planu. Cilj ovog rada je da ukaže na neke probleme za čije rešavanje su potrebne drugačije mere i drugi pristup na nivou društva kako bi se izbeg ili ubrzali otpori bržem uvođenju novih tehnologija u privredne organizacije.

Ključne reči: otpor, tehničke inovacije, inovaciona klima, tehnički razvoj

Resistance to Technical Innovations in Organisations

Reliable indicators which characterise today's "knowledge economy" are, above all, the reinforcement and growth of the service sector, proportional reduction of the workforce in the industry, increase in the share of intellectual property in the value of products and services, increase in the share of intellectual property in the value of the company and, nevertheless, the increase in the share of economic activities based on the exploitation of intellectual assets in BDP. As the two basic parameters, the increasing importance of intellectual property and the predominance of the service sector relative to the industrial sector are imposed. Why the low level of technology development and innovation in our country? What resistance inventors and innovators in the organisations need to face? Answers to these questions are complex, yet through this work they will become much precise. This paper deals with the problem of resistance to change and in this respect the barriers to technological development in enterprises. Accordingly, the innovation climate will be analysed at the macro social level and at the micro level. The aim of the paper is to point out some problems of which resolutions require different measures and different approaches at the community level in order to avoid or accelerate the resistance to faster introduction of new technologies into business organisations.

Key words: resistance, technical innovations, innovation climate, technical development

Nepoštena praksa v živilski verigi: slovensko in hrvaško pravo

Zaradi naraščajoče koncentracije v živilski predelavi, zlasti pa v trgovini na drobno, relativna tržna moč pogosto omogoča vsiljevanje nepoštenih poslovnih pogojev številčnejšim, bolj razpršenim in šibkejšim dobaviteljem. Evropska unija doslej ni sprejela nobenega zakonodajnega akta za rešitev tega problema, zato so posamezne države članice uvedle posebne predpise proti nepošteni praksi med primarnimi proizvajalci, kupci, predelovalci in trgovci na drobno v verigi preskrbe s hrano. Prispevek analizira vsebinske in institucionalne določbe v hrvaškem Zakonu o prepovedi nepoštenega poslovanja v prehranski verigi (2017) in slovenskem Zakonu o kmetijstvu, vključno s predlaganimi spremembami iz leta 2017.

Ključne besede: prehranska veriga, preskrba s hrano, nepošteno poslovanje

Unfair Practices in Agrifood Chain: Slovene and Croatian Law

Due to increasing concentration in food processing, especially in food retail sector, the relative market power is often abused to impose unfair contractual terms on more numerous, more dispersed and weaker suppliers. The European Union has not yet adopted any legislative act to deal with this problem, therefore several Member States adopted provisions against unfair practices in contractual relationships between primary producers, purchasers, processors, and retailers in the food supply chain. The paper analyses the substantial and institutional provisions in the Croatian Act on the Prohibition of Unfair Commercial Practices in the Food Supply Chain (2017), and the corresponding provisions in the Slovenian Act on Agriculture (including the proposed amendments from 2017).

Key words: agrifood chain, food supply, unfair business practices

Značaj implementacije sadržaja o reproduktivnom zdravlju u populacionoj i obrazovnoj politici

Polazište u radu je potreba za kreiranjem i implementacijom novih sadržaja o reproduktivnom zdravlju u strateškim dokumentima obrazovne i populacione politike Republike Srbije, u cilju usaglašavanja sa politikama Evropske unije. Analiza aktuelnih dokumenata ukazuje na činjenicu da sadržaji o reproduktivnom zdravlju nisu u fokusu i u meri narastajuće društvene potrebe, pre svega loše demografske prognoze. U okviru formalnog obrazovanja znanja o reproduktivnom zdravlju stižu se u osnovnoj i srednjoj školi u okviru nekoliko tema u nastavi, pre svega, biologije i fizičkog vaspitanja. Istraživanja o zastupljenosti sadržaja o reproduktivnom zdravlju u školskom sistemu Republike Srbije, sprovedena na Prirodno - matematičkom fakultetu u Novom Sadu, ukazuju na činjenicu da je informisanost mladih nedovoljna, što zbog nedovoljne zastupljenosti ovih tema u Nastavnom planu i programu, što zbog nedovoljne uloge roditelja, porodice i društva u celini u vaspitanju i obrazovanju mladih o seksualnosti i reproduktivnom zdravlju. Namera ovog rada je upravo da ukaže na značaj i društvenu potrebu sistemskog rešavanja problema uvođenjem sadržaja o reproduktivnom zdravlju u obrazovnu i populacionu politiku.

Ključne reči: reproduktivno zdravlje, obrazovna politika, populaciona politika

Importance of Implementation of Content about Reproductive Health in Population and Educational Policy

Starting point of this paper is the need for creating and implementing new contents about reproductive health in strategic documents of educational and population policy in Serbia, all in order to harmonize it with the EU policy. Analysis of the current documents shows that contents about reproductive health are not in focus and are not presented for the measure of increasing social needs, primarily of poor demographic prognosis. Within formal education, knowledge of reproductive health is obtained during primary and secondary school through teaching, primarily biology and physical education, and within several topics through all grades. Research in support of content about reproductive health in the school system in Serbia, which has been conducted by Faculty of Science in Novi Sad, show that the youth is insufficiently informed, foremost due to insufficient representation on these topics in Educational plan, as well as insufficient role of parents, family and society in whole in education of youth about sexuality and reproductive health. The intention of this paper is to point out the importance and social need for systematic solving of problems through strategic documents by presenting content about reproductive health in educational and population policy.

Key words: reproductive health, educational policy, population policy

Uvajanje organizacijskih sprememb v zdravstveni negi

Spremembe bi morale predstavljati izziv pri delu, saj so nepogrešljiva sestavina učinkovitega in uspešnega delovanja organizacije. Pomembno je, da se pred uvajanjem sprememb premisli, kaj je tisto, kar lahko ta proces ovira. V prispevku predstavljamo pogled 69 zaposlenih v zdravstveni negi na uvajanje sprememb v svoji organizaciji. Ugotovljeno je bilo, da 57 % anketirancev gleda na spremembe kot na izziv pri delu. Po njihovih izkušnjah je najpogostejši razlog za odpor proti spremembam sprememba navad (39 %). Kot najpogostejši razlogi za uvajanje sprememb so se pokazali delovna obveznost, izboljšanje opravljenega dela in cilji organizacije. Predlogi za spremembe najpogosteje pridejo s strani vodje (54 %). V literaturi najdemo napotke, kako obvladovati spremembe, kako seznaniti zaposlene z njimi in kako jih vpeljati v prakso. Za uvajanje sprememb se mora izobraževati vodilni kader. Vodje morajo prisluhniti tudi ostalim sodelavcem, njihovim željam in pomislekom glede uvajanje sprememb.

Gljučne besede: spreminjanje, uspešnost, odpor, organizacijska kultura

Introduction of Organisational Changes in Nursing Care

Changes should present a challenge at work, as they are an indispensable component of the effective and efficient operation of the organisation. To work well, the organisation needs to be constantly improved. Often, however, changes encounter resistance. Before introducing changes, it is important to consider what can hinder them. The paper presents the view of 69 nursing care employees on introduction of changes in their organisation. It was found that 57% of respondents perceive changes as a work challenge. According to their experience, the most common reason for resisting changes is the change of habits (39%). As the most common reasons for introducing changes, the respondents pointed out work obligation, improvement of the work performed, and goals of the organisation. Proposals for changes are most often given by the leaders (54%). The literature contains guidelines on how to cope with changes, how they should be presented to employees, and introduced into practice. It is important to educate the managing staff about introducing changes. Leaders should also listen to other colleagues about their wishes and concerns regarding introducing changes.

Key words: changes, success, resistance, organisational culture

Vpliv izdatkov pasivne politike zaposlovanja na stopnjo brezposelnosti

Socialna politika je najpomembnejši državni mehanizem redistribucije, s katero nekatere moderne države vplivajo na funkcijo trga delovne sile. Pasivna politika zaposlovanja zajema ukrepe, s katerimi država posamezniku zagotavlja socialno oziroma dohodkovno varnost ob nastopu katerega koli socialnega problema. Med te uvrščamo na primer nesposobnost za delo zaradi invalidnosti, nesreče, bolezni, šolanja, starosti, materinstva idr. Načeloma ima vsaka država svoj sistem socialne politike, a se države članice EU med seboj usklajujejo, in sicer po načelu, da bi moral vsak posameznik imeti pravico do socialnih prejemkov. Stopnja brezposelnosti v Sloveniji je še vedno visoka, predvsem zaradi oteženega prehoda mladih od izobraževanja na trg dela. Ekonomisti v zadnjih letih ugotavljajo, kako močno se je trg dela spremenil, predvsem za mlajšo in starejšo populacijo. Zelo velika je verjetnost, da bodo predvsem prvi ostali brez zaposlitve. V prispevku predstavljamo stopnjo brezposelnosti v državah EU in izdatke, ki jih le-te namenjajo za pasivno politiko zaposlovanja (v % BDP-ja).

Ključne besede: zaposlovanje, brezposelnost, socialna politika, BDP

The Impact of Passive Employment Policy Expenditure on the Unemployment Rate

Social policy is the most important national redistribution mechanism used by some modern countries as tool of impact on the labour market function. Passive employment policy involves measures on the national level to provide individuals with social or financial security in the event of a social problem. Social problems include incapacity to work due to disability, accident, illness, education, age, maternity, etc. In principle, each country defines its own social security system; however, the EU Member States coordinate each other on the tenet that each individual should have the right to receive a social income. In Slovenia, the unemployment rate is still high and younger generations face a difficult transition from education to the labour market. In the recent years, economists have discovered many changes in the labour market, mostly affecting the younger and older populations. Especially for the former, there is a large possibility that they will become unemployed. In this article, we focus on unemployment rates in the EU Member States and national expenditures (in terms of GDP %) for passive employment policies.

Key words: employment, unemployment, social policy, GDP

Menedžer in vsebina ter razvitost njegovih kariernih kompetenc po modelu »Karierni kompas«

Karierne kompetence so ključne za uspeh posameznika in organizacije. Menedžerji so tista ciljna skupina, ki imajo pri razvoju kariere in kariernih kompetenc še posebno vlogo; poleg odgovornosti za razvoj svoje kariere prevzemajo nase tudi odgovornost za napredovanje in razvoj zaposlenih, pri tem pa zastopajo razvojno strategijo organizacije. Vendar pa ni čisto jasno, katere karierne kompetence naj bi menedžer posedoval. Sodobni teoretski pristopi izpostavljajo posameznika in njegovo samoupravljanje karierne poti, zato v prispevku razpravljamo na splošno o tem, katere kompetence sploh mora imeti menedžer za samorazvoj. Opravljena je bila kvantitativna raziskava med 253-imi slovenskimi menedžerji in menedžerkami. Na podlagi modela »Karierni kompas« smo povzeli pet ključnih kariernih kompetenc in poiskali morebitne razlike v zastopanosti kariernih kompetenc glede na izbrane neodvisne spremenljivke.

Ključne besede: karierne kompetence, kariera, razvoj kariere, karierni kompas

Content and Development of the Manager's Career Competences According to the "Career Compass" Model

Career competences are of key importance for the success of the individual and organisation. Managers are the target group, which plays a special role in the development of careers and career competences. In addition to the responsibility for developing their careers, they also assume responsibility for the progress and development of their employees, while representing the development strategy of the organisation. However, it is still unclear which career competences should managers possess. Modern theoretical approaches emphasise the individual and their self-management of career paths, therefore the paper generally discusses the competences of the manager for self-development. A quantitative survey was conducted among 253 Slovenian male and female managers. Based on the "Career Compass" model, we summarised five key career competences and explored possible differences in the representation of career competences according to the selected independent variables.

Key words: career competences, career, career development, career compass

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Etično-pravni vidik fizičnega oviranja pacientov v Splošni bolnišnici Brežice

Prispevek je nastal kot priporočilo za izboljšanje izvajanja postopkov fizičnega oviranja bolnikov v Splošni bolnišnici Brežice. Raziskali smo povezavo med pravnimi podlagami v Republiki Sloveniji in stališči zaposlenih v zdravstveni negi v Splošni bolnišnici Brežice. Izredno pomembno je spodbujanje zaposlenih v tej bolnišnici k še bolj humanemu in pravno pravilnemu izvajanju fizičnega oviranja, ki je skladno s strokovno doktrino zdravljenja, ter h kontinuiranemu spremljanju pravnoteoretičnih izhodišč. Delovna skupina je leta 2012 v Splošni bolnišnici Brežice uvedla klinično pot obravnave agresivnega bolnika, ki predstavlja temelj etično-pravno pravilnega izvajanja postopkov fizičnega oviranja. Medicinska etika mora biti izhodišče za presojo ravnanja zaposlenih v zdravstvu. V empiričnem delu prispevka predstavljamo stališča medicinskih sester v Splošni bolnišnici Brežice, njihovo poznavanje smernic in protokolov ter njihovo teoretično in praktično usposobljenost za izvajanje fizičnega oviranja bolnikov.

Ključne besede: bolniki, fizično oviranje, etika, pravo, Zakon o duševnem zdravju, varovalni ukrepi

Ethical Legal Aspect of Physical Restraint of Patients in the General Hospital Brežice

The paper was created as a recommendation for improving the implementation of procedures for physical restraint of patients in the General Hospital Brežice. We examined the connection between the legal bases in the Republic of Slovenia and the views of nursing care employees at the General Hospital Brežice. It is of utmost importance to encourage employees at the General Hospital Brežice for further human and legally correct implementation of physical restraint in accordance with the professional doctrine of treatment, as well as for continuous monitoring of legal theoretical starting points. In 2012, a working group introduced a clinical pathway for treating aggressive patients in the General Hospital Brežice, representing the basis of the ethical and legal implementation of physical restraint procedures. Medical ethics should be considered as a starting point for assessing the behaviour of employees in health care. The empirical part of the paper presents the views of General Hospital Brežice nurses, their knowledge of guidelines and protocols, as well as theoretical and practical competence for implementing physical restraint of patients.

Key words: patients, physical restraint, ethics, law, Mental Health Act, protective measures

Vpliv inflacije na gibanje cen nepremičnin v Sloveniji

Nepremičninski trg je v vsaki razvitejši državi zelo pomemben del gospodarstva. Zagotavlja potrebno infrastrukturo za delo in bivanje, ima pa tudi velik vpliv na gospodarsko rast posamezne države. Dogajanje na trgu nepremičnin je zelo dober pokazatelj, kakšno je trenutno ekonomsko stanje v državi. Načeloma velja, da pozitivni trendi na nepremičninskem trgu pomenijo tudi pozitivno rast državne ekonomije in obratno. Na cene nepremičnin vpliva veliko makroekonomskih dejavnikov in eden od teh je tudi inflacija. V prispevku bomo pregledali gibanje inflacije in cen na nepremičninskem trgu ter skušali ugotoviti, kako vpliva inflacija na gibanje cen nepremičnin v Sloveniji.

Gljučne besede: nepremičnine, inflacija, nepremičninski trg

The Impact of Inflation on the Real Estate Prices in Slovenia

The real estate market is a very important part of the economy in every developed country. It provides the necessary infrastructure for work and living, and has a great impact on the economic growth of each country. The real estate market activity is a very good indicator of the current economic situation in the country. In principle, positive trends in the real estate market determine a positive growth of the national economy and vice versa. Real estate prices are influenced by many macroeconomic factors, inflation being one of them. In the paper, we will examine the trends in inflation and prices in the real estate market, and try to determine the impact of inflation on the movement of real estate prices in Slovenia.

Key words: real estate, inflation, real estate market

Vpliv organizacijske klime na dobro počutje zaposlenih

Za ohranjanje konkurenčnih prednosti in uspešnosti podjetja je izredno pomembno dobro počutje zaposlenih, ki vpliva na motiviranost in zavzetost za delo. Vse to pa je zelo odvisno od vzdušja oziroma organizacijske klime v podjetju. Glavni cilj prispevka je predstaviti pomen ustrezne organizacijske klime in izmeriti njen vpliv na dobro počutje zaposlenih v srednje velikih in velikih podjetjih v Sloveniji. Organizacijsko klimo smo merili z različnimi dimenzijami organizacijske klime, na anketna vprašanja pa so odgovarjali naključno izbrani zaposleni. V vzorec smo vključili 324 zaposlenih v srednje velikih in velikih podjetjih. Pri obdelavi podatkov smo uporabili faktorsko analizo in enostavno regresijo. Na osnovi rezultatov smo ugotovili, da so v raziskavi izbrane dimenzije organizacijske klime vplivale na dobro počutje zaposlenih v srednje velikih in velikih podjetjih.

Ključne besede: podjetja, zaposleni, organizacijska klima, dobro počutje

The Impact of Organisational Climate on the Well-Being of Employees

The well-being of employees is very important for maintaining the competitive advantage and performance of the company. It is largely dependent on adequate organisational climate of the company. The main aim of this paper is to present the importance of organisational climate and its impact on the well-being of employees in medium-sized and large companies in Slovenia. The organisational climate was measured with different dimensions of the organisational climate; the survey was performed among randomly selected employees, and the sample included 324 employees in medium-sized and large companies. The factor analysis and the simple regression were used for data analysis. Based on the results, we found out that dimensions of the organisational climate, which were included in the research, had an impact on the well-being of employees in medium-sized and large companies.

Key words: companies, employees, organisational climate, well-being

Indikatori održivog turizma na primeru turističke destinacije Zlatibor

Stručnjaci i institucije kao što su WTO, EU, OECD ... definisali su set indikatora/pokazatelja koji se odnose na interakciju turističke industrije/turističkog razvoja i ekonomskog razvoja, socijalne i kulturne baze u uslovima životne sredine i okruženja. Ovi pokazatelji su posebno definisani kao ekonomski indikatori, socijalni indikatori, kulturni i ekološki indikatori. Svaka od ovih grupa indikatora razvoja turizma predstavljaju stvarne uticaje turizma na sve ostale aktivnosti u lokalnoj sredini. Glavna tema ovog rada biće primena indikatora propisanih od strane Evropske unije u istraživanju razvoja turizma na području turističke destinacije Zlatibor (Srbija) kao i procena uticaja turizma na ostale aktivnosti u lokalnoj sredini.

Ključne reči: turizam, održivi razvoj, Zlatibor, indikatori, održivi turizam

Indicators of Sustainable Tourism in the Case of Zlatibor Tourist Destination

Experts and institutions such as WTO, EU, OECD, and others defined a set of indicators in relation to interaction between tourism industry/tourism development and economic development, social and cultural base under the environment conditions. These indicators are separately defined as economic indicators, social indicators, cultural and environmental indicators. Each group of tourism development indicators represents the real impact of tourism on all other activities in the local region. In this paper, the main topic is application of the EU indicators in the research of tourism development in the tourist region of Zlatibor, as well as evaluation of the impact of tourism on all other activities in the local region.

Key words: tourism, sustainable development, Zlatibor, indicators, sustainable tourism

Dokumenta sistema kvaliteta i opšta pravna akta organizacije

U procesu uvođenja sistema menadžmenta kvalitetom, prevashodno na osnovu standarda ISO 9001, organizacije donose niz dokumenata, kojima uređuju odvijanje svojih poslovnih procesa. Po svojoj funkciji i sadržaju ti dokumenti imaju naglašenu organizaciono-tehnološku dimenziju, jer u okviru postojeće organizacione strukture određuju nosioce određenih aktivnosti, način njihovog obavljanja i zapise koji nastaju u obavljanju određenog procesa. Po nizu svojih elemenata dokumenta sistema kvaliteta imaju dodime tačke sa tradicionalnim opštim pravnim aktima organizacije. To se prvenstveno odnosi na kompetencije učesnika poslovnih procesa, koje u određenom smislu predstavljaju i radnu obavezu zaposlenih, na osnovu koje oni ostvaruju određena prava i odgovornosti u organizaciji. Iz tog razloga i u dokumentima sistema menadžmenta kvalitetom prisutne su određene karakteristike normativno-pravnih akata organizacije, pa ih zato treba tretirati kao segment integralnog normativnog sistema organizacije.

Ključne reči: kvalitet, sistem, menadžment, opšti pravni akt, zapis, organizacija

Quality System Documents and General Legal Acts of Organisations

In the process of quality management system implementation, primarily based on the ISO 9001 standard, organisations pass series of documents that regulate their business processes. By their function and form, these documents emphasise the organisational-technological dimension, since, within the existing organisational structure, they specify performers of certain activities, the performance itself, and records produced during certain processes. By the series of their elements, the quality system documents have certain common points with the traditional general legal acts of the organisation. This primarily relates to competences of the participants in business processes, which in a sense represent the work obligation of employees, based on which they exercise certain rights and responsibilities in the organisation. For this reason, quality management system documents also display certain characteristics of the organisation's normative legal acts, and they should therefore be treated as a segment of the organisation's normative system.

Key words: quality, system, management, general legal act, record, organisation

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Determinante globalizacije i njihov uticaj na privredu Republike Srbije

Kroz istoriju svet je prošao kroz nekoliko talasa globalizacije, a za svaki od njih su postojali različiti pokretači koji su ih karakterisali. Na početku XXI veka globalizaciju karakteriše primena informaciono-komunikacionih tehnologija (IKT) u poslovanju i rast uticaja transnacionalnih preduzeća. Intenzivno korišćenje IKT u poslovanju transnacionalnih preduzeća omogućava im da dosegnu do potrošača širom sveta i organizuju poslovanje u filijalama daleko od matične zemlje. Preko filijala one kontrolišu veliki deo međunarodnog kretanja kapitala, transfera tehnologije, inovacija, znanja i marketing i menadžment veština. U radu će biti analizirane IKT, transnacionalna preduzeća i strane direktne investicije (SDI) koje predstavljaju osnovne determinante procesa globalizacije. Takođe, posebna pažnja biće posvećena uticaju ovih faktora na privredu Republike Srbije.

Ključne reči: informaciono-komunikacione tehnologije (IKT), transnacionalna preduzeća, strane direktne investicije (SDI)

Determinants of Globalisation and Their Effect on the Economy of the Republic of Serbia

Throughout history, the world has gone through several waves of globalisation, and each of them was represented by various characteristic drivers. At the beginning of the 21st century, globalisation is characterised by the use of information and communication technologies (ICT) in business and the growth of transnational companies' influence. Intensive use of ICT in the operations of transnational companies enables them to reach consumers around the world and organise business in branches far from their home country. Through the branches, they control a large part of the international movement of capital, technology transfer, innovation, knowledge, marketing, and management skills. The paper will analyse ICT, transnational companies and foreign direct investments (FDI) that are the main determinants of the globalisation process. In addition, a special attention will be paid to the effect of these factors on the economy of the Republic of Serbia.

Key words: information and communication technologies (ICT), transnational companies, foreign direct investments (FDI)

Model cirkularne ekonomije u funkciji globalnog upravljanja otpadom

Tradicionalni linijski model ekonomije (iskopaj-proizvedi-koristi-baci) pored svih pozitivnih efekata na ekonomski rast ima jedan veliki nedostatak kada se pogleda količina generisanog otpada u tom periodu. Velike količine raznih vrsta otpada su tokom tog perioda stvorile snažan negativan uticaj na životnu sredinu i zdravlje ljudi, i dovele u pitanje održivost globalnog sistema upravljanja otpadom. Jedno od rešenja je implementacija novog modela cirkularne ekonomije (CE) kao alternative masovno zastupljenom linijskom modelu ekonomije koji se bazira na pristupu zagađenja na kraju ciklusa, kako bi se rešili rastući problemi u globalnom sistemu upravljanja otpadom koji su u tekućem periodu globalizacije postali još izraženiji. CE model omogućava protok materijala i energije, u sebi obuhvata osnovni 3R princip (Recikliraj, Smanji, Ponovo upotrebi), i treba biti primenjen kako na mikro i mezo, tako i na makro nivou. Budući da je primena modela CE u svetu još uvek na početku, i da je mali broj zemalja preuzeo pripreme aktivnosti za njegovu implementaciju, zahvaljujući brojnim pozitivnim efektima na polju održivosti, zaštite životne sredine i generisanju otpada u budućnosti možemo očekivati postepen proces prelaska sa tradicionalnih na cirkularne poslovne modele u svim zemljama.

Ključne reči: cirkularna ekonomija, upravljanje otpadom, globalizacija

The Model of Circular Economy in Relation to the Global Waste Management

The traditional liner economy model (extract-produce-use-dump), besides its positive effects on economic growth in history, has one big disadvantage in terms of quantity of the waste generated in the given period. During that time, large amounts of different kinds of waste created strong negative impact on the environment and human health, and jeopardised sustainability of the global waste management system. One possible solution is the implementation of the new Circular Economy (CE) model as an alternative to the dominant economic liner model. It is based on an end of pipe pollution approach, in order to solve arising problems in the global waste management system which are becoming even more obvious in the current globalisation period. The CE model enables material and energy flow, incorporates basic 3R principle (Recycle, Reduce, Reuse), and should be implemented on all tree levels, micro, meso and macro level. According to the fact that application of the CE model in the world is still at the beginning, and that only limited number of countries have taken preliminary actions for its implementation, we can expect a slow-going transition from traditional to circular business model in all countries due to its numerous positive effects in the area of sustainability, environmental protection and generation of waste in the future.

Key words: circular economy, waste management, globalisation

Metodi smanjenja broja zaposlenih u preduzećima u Republici Srbiji

Smanjenje broja zaposlenih često je viđena kao najpogodnija strategija za upravljanje troškovima preduzeća jer se smanjenjem njihovog broja istovremeno smanjuje budžet za zarade što, uz ostale nepromenjene uslove, može da dovede poboljšanja finansijskog rezultata poslovanja. Ipak, smanjenje broja zaposlenih se može realizovati na različite načine, tj. putem različitih metoda, čiji se efekti na smanjenje troškova rada mogu manifestovati u dužem ili kraćem periodu. Istovremeno, ti metodi se razlikuju i po tome u kojoj meri utiču na dobrobit zaposlenih. Ovaj rad baviće se analizom metoda smanjenja broja zaposlenih u preduzećima u Srbiji na osnovu podataka dobijenih u okviru Cranet istraživanja. Cilj rada je da se sagledaju tendencije u primeni pojedinih metoda za smanjenje broja zaposlenih u Srbiji prema podacima dva prethodna Cranet istraživanja, kao i da se primenjeni metodi smanjenja broja zaposlenih u Srbiji uporede sa metodima koji se primenjuju u pojedinim zemljama u regionu.

Cljučne reči: smanjenje broja zaposlenih, preduzeće, Srbija, Cranet

Methods for Reducing the Number of Employees in Enterprises in the Republic of Serbia

Reducing the number of employees is often seen as the most suitable strategy for cost management in enterprises, because reducing their number simultaneously reduces the budget for salaries, which, along with other unchanged conditions, can lead to improvements in the financial performance of the business. However, reduction of their number can be implemented in different ways, i.e. applying different methods, of which effects on reducing labour costs can be manifested in a longer or shorter period. At the same time, these methods also differ according to the extent they influence the well-being of employees. This paper will deal with the analysis of methods for reducing the number of employees in enterprises in Serbia based on the data obtained in the Cranet research. The aim of the paper is to look at the tendencies in the application of certain methods for reducing the number of employees in Serbia according to the data of the two previous Cranet researches, as well as to compare the applied methods for reducing the number of employees in Serbia with the methods applied in some countries in the region.

Key words: reduction of the number of employees, enterprise, Serbia, Cranet

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Jezikovne ovire v poslovni komunikaciji

Danes je angleščina postala globalni jezik poslovanja. Več kot 1,75 milijarde ljudi ali vsak četrti zemljan govori angleško na uporabni ravni. Vsako podjetje, ki deluje na globalni ravni, si je zagotovilo dobro komunikacijo in sodelovanje s strankami, dobavitelji, poslovnimi partnerji in drugimi zainteresiranimi stranmi tako, da posluje v angleškem jeziku. Toda raziskave kažejo, da je izvajanje takšne jezikovne politike v poslovnem svetu zapleteno in povezano s komplikacijami. Takšna politika ustvarja negotovost in nezadovoljstvo pri delu ter spore med domačimi govorniki in tistimi, ki jim je angleščina materni jezik. Zato je razumevanje, kako zmanjšati jezikovne ovire, zelo pomembno za poslovanje na mednarodni ravni. Cilj tega prispevka je identificirati ovire, ki vplivajo na medkulturno komunikacijo v slovenskih podjetjih. Rezultati kažejo, da dimenzije nacionalne kulture, visokokontekstualna in nizkokontekstualna komunikacija nimajo statistično značilnih učinkov na medkulturno komunikacijo. Vpliv imata jezik in multinacionalno podjetje.

Ključne besede: angleški jezik, jezikovne ovire, poslovanje, komuniciranje

Language Barriers in Business Communication

Nowadays, English has become a global business language. More than 1.75 billion people or every fourth citizen in the world speaks English at a usable level. Every company operating globally has established good communication and cooperation with its customers, suppliers, business partners, and other stakeholders by doing business in the English language. However, research has shown that the implementation of such language policy in the business world might be complicated and related to different issues. Such policy creates uncertainty and dissatisfaction at work, as well as disputes between speakers of English as the second or foreign language and native English speakers. Therefore, for doing business internationally, understanding how to reduce language barriers is very important. The aim of this paper is to identify the barriers that affect intercultural communication in Slovene companies. The results show that dimensions of national culture, high-textual and low-textual communication do not have statistically significant impacts on intercultural communication. Language and multinational company, however, have a certain impact.

Key words: English language, language barriers, business, communication

Žene u menadžmentu lokalne samouprave Virovitičko-podravske županije

Menadžment je potreban velikim i malim organizacijama, javnom sektoru, profitnim i neprofitnim organizacijama, te na svim područjima ljudskog djelovanja. Nekadašnja orijentacija na menadžment u kojem glavnu ulogu imaju muškarci, u uspješnim organizacijama promijenjena je i žene zauzimaju posebno mjesto. U teoriji i praksi posebnosti i prednosti žena menadžera opisuju se »ženskim stilom« vođenja kojeg karakterizira: suradnja, razvijene interpersonalne vještine, poticanje participacije, moć koja proizlazi iz osobnosti, dijeljenje moći i informacija, posticanje samopoštovanja i entuzijazma kod zaposlenih, davanje pozitivnog primjera i timski rad. Još uvijek u mnogim organizacijama postoje stereotipi u svjesnim ili nesvjesnim predrasudama prema ženama na rukovodećim položajima, što dovodi do fenomena tzv. staklenog stropa. Kao mogući odgovor na ove stereotipe države često poduzimaju razne oblike pozitivne diskriminacije prema ženama. U Republici Hrvatskoj jedna od tih mjera je kvota o zastupljenosti žena od najmanje 40 % na izbornim listama. Cilj rada je istražiti ulogu žena u menadžmentu regionalne samouprave Virovitičko-podravske županije, s posebnim osvrtom na njihovu zastupljenost u različitim menadžerskim razinama.

Glavne riječi: žene menadžeri, prepreke ženama menadžerima, ženski stil vođenja

Women in the Local Government Management of Virovitica-Podravina County

Management is needed in large and small organisations, the public sector, profit and non-profit organisations, and in all areas of human activity. In successful organisations, the former leadership orientation in management, in which men had a major role, has changed and women now have a special position. In theory and practice, the particularities and advantages of women managers are described by the "feminine style" of leadership characterised by: cooperation, developed interpersonal skills, encouragement of participation, power derived from personality, sharing of power and information, self-esteem and enthusiasm among employees, giving positive examples and teamwork. In many organisations there are still stereotypes in conscious or unconscious prejudice of women in managerial positions, leading to phenomena of the so-called glass ceiling. As a possible response to these stereotypes, various forms of positive discrimination against women are often employed by the state. In the Republic of Croatia, one of these measures is the quota of at least 40% of women representatives on the electoral lists. The aim of the paper is to investigate the role of women in the local government management of Virovitica and Podravina County, with special emphasis on their representation at various management levels.

Key words: women managers, obstacles for women managers, female leadership style

Nove tendencije u upravljanju ljudskim resursima

Za kompaniju u novom milenijumu postalo je izuzetno važno da pored toga što se konstantno trudi da privuče najkvalitetnije ljude, da ih takođe i konstantno podstiče na učenje i razvoj, motiviše ih, daje im slobodu i efikasno upravlja njihovim potencijalima pretvarajući ih u nove poslovne šanse. Naime, složenije okolnosti poslovanja, brzina, tempo i uslovi rada, zahtevaju od organizacije davanje više prostora inicijativi zaposlenih i stvaranje radnog okruženja koje će im omogućiti da ispolje i unaprede sav svoj potencijal. Superiornost na tržištu imaće kompanije koje usvoje novi način upravljanja ljudskim resursima i učine da i njihovi najobičniji ljudi u organizaciji počnu da rade izuzetne poslove. Prema rezultatima istraživanja koji će u radu biti prikazani, u kompanijama u Srbiji prostora za unapređenje upravljanja ljudskim resursima ima, i sami rezultati poslužiće kao osnova za davanje konkretnijih preporuka menadžerima i drugim donosiocima odluka kako da unaprede svakodnevni rad i poboljšaju krajnje performanse organizacije.

Ključne reči: ljudski resursi, menadžment ljudskih resursa, organizacija, performanse

New Tendencies in Human Resources Management

In addition to constantly striving to attract the best quality people, it has become increasingly important for the new millennium company to regularly stimulate them to learn and develop, motivate them, give them freedom, and efficiently manage their potentials by turning them into new business opportunities. Specifically, more complex circumstances of business, speed, pace, and working conditions require the organisation to give more space to the initiative of employees, and to create a work environment that will enable them to develop and improve their entire potential. The companies that adopt a new way of managing human resources and enable the most ordinary people in the organisation to do outstanding jobs will have superiority on the market. According to the presented research results, the space for improvement of human resources management in the companies in Serbia exists; the results will serve as a basis for giving more concrete recommendations to managers and other decision makers on how to improve everyday work and enhance the ultimate performance of the organisation.

Key words: human resources, human resource management, organisation, performance

Delovni čas in organizacija dela v delovnem razmerju

V Sloveniji veljavni Zakon o delovnih razmerjih (ZDR-I) v 1. odstavku 4. člena določa, da je delovno razmerje razmerje med delavcem in delodajalcem, v katerem se delavec prostovoljno vključi v organiziran delovni proces delodajalca in v njem za plačilo osebno in nepretrgano opravlja delo po navodilih in pod nadzorom delodajalca. Pomemben element organiziranosti delovnega procesa je časovni okvir, znotraj katerega sme delodajalec od delavca pričakovati opravljanje dela. Časovna komponenta pa je povezana z ustrezno delodajalčevo razporeditvijo dela med delavce in poznavanje obsega delavčevih zadolžitev na način, da se delavcu zagotavljajo zakonske kavtele. V delovnem pravu je vse pogostejši očitni razkorak med pravnim »treba je« in dejanskim »tako je«, s tem pa se posega zlasti v delavčevo zasebno življenje in se ga postavlja v položaj človeškega vira – objekta in ne človeka – subjekta. V prispevku bo z vidika slovenske zakonodaje in mednarodnih pravil predstavljeno, katera so pravna določila o delovnem času in s tem povezana določila, zaradi katerih se delavcu zagotavlja kakovost življenja,

Gljučne besede: delovno pravo, delovni čas

Working Time and Work Organisation within the Employment Relationship

In Slovenia, Article 4 paragraph 1 of the Employment Relationship Act (ERA) determines the employment relationship as a relationship between the employer and employee in which the employee voluntarily enters the organised working process of the employer and personally and continually performs work according to instructions and under supervision of the employer in exchange for a payment. One of the important aspects of the organised working process is the timeframe within which the employer expects the employee to perform their work. The time component, however, is related to the appropriate employer's allocation of work and knowledge of the scope of the employee's duties in a way that the employee is provided with legal provisions. In labour law, there is an increasingly obvious gap between the legal "need to be" and the actual "is". Consequently, the employee's personal aspect of life is deprived and they are placed in the position of a human resource as an object, not as a human subject. The article will present the legal provisions on working time and the related provisions in Slovenian and international legislation, which affect the quality of the employee's life.

Key words: labour law, working time

Univerzitet i savremeni modeli upravljanja kvalitetom obrazovanja

U radu se metodom teorijske analize razmatra shvatanje pojma kvaliteta obrazovanja iz ugla respekta suštinskih karakteristika fenomena visokoškolskog obrazovanja i potreba za oblikovanjem novog modela upravljanjem koje se zasniva na suštinskim resursima: kompetencije, inventivnost, krativnost. Diskutuju se razlozi neadekvatnosti postojećih modela upravljanja u obrazovanju, prepoznativi po karakteristikama kao što su: hijerarhijska struktura sa kontrolom i standardizacijom. Posmatraju se suštinski resursi organizacije u poslovnom svetu danas: znanje, inovativnost i kreativnost i savremena paradigma upravljanja zasnovana na inteligentnoj organizaciji, vođenju promenama i pomak fokusa sa hijerarhijske na mrežnu organizaciju. Diskutuju se očekivane karakteristike modela, kao što su atonomija, kolaboracija, meritokracija i samoodređenje, kojima bi trebalo da se izvrši fundamentalna transformacija upravljanja na univerzitetu, da iz tih modela izraste novi model – model samoorganizacije, kojim bi se rigidne strukture maksimalno omekšale i stvorili uslovi za buduću organizaciju univezteta spremnu za odgovore koje od njega očekuje buduće vreme.

Ključne reči: univerzitet, kvalitet obrazovanja, modeli upravljanja

University and the Contemporary Models of Education Quality Management

Using the method of theoretical analysis, the author discusses understanding of the concept of education quality by considering the respect for essential characteristics of the higher education and needs for creating a new model of management based on the essential resources: competences, inventiveness, creativity. Discussed are the reasons for inadequacy of the existing education management models, characterised by their hierarchical structure with control and standardisation. Observed are the essential resources of the modern business world organisation: knowledge, innovativity and creativity, as well as the contemporary management paradigm based on the intelligent organisation, leading with changes, and shifting focus from the hierarchical to network organisation. Discussed are the model's expected characteristics, such as autonomy, collaboration meritocracy and self-determination, which should accomplish a fundamental transformation of the university management, letting the new model – the self-organisation model grow. This new model would cause the maximum softening of the rigid structures and create conditions for the prospective university organisation ready for answers, expected by the future.

Key words: university, education quality, management models

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Učenje stranog jezika na ranom uzrastu kao priprema za uklapanje u društveno-ekonomsko okruženje Evropske Unije

Budući da je Evropska Unija zajednica u kojoj se na relativno malom prostoru međusobno susreće i ukršta veliki broj jezika i nacija, veoma je važno već od malih nogu raditi na usvajanju sadržaja iz domena stranog jezika. Pored očigledne potrebe da se unutar zajednice komunicira, učenje bar jednog, a po mogućstvu i više stranih jezika veoma blagotvorno deluje i na drugim poljima vaspitno-obrazovnog rada predupređujući ksenofobično ponašanje oduzimajući ono »zastrašujuće« reči strano i omogućavajući deci da iz primera, u kojima se iza onoga što je nazvano stranim nije krilo ništa »strašno«, već pre nešto slično, sama zaključuje da je i sa ostalima slično. Na ovaj način bi se značajno mogle ublažiti postojeće barijere i pripremiti teren za veći osećaj zajedništva unutar Evropske Unije što bi u velikoj meri potpomoglo stvaranje boljih odnosa u grupi, formiranje saradničkog duha i harmonije, kao dobrog osnova za efikasnu organizaciju i radne efekte. Ovome bi od najveće koristi bilo savladavanje jezika imajući na umu opštepoznatu činjenicu da je za upoznavanje, te time i zbližavanje neophodna komunikacija. U radu se diskutuju razlozi za i protiv uvođenja učenja stranog jezika već od najranijeg uzrasta i navode ideje za njegovu realizaciju.

Ključne reči: strani jezik, učenje, komunikacija, zajedništvo, saradnički duh

Early Language Learning as a Preparation for Adapting to the Socio-Economic Environment of the European Union

Since the European Union is a community in which a large number of languages and nations meet and interact in a comparatively small space, it is very important to work on the adoption of content from the domain of a foreign language from an early age. In addition to the obvious need to communicate within the community, learning at least one, and possibly more foreign languages, is very beneficial in other fields of educational work, especially preventing xenophobic behaviour by taking away the "scary" factor of the word foreign and allowing children to conclude from the examples that "foreign" does not hide anything "terrible", but rather something similar, and that the same refers to others. In this way, the existing barriers could be significantly mitigated and a framework for a greater sense of community within the European Union prepared, which would greatly assist in the creation of better relations within the group, and the formation of an associate spirit and harmony as a good basis for efficient organisation and work effects. For that cause, it would be most useful to master the foreign language, bearing in mind the generally known fact that for getting to know others and, therefore, becoming close, communication is needed. The paper discusses the reasons for and against the introduction of foreign language learning from the earliest age and outlines the ideas for its realisation.

Key words: foreign language, learning, communication, togetherness, team spirit

Nematerijalna motivacija

Motivacija u kompaniji podrazumijeva faktore koji potiču uposlenike da rade svoj posao na najbolji mogući način. U funkciji menadžera, motivacija uposlenika je jedan od ključnih zadataka. Svakog uposlenika treba promatrati individualno i motivacijske tehnike prilagoditi njemu kao individui, jer ne djeluju sve tehnike isto na sve uposlene. Navedena konstatacija je nepisano pravilo u praksi. Često se govori da je novac pravi motivator. Međutim, postavlja se pitanje da li je jedini? Šta se dešava onog momenta kada zaposleni zadovolje svoje egzistencijalne potrebe? Dešava se to da novac više nema ulogu motivatora. Šta da radimo kada ne možemo odgovoriti materijalnim zahtjevima zaposlenih? Tada menadžeri moraju da upoznaju svoje zaposlene, spoznaju njihove stavove, vrijednosti, lične karakteristike itd. To je momenat kada se okrećemo nematerijalnoj motivaciji, te odabirom adekvatne strategije podstičemo unutrašnju motivaciju kod zaposlenih, i na taj način ih podstičemo da oni daju svoju maksimum. Zadovoljni, egzistencijalno i emocionalno ispunjeni, zaposleni će biti ti koji će znatno doprinijeti ostvarenju organizacionih ciljeva, te će biti veoma bitna prevaga u stvaranju konkurentne prednosti.

Ključne riječi: ljudski resursi, motivacija, nematerijalna motivacija, motivacione tehnike

Intangible Motivation

Motivation in the company implies factors that influence employees to do their job in the best possible way. Motivating employees is one of the key tasks in the function of every successful manager. Every employee should be observed individually and motivational techniques should be adapted to each individual, because not all techniques could be applied in the same manner to all employees. This statement is an unwritten rule in practice. It is often said that money is a real motivator. However, the question arises as to whether the money is the only motivator. What happens when the employee satisfies their existential needs? It happens that money no longer has the role of a motivator. What should managers do when the demands of employees are no longer purely material? At that point, managers need to get to know their employees, get to know their attitudes, values, personal characteristics, etc. It is the moment when managers should turn to intangible motivation and select appropriate strategies for stimulating the intrinsic motivation among employees, and thus encouraging them to give their maximum. Satisfied, existentially and emotionally fulfilled employees are the ones who will significantly contribute to the achievement of organisational goals, and represent a major factor in creating competitive advantage.

Key words: human resources, motivation, intangible motivation, motivational techniques

Prizma visokošolskih učiteljev

Visoko šolstvo gre skozi proces mnogih sprememb z uvajanjem novosti pri pedagoškem delu s študenti in na področju znanstvenoraziskovalnega dela visokošolskih učiteljev. V prispevku smo s pomočjo metaanalize nacionalnih normativov in metaanalize normativov evropske integracije za področje visokega šolstva izpostavili najbolj značilne elemente, ki prispevajo k transformaciji znanstvenoraziskovalnega dela visokošolskih učiteljev. Uveljavljanje normativnih elementov smo preverjali s pomočjo faktorске analize in z metodo glavnih komponent. Rezultati metaanalize kažejo povečanje industrijskega sodelovanja ter mednarodnih, predvsem znotraj evropske integracije značilnih, mobilnosti tudi za področje upravljaljskih ved. Številni razpisi Horizon 2020 usmerjajo visokošolske učitelje v mednarodno sodelovanje z industrijo, kjer velja izpostaviti projekte Marie Skłodowska Curie IF. S faktorško analizo in metodo glavnih komponent, s katerima smo analizirali sekundarne podatke, pridobljene s Statističnega urada Republike Slovenije, ugotavljamo tri komponente, ki statistično značilno pojasnjujejo prizmo visokošolskih učiteljev na področju znanstvenoraziskovalnega dela.

Ključne besede: učitelji, visoko šolstvo, raziskave

The Aspect of Higher Education Teachers

Higher education is undergoing the process of many changes with the introduction of innovations both in the field of pedagogical work with students and in the field of scientific research work of higher education teachers. In the article, we highlighted the most typical elements contributing to the transformation of scientific and research work of higher education teachers using the meta-analysis of national norms and the norms of European integration in the field of higher education. The introduction of normative elements was checked by the means of factor analysis and the research of the principal component method. The meta-analysis results show an increase in industrial cooperation and international mobilities in the field of management sciences, typical within the European integration. Many Horizon 2020 calls direct higher education teachers into international cooperation with the industry, especially the Marie Skłodowska Curie IF projects. By analysing the secondary data obtained from the Statistical Office of the Republic of Slovenia, the factor analysis and principal component method identify three components that statistically significantly explain the aspect of higher education teachers in the field of scientific research work.

Key words: teachers, higher education, research

Prihodnost globalizacije

Globalizacija je kompleksni večdimenzionalni pojav, ki zaznamuje svetovno gospodarstvo zadnjega obdobja. Čeprav jo pogosto preučujemo samo z ekonomskega vidika, pa ne smemo pozabiti učinkov, ki jih ima na sociokulturo, pravno, tehnološko, politično in tudi na ekološko okolje. Zato ne preseneča, da jo številni razumejo kot novo paradigmo razumevanja družbenih pojavov in procesov, ki so podvrženi krčenju časa in prostora. Globalizacija tako od posameznika zahteva nenehno prilagajanje, in sicer v poslovnem in osebnem življenju. Pregled literature kaže, da avtorji globalizacije ne razumejo več zgolj kot izrazito pozitivni pojav, ki spodbuja inovativnost in povečuje gospodarsko blaginjo, temveč ji v zadnjem obdobju pripisujejo tudi negativne posledice, kot so upadanje socialne države in povečevanje socialnih razlik ter čedalje večja socialna izključenost posameznih skupin prebivalstva. Prispevek obravnava tudi povečan razkorak med delom in kapitalom v dohodkih in bogastvu, zato se pojavljajo težnje po potrošnji lokalnih (zlasti prehrabnih) proizvodov, ki je tudi ekološko sprejemljivejša. Ob upoštevanju navedenega ter trenutnega gospodarskega in političnega dogajanja se sprašujemo, kam oz. kako naprej. Dejstvo je namreč, da ima Slovenija majhno odprto gospodarstvo, ki potrebuje (tudi) globalni trg. Svojo konkurenčno prednost pa kljub temu lahko gradi na svojih naravnih danostih ter ljudeh in njihovem znanju.

Ključne besede: globalizacija, poslovno okolje, blaginja, socialna varnost, Slovenija

The Future of Globalisation

Globalisation is a multidimensional complex phenomenon that has marked the contemporary world economy. Although globalisation is often studied from the economic aspect only, the effects of globalisation on the sociocultural, legal, technological, political and, last but not least, the ecological environment are not to be neglected. Therefore, it is not surprising that by many people globalisation is understood as a new paradigm of understanding social phenomena and processes subjected to the shrinking of time and space. Globalisation thus requires the individual's constant adaptation, both in business and personal life. The overview of literature shows that globalisation is not considered a particularly positive phenomenon anymore, promoting innovation and increasing economic prosperity; in the recent times, negative consequences have also been attributed to globalisation, such as the decline of the welfare state, the increase in social disparities, as well as the growing social exclusion of individual population groups. The article also deals with the increased gap between work and capital in terms of income and wealth. Consequently, new trends are emerging, and aspirations for local consumption, which is also more ecologically acceptable. Considering the above, as well as the current economic and political developments, the question arises, how and where to continue. All in all, Slovenia is still considered a small open economy for which the global market is necessary; however, it can also build its competitive advantage on its natural resources, people and their knowledge.

Key words: globalisation, business environment, prosperity, social security, Slovenia

Vpliv demografskih sprememb na vzdržnost pokojninskega sistema

Socialna varnost je pomemben dejavnik za vsako družbo, tako za delujoče generacije kot tudi za upokojene. Pokojninski sistem v Sloveniji temelji na medgeneracijskem sporazumu. V zadnjem času se soočamo z demografskimi spremembami, saj število rojstev pada, medtem ko se pričakovana življenjska doba podaljšuje. Zmanjšuje se torej število aktivnega delovnega prebivalstva, ki vplačujejo v pokojninski sistem, obenem pa se povečuje število upokojencev oziroma prejemnikov pokojnin. Zaradi daljšega šolanja in ustvarjanja lastne kariere ter emancipacije žensk se mladi za družino odločajo razmeroma pozno, kar je eden od vzrokov nizke rodnosti. Na vzdržnost pokojninskega sistema pa vpliva tudi visoka stopnja brezposelnosti. Zakon o pokojninskem in invalidskem zavarovanju, ki je stopil v veljavo 1. 1. 2013, je dodatno zaostрил pogoje upokojevanja. Zato bomo v prispevku ugotavljali razkorak med vložki aktivnega delovnega prebivalstva in zahtevki po pokojninskem varstvu na drugi strani. Identificirali bomo, kakšne značilnosti bi moral imeti pokojninski sistem, da bi bil socialno vzdržen.

Ključne besede: socialna varnost, medgeneracijski sporazum, pokojninsko in invalidsko zavarovanje

The Impact of Demographic Changes on Sustainability of the Pension System

Social security is an important factor for every society, both for working generations as well as for people in retirement. The pension system in Slovenia is based on an intergenerational agreement. Recently, we have been facing the problem of demographic changes as the number of births is decreasing, while life expectancy is being prolonged. The number of active workers, contributing funds to the pension system, is decreasing, while the number of pensioners receiving pensions is increasing. Due to longer schooling periods, the pursuit of one's own career, and the emancipation of women, young people establish their family relatively late, which causes the low birth rate. Sustainability of the pension system is also affected by the high unemployment rate. The Pension and Disability Insurance Law, which entered into force on 1 January 2013, further tightened the conditions for retirement. Therefore, a gap between the contributions of the active working population and claims for pensions will be discussed in the paper, and the main features of a socially sustainable pension system will be identified.

Key words: social security, intergenerational agreement, pension and disability insurance

Application of the Gravity Model in Evaluation of Foreign Trade between CEFTA Member States

The authors conducted an empirical analysis of the potential of foreign trade between CEFTA countries, including Croatia. The paper discusses the econometric modelling of bilateral cooperation based on the application of the gravity model, which proved to be a very effective tool for explaining and predicting bilateral trade. By applying the gravity model, the authors define the potential of exports and imports in these countries. Results of the gravity model are determined with mutual distance, gross domestic product, and population of CEFTA countries. Data on the potential of exports and imports of these countries show the possibilities and an eleven-fold increase compared to those that are currently being realised.

Key words: CEFTA, gravity model, foreign trade, bilateral trade, economic integration

Uporaba modela gravitacije pri ocenjevanju zunanje trgovine med državami članicami CEFTA

Avtorji so izvedli empirično analizo potenciala zunanje trgovine med državami CEFTA, vključno s Hrvaško. Prispevek obravnava ekonometrično modeliranje dvostranskega sodelovanja z uporabo gravitacijskega modela, ki se je izkazal za zelo učinkovito orodje pri razlagi in napovedovanju dvostranske trgovine. Z uporabo gravitacijskega modela avtorji opredeljujejo potencial izvoza in uvoza v teh državah. Rezultati gravitacijskega modela so opredeljeni z medsebojno razdaljo, bruto domačim proizvodom in prebivalstvom držav CEFTA. Pridobljeni podatki o potencialu izvoza in uvoza teh držav kažejo na možnosti in enajstkratno povečanje v primerjavi s tistimi, ki se trenutno izvajajo.

Ključne besede: CEFTA, gravitacijski model, zunanja trgovina, dvostranska trgovina, gospodarska integracija

Povezovanje dijaških domov

V času, ko virtualni svet z vso napredno tehnologijo agresivno prežema naš vsakdan, je nekoliko težje vstopiti v medsebojno interakcijo. Po eni strani se zdi, da je zaradi globalizacije svet postal veliko manjši in dostopnejši, po drugi pa smo si med seboj vedno bolj oddaljeni. Vsi ti in drugi dejavniki vplivajo tudi na udejstvovanje dijakov pri različnih interesnih dejavnostih v dijaških domovih. Vplivi globalnih sprememb na tem področju postavljajo vzgojitelje, mentorje in druge pedagoške delavce v dijaških domovih pred izziv, kako se soočiti z zmanjšano motiviranostjo mladih za različne aktivnosti, ki predstavljajo pomemben del njihovega osebnostnega razvoja. Ena od možnih sprememb je, da dijaški domovi okrepijo medsebojno sodelovanje in na ta način poskušajo dijake dodatno spodbuditi za različne dejavnosti. Kot primer dobre prakse v prispevku predstavljamo povezovanje dijaških domov v zahodnem delu Slovenije preko športnih aktivnosti.

Ključne besede: dijaški domovi, interesne dejavnosti, šport, povezovanje

Cooperation of Boarding Schools

Nowadays, when the virtual world with its advanced technologies aggressively dictates the dynamics of our everyday life, it is somewhat more difficult to interact with one another. On the one hand, globalisation makes the world seem much smaller and more accessible, while on the other hand, it seems that we are even further away from each other. All these factors also affect the field of students' participation in various interest activities in boarding schools. Due to the impacts of global changes, teachers, mentors and other pedagogical workers in boarding schools face the challenge of how to cope with demotivated young people in various activities that represent an important part of their personal development. One of the possible changes is that boarding schools intensify their cooperation and thus try to encourage students for different activities. As an example of good practice, the article presents the cooperation of boarding schools in the Western part of Slovenia through sports activities.

Key words: boarding schools, leisure activities, sport, cooperation

Upravljanje s krhkostjo na individualni ravni

Eden od najresnejših izzivov, s katerimi se Evropa trenutno sooča, je staranje prebivalstva. In krhkost je eno izmed zaskrbljujočih zdravstvenih stanj, ki se pojavijo v starosti. Vendar se proces krhkosti potencialno lahko prepreči in zdravi ob pravočasni in ustrezni intervenciji. Ključno je znanje o tem, kako postopati s starejšimi pacienti s krhkostjo ali tistimi, pri katerih se krhkost lahko razvije. Skupni ukrep (JA) ADVANTAGE je prvi JA, namenjen preprečevanju krhkosti. V okviru JA je bilo delo osredotočeno na šest ključnih področij zgodnje intervencije: preprečevanje, klinično zdravljenje, prehrana, telesna vadba, zdravila oz. polifarmakoterapija ter informacijske in komunikacijske tehnologije. Projektni partnerji so povzeli in analizirali dokaze, pridobljene iz različnih znanstvenih virov (članki, siva literatura, primerih dobrih izkušenj na evropski ravni) in iz projektov, ki jih financira ali jih je financirala EU. V obsežnem pregledu literature je bilo ugotovljeno, katere politike in vprašanja je treba obravnavati in katere vrzeli obstajajo in jih je treba zapolniti v prihodnosti, da bi se spopadli s krhkostjo na vsakem od naštetih šestih ključnih področij intervencije.

Ključne besede: starostniki, krhkost, upravljanje

Managing Frailty at the Individual Level

One of the most serious challenges that Europe is currently facing is demographic ageing, and frailty is one of the perturbing health conditions that may occur in older age. However, the process of frailty can potentially be prevented and treated if appropriate interventions occur early enough. It is of key importance to know how to manage older adults with frailty or those at risk for developing it. Joint Action (JA) ADVANTAGE is the first JA on the prevention of frailty. In the frame of the JA, the work was focused on six key fields of early intervention: prevention, clinical management, nutrition, physical exercise, medicines and polypharmacy, as well as information and communication technologies. Our project partners summarised and analysed the evidence obtained from different scientific sources of information: peer-reviewed articles, grey documents, examples of good practice at the European level, and from the EU funded projects. A vast literature review determined what policies and policy issues need to be addressed, including which gaps must be bridged in the future to tackle frailty in each one of the six key fields of intervention.

Key words: older people, frailty, management

Društvena odgovornost rudarskih kompanija u Srbiji

Preduzeća, kao otvoreni sistemi, deo su društva u kojem egzistiraju i između njih i društvene zajednice postoji uzajamna povezanost. Za svoje poslovanje preduzeća iz društvene zajednice i prirodne sredine uzimaju potrebne resure i energiju, a svojim poslovanjem utiču na društvenu zajednicu i životnu sredinu. Rudarska proizvodnja je jedan od najvećih zagađivača životne sredine pa je zbog toga neophodno da preduzeća iz oblasti rudarske industrije pored ostvarenja ekonomskih ciljeva, vode računa i o uticaju koji vrše na društvo i prirodnu sredinu, tj. potrebno je da organizuju svoje poslovanje na društveno prihvatljiv način. Društveno odgovorno poslovanje podrazumeva da se svi poslovi u preduzeću izvršavaju, uz poštovanje ekonomskih, zakonskih i etičkih principa. U radu će biti ukazano na primenu koncepta društveno odgovornog poslovanja u Srbiji sa akcentom na rudarske kompanije, kroz analizu primene koncepta društveno odgovornog poslovanja na primeru kompanije »Rudnik« i »Flotacija Rudnik« d. o. o.

Ključne reči: Korporativna društvena odgovornost, životna sredina, rudarska proizvodnja, rudarske kompanije

Social Responsibility of the Mining Companies in Serbia

Companies, as open systems, are part of the society in which they exist, and there is a reciprocal relationship between them and the community. For their operations, companies take the necessary resources and energy from the social community and the environment, influencing them with their business. Mining production is one of the biggest environmental polluters, therefore, in addition to achieving economic goals, it is necessary for the companies to consider the impact they have on the society and the environment; i.e. they should organise their operations in a socially acceptable manner. Socially responsible business operation implies that all business activities are carried out with respect to economic, legal and ethical principles. The paper will point out the implementation of the CSR concept in Serbia with an emphasis on mining companies. The analysis of the CSR concept implementation in the companies "Rudnik" and "Flotacija Rudnik" d. o. o. will be performed.

Key words: corporate social responsibility, social community, mining production, mining companies

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Uloga međunarodnih sajmova na promociju turističke ponude

Savremeni sajmovi su organizovani kao specifična preduzeća, većina njih je nastala uz pomoć lokalne i državne administracije, s namerom da unaprede domaću ekonomiju, ali da posluju po strogo komercijalnim kriterijumima. Kako imaju izuzetno veliku ulogu na razvoj čitavih regija i država, lokalne i državne administracije pružaju im brojne pogodnosti i razne olakšice, kao što su manje stope poreza ili potpuna oslobođenja od poreza, za robu plasiranu na sajmu itd. Da bi sajam bio međunarodnog karaktera treba da ispuni sledeće uslove: da ima najmanje 10 % stranih izlagača i 5 % posetilaca iz inostranstva (Poljoprivredni sajam Novi Sad, Sajam tehnike Hanover, World food Moskva i dr.). Turistička organizacija Vojvodine u svom godišnjem programu ima predviđene nastupe na više od 20 međunarodnih sajmova, te su oni najčešći instrument promovisanja sveukupne turističke ponude Vojvodine.

Ključne reči: međunarodni sajam, marketinški alati, promocija, diverzifikacija turističke ponude

The Role of International Fairs in the Promotion of Tourist Offers

Contemporary fairs are organised as specific companies - most of them with the help of local and government administration in order to improve the domestic economy, however, they need to operate according to strict commercial criteria. As they play an extremely large role in the development of entire regions and countries, local and government administrations provide them with various benefits, such as lower tax rates or total tax exemptions for goods presented at the fair, etc. In order for the fair to be of international character, it should meet the following requirements: at least 10% of foreign exhibitors and 5% of foreign visitors (Agricultural Fair Novi Sad, Technology Fair Hannover, World Food Moscow, etc.). According to its annual program, the Tourist Organisation of Vojvodina will participate in more than 20 international fairs, and they are the most frequent instrument for promoting the overall tourist offer of Vojvodina.

Key words: international fair, marketing tools, promotion, diversification of tourist offer

Uporaba pristopa ocenjevanja učinkov na področju zdravstva

Področje ocenjevanja učinkov spada na področje komplementarnih metod, ki podpirajo t. i. politiko na temelju dejstev. Kvantitativno ocenjevanje učinkov odgovarja na vprašanje, kakšen je vzročni učinek programa ali intervencije, ki jo ocenjujemo. Pri oceni učinka obravnave med seboj primerjamo eksperimentalno in kontrolno skupino. Če želimo, da je primerjava med skupinama čim bolj nepristranska, se morata skupini razlikovati le pri obravnavi, v vseh ostalih značilnostih pa morata biti med seboj enaki. Ker so naključni eksperimenti redki - iz moralnih, etičnih in drugih razlogov, je treba za oceno vzročnega učinka izbrati druge pristope, ki temeljijo na uporabi protidejstvenika. Slednji odgovori na vprašanje, kakšni so učinki za udeležence v programu, če ti ne bi bili vanj vključeni. V prispevku tako predstavimo izhodišča za ocenjevanje učinkov kot primer uporabe na področju zdravstva.

Ključne besede: ocenjevanje učinkov, vzročni učinki, zdravstvo

The Use of Impact Evaluation in the Field of Health Care

The field of impact evaluation is part of a broader area of complementary methods which support the so-called evidence-based policy. The quantitative impact evaluation answers the question what the causal effect of a program or intervention being evaluated is. When trying to evaluate the impact, we compare the experimental and the control group. In order to establish an unbiased comparison between the groups, they have to differ only in the treatment received, whereas in all other characteristics they have to be similar. Since random experiments are rare due to moral, ethical and other reasons, the evaluation of the causal effect has to be based on different approaches using a counterfactual. The latter explains the causal effects for the programme participants if they had not participated in the programme. In the paper, we present the basic starting points of impact evaluation and a case study in the field of health.

Key words: impact evaluation, causal effects, health care

Investicije in odgovornost družbe

Investicije vplivajo na razvoj in strukturo gospodarstva, zaposlitvene možnosti, življenjski standard in blaginjo gospodarstva, zato imajo multiplikativne učinke na ravni nacionalnega gospodarstva. Z globalizacijo in uveljavljanjem trajnostnega razvoja (TR) se investicijsko okolje spreminja. Investicijski procesi postajajo kompleksnejši, vključujejo večje število deležnikov in se odmikajo od tipično ekonomskih procesov odločanja. Značilni so večdimenzionalni cilji, ki temeljijo na konsenzu različnih razvojnih ciljev. Vendar pa je za tranzicijsko obdobje uveljavljanja TR značilno izpostavljanje neekonomskih ciljev pred ekonomskimi kot protiutež neoklasični obravnavi investicij. Takšen pristop pa, tako kot neoklasični, ne zagotavlja trajnostnega razvoja. Z uveljavljanjem TR postaja vloga družbenih skupin v investicijskih procesih vse večja, zato je treba participacijo družbenih skupin nadomestiti z odgovornim odločanjem in iskanjem skupnih razvojnih konsenzov kot izhodišč za udejanjanje TR.

Ključne besede: investicije, trajnostni razvoj, družbena odgovornost

Investments and Corporate Responsibility

Investments influence the economy development and its structure, employment prospects, standard of living, and economic prosperity, therefore they have multiplying effects on the national economy. With globalisation and the promotion of sustainable development (SD), the investment environment is changing. Investment processes are becoming more complex, involving a larger number of stakeholders, and deviating from typical economic decision-making processes. Multi-dimensional goals based on a consensus of various development goals are characteristic. In the transition period of the SD implementation, there is a typical preference for non-economic objectives as opposed to the economic ones, representing a counterweight to the neoclassical treatment of investments. However, SD is not ensured by either of the approaches. By establishing SD, the role of social groups in investment processes is increasing, thus it is necessary to replace the involvement of social groups with responsible decision making and finding common development consensus as the starting point for the implementation of SD.

Key words: investments, sustainable development, social responsibility

Psychological Articulations of Personality on Globalisation Scene

Generally speaking, globalisation is an inevitable phenomenon. Moreover, it is considered that the person itself is deeply secluded from this process; consequently, we can say that their feelings, emotions, reactions, and reflections are suppressed as parts of their psychological nature. This is also the focus of interest examined by this paper. The general assumption is that globalisation has a strong impact on the person's psychological work and their adaptation to change, and the aim of the paper is to discover the psychological articulations of the person in the act of globalisation related to the person's cognitive, emotional, social, moral and other dimensions. We have conducted a survey with a specially designed questionnaire (PIPR) for examining the perception of psychological reflexes of people. The survey included 200 respondents from different levels of leadership in several organisations in the Republic of Macedonia. We expect that this paper will open new ideas, views, and perspectives.

Key words: globalisation, psychological articulation, profitability, psychological reflexes, personal world

Psihološke artikulacije osebnosti na globalizacijski sceni

Na splošno je globalizacija neizogiben pojav. Prav tako velja, da je sama oseba precej oddaljena od tega procesa, zato lahko rečemo, da so njene zaznave, čustva, reakcije in refleksije, kot del psihološke narave, zatrte. To je tudi predmet razprave v prispevku. Splošna predpostavka je, da globalizacija močno vpliva na psihološko delo posameznika in njegovo prilagajanje spremembam, cilj prispevka pa je odkriti psihološke artikulacije osebe v času globalizacije, ki je povezana s kognitivnimi, čustvenimi, socialnimi, moralnimi in drugimi dimenzijami. Izvedli smo raziskavo s posebej oblikovanim vprašalnikom (PIPR) za vpogled v percepcijo psiholoških refleksov ljudi. V anketi je sodelovalo 200 respondentov z različnih vodstvenih položajev različnih organizacij v Republiki Makedoniji. Pričakujemo, da bo prispevek spodbudil nove ideje, poglede in perspektive.

Ključne besede: globalizacija, psihološka artikulacija, donosnost, psihološki refleksi, osebni svet

Efekti globalizacije na računovodstvenu struku

Mnoge ekonomske, društvene, pravne okolnosti su bile rezultati nerazumevanja finansijskih izvještaja i pokazatelja, jer su na različite načine i kriterije priznavali pozicije sa samim tim uticale na postupke i prezentaciju finansijskih izvještaja. U tom smislu, globalizacija je mnogo doprinijela razumijevanju istih. S toga, vrlo često ističemo da ja Komitet (IASB) angažovan tako, da mnoge razlike smanje kroz primjenu računovodstvenih postupaka, pravila i standarda, koji i te kako utiču na finansijske izvještaje, koje globalizacijom treba da razumije sto veći dio poslovnog svijeta. Računovodstveni propisi se razlikuju od zemlje do zemlje i zbog toga mnogi kažu da koliko ima zemalja u svijetu toliko je i računovodstvenih principa. Globalizacija je produkt osnivanja međunarodne organizacije računovoda IFAC (International Federation of Accounting) 1977 godine. Osnovna namjena ove organizacije je jačanje računovodstvene profesije i usklađivanjem sa računovodstvenim pravilima kao sto su (MRS) i (MSFI).

Ključne riječi: globalizacija, međunarodni računovodstveni standardi, međunarodni standardi finansijskog izvještavanja

Effects of Globalisation on the Accounting Profession

Many economic, social and legal environments were the result of misunderstanding of financial statements and indicators, because they recognised positions in various ways and criteria, thus influencing the procedures and presentation of financial statements. In this sense, globalisation has contributed a lot to understanding them. Therefore, we often emphasise that the Committee (IASB) is dedicated to reduce many differences through the application of computational procedures, rules and standards, which affect financial statements that should be understood through globalisation by as much of the business world as possible. Accounting regulations vary from country to country, and it is said that there as many accounting policies in the world as there are countries. Globalisation is the product of founding the International Federation of Accounting (IFAC) in 1977. The main purpose of this organisation is to strengthen the accounting profession and the compliance with accounting rules such as IAS and IFRS.

Key words: globalisation, international accounting standards, international financial reporting standards

Kriptovalute: šansa, prednost ili finansijska zabluda – jedan pogled

Globalizacija i promene koje su zahvatile svetsku ekonomiju uslovile su razvoj novih modela razmišljanja, investiranja, trgovanja i načina plaćanja u svetskoj ekonomiji. Kraj XX i početak XXI veka je obeležio ubrzan tehnološki napredak koji nije zaobišao nijednu privrednu granu, a gotovo da nema domaćinstva koje nije doživelo promenu. Kriptovalute predstavljaju novi model trgovine i plaćanja, ali i sam način dolaska do nekog vida zarade. To je oblik imovine koja se koristi kao digitalno sredstvo razmene upotrebom kriptografskih algoritama za »rudarenje« nove vrednosti, ali i kao način obezbeđenja sigurnosti transakcija u datom sistemu. Konceptijski, rad će biti predstavljen u dve celine. Prva celina će obuhvatiti tehnički pogled na nastanak i način funkcionisanja kriptovaluta. Druga celina će predstaviti razvojnu šansu kriptovaluta, prednosti ovakvog vida investiranja, ali i moguću zabludu, kao i velike gubitke koje mogu proisteći iz samog trgovanja istom.

Ključne reči: ekonomski razvoj, finansije, kriptovalute, informatički razvoj, investiranje

Cryptocurrencies: Opportunity, Advantage or Financial Misconception – A View

Globalization and the changes that have affected the world economy conditioned the development of new models of thinking, investing, trading and payment methods. The end of the 20st and the beginning of the 21st century was marked by a rapid technological progress, which did not bypass any economic sector, and almost every household experienced the change. Cryptocurrencies represent a new model of trade and payments, but also the means to earn something. It is a form of property that is used as a digital asset exchange using cryptographic algorithms for "data mining" the new value, but also as a way of ensuring the security of transactions in the given system. Conceptually, the work will be presented in two parts. The first part will cover the technical view of the formation and functioning of cryptocurrencies. The second part will present a development opportunity of cryptocurrencies, the advantages of this type of investment, as well as a possible misconception and large losses.

Key words: economic development, finances, cryptocurrencies, informatics development, investing

Družbeni status in vpliv etičnih načel zaposlenih v zdravstvu

Prispevek obravnava vprašanje, kako družbeni status v postmoderni družbi vpliva in hkrati definira odnos zaposlenih v zdravstvu. Sistem zdravstvenega varstva je sestavljen iz največje skupine družbenih profesionalcev. Slednji še vedno nimajo pomembne vloge pri oblikovanju družbene politike, ki močno posega na to področje. Medicina ima kot znanost pomemben in avtonomen položaj v družbi, moč, obvladuje položaj ter pridobljeno znanje pri profesionalizaciji poklica. Zdravstveni negi primanjkuje politične moči – imeti bi morala večji vpliv na družbenem področju, boljši status in ugled, progresiven, stabilen položaj, predvsem pa bi morala biti manj podrejena in imeti večjo avtonomijo. Za zaposlene v zdravstvu je imperativ spoštovati kodeks etike in načela. V prispevku so predstavljena načela utilitarizma in Kantova praktična filozofija, filozofski perspektivi z vidika etičnih načel. Predstavljamo raziskavo, s katero smo želeli pridobiti mnenja anketirancev glede etičnih načel v njihovem poklicu.

Ključne besede: etika, zdravstveni delavci, družbeni status, menedžment

Social Status and the Influence of Ethical Principles on Employees in Health Care

The article discusses the question of how social status in a postmodern society influences and coincidentally defines the attitudes of employees in health care. The system of health care consists of the largest group of social professionals. The latter still have an unimportant role in the shaping of a social policy that is strongly influencing this area. As a science, medicine has an important and autonomous position in the society; it has power, control of the situation and the acquired knowledge in the professionalisation of the occupation. Health care lacks political power – it should have greater impact on the social field, better status and reputation, a progressive and stable position. Above all, it should be less subordinate with greater autonomy. For employees in health care, it is imperative to respect the code of ethics and principles. The article presents the principles of utilitarianism and the Kant's Practical Philosophy, the philosophic perspectives through the prism of ethical principles. We present a research with which we wanted to obtain the opinions of respondents on ethical principles in their profession.

Key words: ethics, healthcare employees, social status, management

Edukacija o šećernoj bolesti, kronične komplikacije i kvaliteta života

U radu analiziramo istraživanja koja se bave edukacijom osoba sa šećerom bolešću tipa 2, kroničnim komplikacijama, kvalitetom života i kvalitetom života partnera. U istraživanju je bila upotrebljena deskriptivna metoda; izveden je sistematični pregled znanstvene i stručne literature. Traženje literature smo proveli na bazama podataka: EBSCOhost; MEDLINE; CINAHL; PubMed, Google Znalac, COBISS i HRČAK. Traženje literature proteklo je pomoću ključnih riječi u engleskom jeziku: »education«, »diabetes mellitus type 2«, »quality of life«, »partners«, »chronic complications«, »WHOQOL-BREF«. Kriteriji za izbor članaka su bili: objava u vremenskom razdoblju od godine 2015 do 2017. Analizirali smo 15 znanstvenih članaka te smo rezultate prikazali ovom preglednom istraživanju. U vrijeme individualne edukacije veća je prilika za podizanje svijesti o promjeni životnih navika. Potrebna je procjena pacijenata na osnovu upitnika za zdravstvenu kvalitetu i kvalitetu života. U programe za prevenciju treba biti uključen što veći postotak rizične populacije. Posebnu pažnju treba posvetiti poboljšanju socio-ekonomskih uvjeta za liječenje. U dodatnoj potpori i intervencijama najveću ulogu imaju timovi obiteljske medicine u primarnoj zdravstvenoj zaštiti.

Ključne besede: edukacija, šećerna bolest tip 2, kvaliteta života, partner, WHOQOL-BREF

Education about Diabetes, Chronic Complications, and Lifestyle Quality

This study analysed the data obtained from the existing research on education of persons with diabetes type 2, their chronic complications, and quality of life with a partner. The descriptive method was used for a systematic review of scientific and technical literature. The key words for literature search through EBSCOhost, MEDLINE, CINAHL, PubMed, Google Scholar, COBISS and HRČAK databases were: "education", "diabetes mellitus type 2", "quality of life", "partners", "chronic complications" and "WHOQOL-BREF". Articles were selected according to the criteria of being published in the period between 2015 and 2017. 15 research articles were analysed and the results presented in this article. In individual education, there is a greater chance of raising awareness about the lifestyle change. Based on a questionnaire on health quality and quality of life, patient assessment is needed. Prevention programs should include as high a percentage of the risk population as possible. Particular attention should be paid to improving the socio-economic conditions for treatment. Teams of family medicine in primary health care play a major role in additional support and interventions.

Key words: education, diabetes mellitus type 2, quality of life, partner, WHOQOL-BREF

Izvozni preferencijalni model

Izvozno orijentisane kompanije koje uvoze sirovine za proizvodnju suočavaju se sa raznim raznim uvozno-izvoznim procedurama koje troše dragoceno vreme kompanijama. Takođe plaćanjem uvoznih dažbina i refundacijom istih nakon izvoza nastaju finansijski troškovi. Danas mnoge zemlje u svetu imaju potpisane ugovore o slobodnoj trgovini koji omogućavaju razne preferencije pri uvozu-izvozu. Što se tiče Srbije ona ima potpisane ugovore o uvozno – izvoznim preferencijalima sa: Evropskom Unijom, CEFTA-om, EFTA-om, Turskom, Rusijom, Kazahstanom, Belorusijom, Amerikom koji pružaju značajne potencijale za spoljnu trgovinu. Pored mogućnosti koje pružaju ugovori o slobodnoj trgovini, kompanija su omogućene subvencije, fiskalne pogodnosti i razni programi za unapređenje poslovanja na teritoriji cele Srbije, dok su i carinske pogodnosti dostupne korisnicima samo u Slobodnim zonama Srbije. Određeni postupci tretmana robe u slobodnim zonama omogućavaju ne plaćanje uvoznih dažbina za sirovine, sve do trenutka izvoza ukoliko je to potrebno. Takvi procesi mogu biti primenjeni i van granica Slobodnih zona u cilju pojednostavljenja uvoza – izvoznih postupaka, a za dobrobit cele zajednice.

Ključne reči: Slobodna zona Pirot, aktivno oplemenjivanje

Export Preferential Model

Export-oriented companies importing raw materials for production face a variety of import-export procedures, which can waste valuable time of companies. In addition, by paying import duties and refunding them after export, financial costs arise. Today, many world countries have signed free trade agreements that allow different preferences in import-export. As far as Serbia is concerned, it has signed the contracts on import-export preferences with the European Union, CEFTA, EFTA, Turkey, Russia, Kazakhstan, Belarus, and America, providing significant potential for more successful foreign trade. Besides the opportunities offered by free trade agreements, there are also subsidies, fiscal benefits and various programmes for improving business throughout Serbia; however, customs benefits are available only to users in the Free Zones of Serbia. Certain procedures for the treatment of goods in Free Zones enable avoidance of import duties for raw materials, even until the moment of export if necessary. Such processes can be applied beyond the boundaries of the Free Zones in order to simplify the import-export procedures, as well as for the benefit of the whole community.

Key words: free zone Pirot, inward processing

Characteristics of Managing Human Resources for Organisational Success in the Period of Globalisation

Globalisation has universal implications for human resources management, where human capital has a dominant role. Human capital is defined as the collective value of skills, knowledge and competences of human resources. An effective management system, which is adapted to contemporary conditions, is a challenge that guarantees optimum utilisation of human capital. This paper combines the following concepts: management, human resources, and competencies in the context of organisational success. It is confirmed that the characteristics of an effective management of human resources for organisational success in the age of globalisation are implicitly related to human capital, which includes emotional and social managerial competences. The results of the research confirmed the importance of social and emotional competences in the function of building strong organisational competitiveness. This emphasises the need for creating and implementing educational programs for managers at all organisational levels to develop their emotional and social skills, which can lead to greater organisational success and competitive advantage.

Key words: management, globalisation, human capital, competences, organisational success

Značilnosti upravljanja človeških virov za organizacijski uspeh v času globalizacije

Globalizacija ima univerzalne posledice za upravljanje s človeškimi viri, kjer ima človeški kapital prevladujočo vlogo. Človeški kapital je opredeljen kot kolektivna vrednost spretnosti, znanja in kompetenc človeških virov. Učinkovit sistem upravljanja, ki je prilagojen sodobnim razmeram, je izziv, ki zagotavlja optimalno izrabo človeškega kapitala. Prispevek združuje naslednje koncepte: upravljanje, človeške vire in kompetence v kontekstu organizacijskega uspeha. Potrjeno je, da so značilnosti učinkovitega upravljanja človeških virov za organizacijski uspeh v času globalizacije implicitno povezani s človeškim kapitalom, kar vključuje čustvene in družbene vodstvene kompetence. Rezultati raziskave so potrdili pomen družbenih in čustvenih kompetenc v funkciji vzpostavitve organizacijske konkurenčnosti, kar pa poudarja potrebo po oblikovanju in izvajanju izobraževalnih programov za menedžerje na vseh organizacijskih ravneh, da razvijejo svoje čustvene in socialne veščine, te pa lahko privedejo do večjega organizacijskega uspeha in konkurenčne prednosti.

Ključne besede: upravljanje, globalizacija, človeški kapital, kompetence, organizacijski uspeh

Kajenje med dijaki zdravstvene šole

Zgodovina kajenja sega precej dlje, kot bi si marsikdo mislil. Kadili so že ameriški indijanci, ki so se ob tem počutili bolj sproščene in pomirjene. V Evropi je postalo kajenje priljubljeno z vrnitvijo Kolumba. Cigaretetni dim vsebuje na tisoče kemikalij, ki so dokazano rakotvorne. Kajenje je daleč na prvem mestu med vsemi dejavniki zdravstvenega tveganja, na katere lahko sami in brez večjih težav vplivamo. Najnevarnejši je nikotin. Tudi pasivno kajenje močno vpliva na zdravje ljudi. Kajenje pa je prisotno tudi med dijaki zdravstvene šole, čeprav so seznanjeni z dejavniki tveganja. Proste roke – čista pljuča je program za opuščanje kajenja, ki je namenjen mladostnikom, kadilcem v starosti od 15 do 19 let. Med dijaki zdravstvene šole smo izvedli raziskavo, saj nas je zanimalo, koliko dijakov kadi in ali morda starši vedo za to. Koliko jih je med njimi takšnih, ki so samo poskusili iz radovednosti, in koliko jih še danes kadi. Zanimalo nas je tudi, kaj je bil povod za pričetek kajenja. Med vsemi anketiranimi jih je polovica odgovorila, da je bila to družba oziroma vrstniki. Analiza anketnih vprašalnikov je pokazala rezultate, ki smo jih pričakovali. Presenetilo nas je, da se veliko mladih zaveda nevarnosti oziroma vedo, kakšne so posledice kajenja, vendar kljub vsemu ne nehajo kaditi.

Ključne besede: kajenje, pasivno kajenje, opuščanje kajenja, dijaki

Smoking among Secondary Nursing School Students

The history of smoking goes far beyond what many would think. Smoking was already popular with American Indians, making them feel more calm and relaxed. In Europe, smoking became popular with the return of Columbus. Cigarette smoke contains thousands of chemicals that are proven carcinogenic. Smoking is by far the leading cause of all health risk factors, which we can influence ourselves and without major problems. The most dangerous is nicotine. Passive smoking has a strong impact on human health as well. Smoking is also present among nursing students, although they are familiar with the risk factors for the body. Free Hands – Pure Lungs is a smoking cessation programme designed for adolescents, smokers aged 15 to 19, who want to quit smoking. We conducted a survey among secondary nursing school students to find out how many students smoke, if parents are aware of it, how many tried out of curiosity, and how many still smoke today. We were also interested in why they started smoking. Among all the respondents, half of them stated they started smoking because of their peers. The questionnaire analysis showed the expected results. We were surprised that many young people are aware of the risks or consequences of smoking, but they smoke anyway.

Key words: smoking, passive smoking, smoking cessation, students

Kreativno liderstvo u EU i okruženju – izazovi modernog doba

U strategiji razvoja modernog doba, analitičari ukazuju na složenost i dinamičnost promjena u svim domenima društva i pojedinca. Naglašava se kontekst događanja i promjena u postmoderni. Dosadašnja istraživanja u EU i kod nas ukazuju na veliki naučni i tehnološki napredak, koji nije dovoljno podsticajan u socijalnom i kultumom kontekstu. Naime, ovim pristupom se reducira rast ljudskog potencijala, a izazovi svode na ekonomsku racionalost i profit, virtuelnost, dehumanizaciju na uštrb održivog razvoja, koji genereše upravljanje promjenama. Ono što čini integrativni faktor razvoja su izazovi: način života, različite kulture, vrijednosti i uvjerenja, stvaralačka priroda čovjeka, kreativan mentalni stav i socijalna percepcija. Poseban fenomen čini kultura kreativnog liderstva, preduzetništva i etike u stvaranju savremenih paradigmi ispoljavanja kreativnosti, slobode i promjena ka održivom razvoju. Jer, rezultati istraživanja u EU i okruženju ukazuju na fleksibilan i integrativan pristup promjenama, potvrđujući naučno inovativan i kreativan pristup upravljanja promjenama.

Ključne riječi: kreativno liderstvo, preduzetništvo, EU, kultura

Creative Leadership in the EU and Its Environment – Challenges of the Modern Age

In the modern development strategy, analysts point to the complexity and dynamism of change in all domains of society and the individual. The context of events and changes in postmodernism is emphasised. Previous research in the EU and in our country points to a great scientific and technological progress, which is not sufficiently stimulating in the social and cultural context. Namely, this approach reduces the growth of human potential, and challenges are reduced to economic rationality and profit, virtuality, dehumanisation at the expense of sustainable development, which generates change management. What makes an integrative development factor are the challenges: the way of life, different cultures, values and beliefs, the creative nature of a person, mental attitude and social perception. A particular phenomenon is caused by the culture of creative leadership, entrepreneurship and ethics in creating contemporary paradigms in the expression of creativity, freedom and change towards sustainable development. The results of a research in the EU and its environment point to a flexible and integrative approach to change, confirming a scientifically innovative and creative approach to change management.

Key words: creative leadership, entrepreneurship, the EU, culture

Dejavniki povpraševanja na primeru SoloDiesel

Dobro razumevanje strukture izdelkov in deležev ustvarjenih prihodkov omogoča podjetju primerno oblikovanje prodajne politike, pravilno uporabo trženjskih orodij in načrtovanje dolgoročnega razvoja, kot tudi uporabo funkcije povpraševanja, ki preko ocenjevanja cenovne politike omogoča razumevanje povezav med dejavniki in obsegom povpraševanja. S pomočjo dejavnikov, kot sta tržno komuniciranje in obseg trga, je prikazan vpliv na povpraševanje po izdelku za vozila, ki preprečuje točenje napačnega goriva v rezervoar. Na podlagi postavljenih hipotez, da med prodajo izdelka in BDP ter osebnim dohodkom obstajajo povezave in da stroški za tržno komuniciranje in na novo registrirana vozila na dizelski pogon vplivajo na končno prodajo, je s pomočjo linearne regresijske analize prikazan rezultat raziskave, kako vsaka posamezna neodvisna spremenljivka statistično pomembno vpliva na odvisno spremenljivko, torej na prodajo.

Ključne besede: podjetja, prodaja, povpraševanje, tržno komuniciranje

Factors Affecting Demand in the Case of SoloDiesel

A good understanding of the products structure and the generated income shares enables the company to formulate a proper sales policy, to correctly use the marketing tools and plan a long-term development. It also allows the use of the demand function, which, through the price policy evaluation, suggests understanding of the connection between the demand factors and the volume of demand. Using the factors such as marketing communication and market volume, we show the impact on the demand for a diesel vehicle product, which prevents misfuelling of vehicles. We set the hypotheses stating that correlations between the sale of the product, GDP, and personal income exist, and that the costs for marketing communication and the newly registered diesel vehicles influence the final sales. Using the linear regressive analysis, the research results show how each individual independent variable influences the dependent variable – the sales – with statistical significance.

Key words: companies, sales, demand, marketing communication

Hibridne vsebine na družbenih omrežjih

Oglaševanje je eno izmed glavnih komunikacijskih orodij, ki ga podjetja uporabljajo za komuniciranje s ciljnim občinstvom. Gre za plačljivo obliko predstavitve izdelkov ali storitev s strani znanega naročnika, katere namen je prepričevanje in vplivanje na nakupovalne navade ljudi. V medijskih vsebinah so pogoste objave, ki imajo obliko novinarskega žanra, vsebina pa je promocijska. Tako se prepletajo značilnosti novinarskih prispevkov, ki so v osnovi netržno naravnani, in oglaševanje, ki je tržno naravnano. Te vsebine so hibridna besedila, ki predstavljajo sodobni način promocije tržnega blaga ali storitev. V zadnjem času so oglaševalci našli nove kanale objavljanja hibridnih sporočil. Ker se mlajša in srednja generacija večinoma informira preko družbenih omrežij, se je hibridno sporočanje preselilo na ta kanal. V prispevku problematiziramo etičnost hibridnega sporočanja in ugotavljamo skladnost le-tega s Slovenskim oglaševalskim kodeksom. Ugotavljamo načine pojavljanja hibridnega sporočanja na družbenih omrežjih in prepoznavanje tovrstnih sporočil s strani potrošnikov.

Ključne besede: oglaševanje, hibridne vsebine, družbena omrežja, potrošniki

Hybrid Content in Social Media

Advertising is one of the most important communication tools used by corporations to communicate with their target audience. Advertising is a paid form of product or service presentation, commissioned by a known client, with the objective to persuade and influence people. Media content frequently includes publications that in form mimic the journalistic genre, even though the content is promotional. Thus, they combine some features of journalistic texts, which are basically non-commercial, and market-oriented advertising. Such content is characterised as hybrid texts, representing a modern promotion method of tradable goods or services. Lately, advertisers have established new channels for launching hybrid messages. As both the younger and middle-aged generation mostly seek information via social networks, hybrid communication naturally moved to this channel. The paper focuses on the ethics of hybrid communication, trying to establish its compliance with the Slovenian Code of Advertising Practice. We have identified different ways hybrid messaging appears in social media, and how such messages can be recognised by consumers.

Key words: advertising, hybrid content, social media, consumers

Menedžment kakovosti oskrbe pacienta z diabetičnim stopalom

Daljša življenjska doba prinaša porast kroničnih in geriatričnih obolenj, hiter tempo življenja nove psihosocialne probleme, spremenjen način prehranjevanja porast srčno-žilnih obolenj in epidemijo debelosti. V prispevku opisujemo sladkorno bolezen kot eno izmed najpogostejših kroničnih bolezni, saj zaradi nevropatije in ishemije predstavlja infekcijo, ki pripelje do okvare tkiva – diabetičnega stopala in kasneje do amputacije. Tako resno bolezensko stanje zmanjšuje kakovost življenja sladkornega bolnika, predstavlja strokovni in organizacijski problem za zdravstveno osebje ter finančno breme za družbo. Pri tem je treba več pozornosti nameniti preventivni vzgoji pacientov, njihovih svojcev in zdravstvenih delavcev (o pravilni negi nog – medicinski pedikuri, pravilni obutvi) in pravočasnemu odkrivanju ogroženih pacientov s presejalnim testom za diabetično stopalo ter po morebitni amputaciji omogočiti čim hitrejšo rehabilitacijo, s katero preprečimo zaplete in izboljšamo kakovost življenja. Pri obravnavi kroničnega pacienta so ključne kompetence medicinskih sester, ki s strokovnim znanjem in izkušnjami opravljajo zdravstvenovzgojno delo in s tem pacientu omogočajo višjo kakovost življenja na podlagi razmer, v katerih živi. Z rezultati deskriptivne in kavzalno – neeksperimentalne metode empiričnega raziskovanja na podlagi pregleda domače in tuje literature predstavljamo pomen dobre preventivne in kurativne vzgoje s poudarkom na svetovanju o ustrezni izbiri obutve in stopalnih vložkov.

Ključne besede: sladkorna bolezen, diabetično stopalo, zdravstvena vzgoja, obutev

Quality Care Management of the Diabetic Foot Patient

Longer life expectancy has led to an increase in chronic and geriatric disorders, the rapid pace of life to new psychosocial problems, and changes in diet to the increase of cardiovascular diseases and the obesity epidemic. The article describes diabetes as one of the most common chronic diseases, which due to neuropathy and ischemia causes an infection leading to tissue damage – diabetic foot or even amputation. Such serious illness reduces the quality of life of the diabetic patient and presents a professional and organisational problem for healthcare personnel, and a financial burden on society. In this context, more attention should be paid to the preventive care of patients, their relatives and healthcare workers (proper foot care – medical pedicure, proper footwear), and to the timely detection of endangered patients using diabetic foot screening test. Moreover, after a possible amputation, it is necessary to enable as rapid rehabilitation as possible to prevent complications and improve the quality of life. When dealing with a chronic patient, the competences of nurses are crucial; their professional knowledge and experience in health education work allow the patient a higher quality of life based on the conditions in which the patient lives. With the results of descriptive and causal non-experimental method of empirical research, based on a review of domestic and foreign literature, we present the importance of good preventive and curative education, with an emphasis on advising on the correct and appropriate choice of footwear and footbeds.

Key words: diabetes, diabetic foot, health education, footwear

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Kriptovalute in tehnologija veriženja blokov

Kriptovaluta je digitalna oziroma virtualna valuta, neodvisna od centralnih bank, ki uporablja kriptografske algoritme za generiranje enot valute in preverjanje prenosa sredstev. Bitcoin, prva kriptovaluta, ki je zaorala ledino na tem področju, je v lanskem letu, zaradi svoje izjemne rasti in posledično nepredstavljenih donosov na vložena sredstva, povzročil veliko zanimanja širše svetovne in tudi slovenske javnosti. Dandanes je v obtoku že skoraj 17 milijonov bitcoinov s skupno tržno vrednostjo več kot 270 milijard ameriških dolarjev. Uspeh bitcoina je povzročil nastanek številnih novih kriptovalut, med katerimi velja izpostaviti ethereum, ripple in litecoin. Bitcoin, kot tudi vse ostale kriptovalute, temeljijo na tehnologiji veriženja blokov. Namen prispevka je predstaviti osnovne koncepte izvime tehnologije veriženja blokov in nekaj njenih nadgradenj. V prispevku bomo prikazali tudi ključne značilnosti kriptovalut z največjo tržno vrednostjo in se dotaknili fenomena kriptožetonov ICO (Initial Coin Offering), ki omogočajo podjetjem nov način zbiranja zagonskih sredstev.

Ključne besede: kriptovalute, veriženje blokov, Bitcoin

Cryptocurrencies and Blockchain Technology

Cryptocurrency is defined as a digital or virtual currency, independent of central banks, that uses cryptographic algorithms for generating currency units and checking the transfer of assets. Bitcoin, the first cryptocurrency that laid a foundation in this field, has generated great interest worldwide as well as in Slovenia due to its exceptional growth in the last year and unimaginable returns on invested funds. Today, nearly 17 million Bitcoins with a total market value of over 270 billion USD are in circulation. The success of Bitcoin has resulted in the emergence of a numerous new cryptocurrencies, among which we should mention Ethereum, Ripple and Litecoin. Along with other cryptocurrencies, Bitcoin is based on blockchain technology. The purpose of the paper is to present the basic concepts of the original blockchain technology and some of its upgrades. The paper will also present the key features of cryptocurrencies with the highest market value, and the ICO (Initial Coin Offering) phenomena that enables companies a new way of collecting startup resources.

Key words: cryptocurrencies, blockchain, Bitcoin

Ekonomske izgube doma starejših občanov ob padcih in poškodbah oseb z demenco

Padci in poškodbe so eden pogostejših zdravstvenih zapletov pri stanovalcih domov za ostarele, povečujejo pa tudi obolevnost in smrtnost. Posledica padcev je slabša kakovost življenja pacienta, podaljšana hospitalizacija, dolgotrajna rehabilitacija in s tem večji stroški zdravljenja. Preprečevanje nastanka padcev in poškodb je bolj humano in cenejše od zdravljenja. Namen raziskave je bil ugotoviti vpliv uporabe ščitnikov za kolke pri osebah z demenco na pogostnost padcev in njihovo ekonomsko upravičenost ter funkcionalnost le-teh. Raziskava je potekala od 1. 4. do 11. 6. 2017. V obravnavo je bilo vključenih 20 pacientov, od tega 12 žensk in 8 moških. Njihova povprečna starost je bila 85,2 let. Srednjo oceno tveganja (število točk med 30 in 40) je imelo 11 pacientov, visoko stopnjo pa 9 (55 do 80 točk). Vsi vključeni starostniki so imeli vodilno diagnozo - demenca. V času izvedbe projekta smo zabeležili padec – zlom reber in zdrs z vozička brez poškodb. Ugotavljamo, da domovi za ostarele ne posvečajo dovolj pozornosti preprečevanju nastanka padcev in poškodb stanovalcev, saj bi s tem lahko nudili bolj humano, kakovostnejšo in cenejšo obliko bivanja in življenja v domu.

Ključne besede: ekonomske izgube, domovi za ostarele, starostniki, padci, poškodbe, preventiva

Economic Losses of Nursing Homes in Case of Falls and Injuries of People with Dementia

Falls and injuries are frequent health complications of residents in nursing homes for older people, which increase morbidity and mortality. The consequences of falls are poorer quality of life of patients, prolonged hospitalisation, long-term rehabilitation, and thus higher treatment costs. Prevention of falls and injuries is more humane and cheaper than treatment. The purpose of the study was to determine the impact of hip protectors in people with dementia on the frequency of falls, including their economic viability and functionality. The study was conducted from 1 April to 11 June 2017. Twenty patients, 12 women and 8 men, were included in the study; their average age was 85.2 years. A moderate risk (number of points between 30 and 40) was assessed in 11 patients and high risk (55-80 points) was assessed in 9 patients. All the respondents had a leading diagnosis of dementia. At the time of the study, we recorded a fall - a fracture of ribs, and a slip from the wheelchair without any injuries. We find that nursing homes for older people do not devote enough attention to prevention of falls and injuries in residents; they could offer a more humane, better quality and less expensive form of residence and living in the home.

Key words: economic losses, nursing homes, older people, falls, injuries, prevention

Istraživanje povezanosti faktora kanala komunikacije sa bihevioralnim namerama studenata

Osnovni cilj ovog rada je da istraži koji faktori komunikacija utiču na bihevioralne namere studenata, dok osnovna svrha predstavlja unapređenje strategije upravljanja odnosima sa studentima. Uzorak ispitanika obuhvata 516 studenata sa drugog po veličini univerziteta u Republici Srbiji. Eksploratornom faktorskom analizom je identifikovano postojanje 5 faktora nazvanih: komunikacija sa nastavnim osobljem, komunikacija sa administrativnim osobljem, informisanje studenata, efikasnost elektronskog servisa i bihevioralne namere studenata. U cilju utvrđivanja uticaja faktora komunikacije na bihevioralne namere studenata upotrebljena je višestruka regresiona analiza. Rezultati istraživanja ukazuju na pozitivnu statistički značajnu povezanost između faktora komunikacije sa administrativnim osobljem, informisanja studenata, efikasnosti elektronskog servisa i bihevioralnih namera studenata. Dobijeni rezultati obezbeđuju bolje razumevanje faktora komunikacije koji utiču na bihevioralne namere studenata. Nalazi ovog istraživanja ukazuju da bi poboljšanje kvaliteta različitih kanala komunikacije uticalo na podsticanje bihevioralnih namera studenata, te predstavlja doprinos poboljšanju strategije upravljanja odnosima sa studentima (SRM) na insitucijama visokog obrazovanja.

Ključne reči: univerzitet, komunikacije, upravljanje odnosima sa studentima, bihevioralne namere studenata

Investigation of the Relationship between the Communication Channel Factors and Students' Behavioural Intentions

The primary goal of this paper is to investigate which communication factors influence students' behavioural intentions, while the primary purpose is to improve the student relationship management strategy. The sample of respondents includes 516 students from the second largest university in the Republic of Serbia. The exploratory factor analysis identified the existence of 5 factors: communication with teaching staff, communication with administrative staff, student informing, efficiency of electronic services, and students' behavioural intentions. The multiple regression analysis was used to determine the influence of communication factors on students' behavioural intentions. The results of the research indicate a positive statistically significant relationship between communication with administrative staff, student informing, efficiency of electronic services, and students' behavioural intentions. The obtained results provide a better understanding of the communication factors that affect students' behavioural intentions. The findings of this research suggest that by improving the quality of different communication channels students' behavioural intentions could be encouraged, leading to the improvement of student relationship management (SRM) strategies at higher education institutions.

Key words: university, communication, student relationship management, students' behavioural intentions

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Statusna pitanja ekonomskih izbeglica i izazovi za Evropsku uniju

Proučavanje fenomena migracija ima dugu tradiciju i kontinuitet u okviru društvenih, prirodnih i humanističkih nauka. U ekstremnim okolnostima, kada su ljudi primorani da se isele u druge države, jer im je to jedini izlaz iz područja zahvaćenog ratnim dešavanjima, uglavnom se kvalifikuju kao raseljena lica. Analize istraživanja ovih pojava pokazuju da je vremenski horizont postojanja ekonomskih izbeglica i migracija, ekvivalent istoriji čovečanstva, a sadašnja demografska slika sveta jednim delom je rezultat njihovog postojanja. Upamćeni događaji međunarodnih migracija, koje su počele 2015 godine, a verovatno će potrajati godinama koje slede, pokazuju na potencijal i moguće razvojne efekte ovih demografskih procesa. Ali, fokus međunarodnih pogleda na svet migranata brzo se menja, te oni od kreativnih činioca ekonomskog rasta i razvoja u državama odrednicama, postaju pretnja religijskoj, političkoj i socijalnoj stabilnosti blagostanja država njihovog odredišta.

Ključne reči: migracije, ekonomske izbeglice, demografija, rast i razvoj, politička stabilnost

Status Issues of Economic Refugees and Challenges for the European Union

The study of the migration phenomenon has a long tradition and continuity within social and natural sciences and humanities. In extreme circumstances, when people are forced to migrate to other countries, as it is their only way out of the area affected by the war, they are mainly qualified as refugees. Research analysis of these phenomena show that the time horizon of the existence of economic refugees and migrations is equivalent to the history of humanity, and the current demographic image of the world is partially the result of their existence. The memorable events of international migration, which began in 2015, and will likely continue in the following years, indicate the potential and possible development effects of these demographic processes. However, the focus of international attitudes towards the world of migrants is changing rapidly; from being a creative factor of economic growth and development in destination countries, migrants are becoming a threat to religious, political and social stability of the welfare of their destination countries.

Key words: migration, economic refugees, demography, growth and development, political stability

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Balkan – unutrašnji geografski i ekonomski izazovi

Razmatranje društvenih, ekonomskih, geopolitičkih i vojnostrategijskih rasprava o Zapadnom Balkanu, posebno ako se izlaganje naslovi kao »unutrašnji izazovi« mora imati istorijski pristup. Taj pristup treba da obezbedi razumevanje procesa stvaranja pojma Zapadni Balkan, budući da je sve do kraja dvadesetog veka Balkan posmatran kao jedinstveno geografsko područje, i na određen način određeno političko prostranstvo. U takvom shvatanju Balkana održavane su i značajne međunarodno političke konferencije o njegovoj sudbini i ostvarivanju interesnih sfera velikih sila koje su se ukrštale na prostoru Balkana.

Ključne reči: Balkan, geopolitika, izazovi, perspektive, ekonomija

The Balkans – Internal Geographic and Economic Challenges

Consideration of social, economic, geopolitical, and military-strategic disputes on the Western Balkans, particularly if the paper is entitled "internal challenges", should have a historical approach. This approach needs to enable understanding of the process of creating the concept of the Western Balkans, since until the end of the twentieth century the Balkans had been viewed as a unique geographic area and to some extent as a certain political space. In the scope of this concept, relevant international political conferences were held regarding the destiny of the Balkans, as well as about implementation of the spheres of interest of great powers that conflicted with each other in the Balkan area.

Key words: the Balkans, geopolitics, challenges, perspectives, economy

Management in a Multicultural Environment

Organisational behaviour and management are becoming one of the key topics of corporate life in a multicultural environment. Objectives have become increasingly important for workers, as well as managers, taking into account their own scale of values and motivational factors. A very important factor is that the managers do not exercise their power, but rather introduce a behaviour, which generates confidence, therefore the access to effective leadership is designated through the interests of employees. The article provides an overview of leadership theories set out in the literature and cultural differences. We strive to find the answer to what makes a management style effective and which difficulties the leaders of individuals from different cultural backgrounds are facing.

Key words: organisational culture, management, motivation factors

Menedžment v multikulturnem okolju

Organizacijsko vedenje in menedžment postajajo ena od ključnih tem korporativnega življenja v multikulturnem okolju. Cilji postajajo vse pomembnejši za delavce, ob upoštevanju njihovega obsega vrednot in motivacijskih dejavnikov pa tudi za menedžerje. Zelo pomemben dejavnik je, da menedžerji ne vodijo preko moči, temveč z vedenjem, ki ustvarja zaupanje, zato je dostop do učinkovitega vodenja v upoštevanju interesov zaposlenih. Prispevek vsebuje pregled literature o vodstvenih teorijah in kulturnih razlikah. Poskušamo odgovoriti na vprašanje, kakšen je učinkovit stil vodenja in s katerimi težavami se srečujejo vodje posameznikov iz različnih kulturnih okolij.

Ključne besede: organizacijska kultura, menedžment, motivacijski dejavniki

Anketiranje pacientov kot orodje za večjo odzivnost v zdravstvu

Zdravstveni sistem je tako velik in pomemben za vse državljane Republike Slovenije, da zahteva dobro in strokovno upravljanje z viri, investicijami, organizacijo in kakovostjo dela. Dober menedžment se nenehno odziva na spremembe in zahteve okolja, kar pa pogosto ni značilnost slovenskega zdravstvenega sistema. Morda je ravno zato leto 2017 potekalo v nestrpnem pričakovanju novih zakonov, ki naj bi uredili razmere v zdravstvu. Prispevek obravnava pomen odzivanja zdravstvenega sistema na potrebe in zahteve uporabnikov. Medtem ko slovenski zdravstveni sistem razpolaga z veliko količino podatkov o bolnišničnih obravnava in izvajalcih zdravstvene dejavnosti, ima malo podatkov o zadovoljstvu pacientov z zdravstveno obravnavo. Nazadnje so se podatki o izkušnjah pacientov z bolnišničnimi obravnavami na nacionalni ravni zbirali med letoma 2006 in 2012, od takrat naprej pa je to prepuščeno lastni iniciativi bolnišnic in zdravstvenih domov. Prispevek pojasnjuje, zakaj se informacije, pridobljene s strani pacientov, razlikujejo od drugih informacij v zdravstvu in zakaj lahko pripomorejo k hitrejšemu odzivanju na potrebe uporabnikov in na zahteve okolja.

Ključne besede: potrebe pacientov, ocene pacientov, odzivnost, zdravstvo

Surveying Patients as a Tool for Greater Responsiveness in Health Care

Health care system in Slovenia is very big and important for all citizens, therefore high quality management of resources, investments, as well as organisation and quality of work is necessary. Good management is constantly responding to changes and demands of the health care system, which is often not the case in Slovene healthcare system. Perhaps it is precisely for this reason that in 2017, there was an anticipation of new laws that would regulate the health care. The paper discusses the importance of the healthcare system's response to the needs and expectations of its users. Slovene healthcare system has sufficient data on hospital discharges and healthcare providers, however, data on users' satisfaction with healthcare treatment are scarce. Patients' experiences in hospitals were systematically collected on the national level between 2006 and 2012. Since then, these data are collected according to self-initiative of hospitals and healthcare centres. The paper explains why information gathered from the patients differ from other sources of information in health care, and why they can help to enable greater responsiveness to the users' needs and environmental requirements.

Key words: patients' needs, patients' assessments, responsiveness, health care

Globalizacija i turizam

Globalizacija je proces koji je poslednjih decenija poprimio nezadržive razmere i sa različitim pojavnim oblicima pojačavao svoj intenzitet uticaja. Globalne promene su zajedno sa tehnološkim, inovativnim, klimatskim i demografskim, potpuno preoblikovale svet. Sektor turizma, kao jedan od najbrže rastućih u svetu, mora se prilagođavati ovim promenama, razvijajući se na način koji povećava održivost i konkurentnost destinacija. Turizam će morati da se prilagođava pojavama izvan svog sektora, krećući se trasom održivosti, kako bi doprineo ostvarivanju globalnih ciljeva održivog razvoja. Na taj način će biti prepoznat kao sektor koji doprinosi stvaranju bogatstva i radnih mesta, očuvanju kulturnih i prirodnih vrednosti, smanjenju siromaštva, jačanju mira i interkulturalnog razumevanja. Globalizacija menja prirodu međunarodnog turizma, pa se tako pojavljuju nove turističke destinacije, menja se turistička tražnja, ponašanje turista i njihova očekivanja. Ovome pogotovo doprinosi tehnički iskorak, pre svega u saobraćaju i telekomunikacijama. Da bi se iskoristile sve pozitivne strane globalizacije na razvoj turizma, a izbegle negativne, neophodno je ozbiljno strateško planiranje razvoja ovog sektora.

Ključne reči: globalizacija, turizam, održivi razvoj

Globalisation and Tourism

Globalization is a process that has reached an unrestrainable size over the recent decades and has intensified its influence through various manifestations. Global changes, along with technological, innovative, climatic and demographic changes, have completely transformed the world. The tourism sector, as one of the fastest growing in the world, has to adapt to these changes by developing in a way which would increase the sustainability and competitiveness of destinations. Tourism will have to adapt to the phenomena outside its sector, moving along the sustainability path, in order to contribute to achieving the global goals of sustainable development. Thus, it will be recognised as a sector that contributes to the creation of wealth and jobs, the preservation of cultural and natural values, the reduction of poverty, the strengthening of peace and intercultural understanding. Globalisation is changing the nature of international tourism, therefore, new tourist destinations are emerging, the tourist demand is changing, including tourist behaviour and expectations. Technical progress, primarily in the field of traffic and telecommunications, contributes to changes. In order to take advantage of all the positive aspects of globalisation in the development of tourism, as well as to avoid the negative ones, serious strategic planning of the development of this sector is necessary.

Key words: globalisation, tourism, sustainable development

Globalizacija i institucionalistički pristup poslovanju poduzeća

U radu autor opisuje alternativnu koncepciju ciljeva poslovanja i poslovne politike koja je razvijena u institucionalističkoj školi mišljenja, kao alternativa neoliberalnoj teoriji poduzeća. Autor daje prikaz pogleda na ciljeve poduzeća u novom institucionalizmu i njihovo korištenje u poslovnoj praksi u drvnj industriji RH. Novi institucionalisti institucije razumijevaju ne samo kao ograničenja u području vlasničkih prava, (odnosi vlasništva i promjene strukture vlasništva) već kao i ostale vrste zadanih i izabranih ograničenja u utvrđivanju ciljeva i poslovne politike za ostvarivanje tih ciljeva.

Ključne riječi: institucije, institucionalizam, globalizacija, vlasništvo, evolutivni razvoj, drvena industrija

Globalisation and Institutional Approach to Business Operations

In the article, the author describes an alternative concept of business objectives and business policy developed by the institutionalist school of thought, as an alternative to the neoliberal theory of enterprise. The author gives an overview of the company objectives in the new institutionalism and their use in business practice in the wood industry of the Republic of Croatia. New institutionalists consider institutions not only as constraints in the area of property rights (relations of ownership and changes in ownership structure), but also as other types of default or selected constraints in determining the goals and operating policies for achieving those goals.

Key words: institutions, institutionalism, globalisation, ownership, evolutionary development, wood industry

Uvođenje eura u Hrvatskoj: KUNA vs. EURO

Povijesno-društveno i političko-ekonomski promatrano, problematika uvođenja eura postala je šire interesno pitanje. Potpisivanjem Ugovora o Europskoj uniji 2013 godine Republika Hrvatska je ujedno prihvatila obvezu pristupanja u europsku monetarnu i Ekonomsku uniju te obvezu prihvaćanja eura kao svoje valute. Daljnim provođenjem strukturnih reformi, odnosno prilagođavanjem gospodarstva, kompetentnosti na tržištu i vanjskom trgovinom RH bi prilagodila vanjsku trgovinu i gospodarstvo za trgovanje na tržištima zemalja EU, čime bi troškove prilagodbe uvođenja »nove« valute smanjila na minimum. Kakva je budućnost kune, a kakva eura? Hoće li se ostvariti ciljano optimalno valutno područje, pritom dovodeći u pitanje platno bilaničnu ravnotežu koja je Ahilova peta u ERM-u te gubitak monetarne suverenosti RH uvođenjem eura ključna su pitanja iz kojih je proizašao ovaj rad. Treba li RH što prije donijeti program fiskalne konsolidacije, strukturnih reformi i prihvatiti euro nakon čega se očekuje rast gospodarstva i blagostanja građana i gospodarskih subjekata? Završna misao kojom se završava ovaj rad ostaje na prednostima i nedostacima koje RH može očekivati nakon pristupa Monetarnoj uniji.

Ključne riječi: kuna, euro, prednosti, nedostaci

The Introduction of the Euro in Croatia: KUNA vs. EURO

The issue of introducing the euro has become a wider interest question. By joining the EU, the Republic of Croatia also took the obligation to join the European Economic and Monetary Union, and to accept the euro as its own currency. By continuing the implementation of structural reforms, i.e. by adjusting its economy, competitiveness on the market and foreign trade, the Republic of Croatia would adjust the foreign trade and the economy for trading on the EU markets, thereby reducing the costs of the "new" currency introduction to a minimum. What is the future of the two currencies? The key issues on which the paper focuses are whether the target optimum currency area will be achieved, and if the loss of monetary sovereignty of the Republic of Croatia will be caused by introduction of the euro. Should the Republic of Croatia, as soon as possible, come up with the programme of fiscal consolidation and structural reforms, as well as adopt the euro to achieve the economic growth and wealth for its citizens and businesses? The final thought of this paper focuses on the advantages and disadvantages that the Republic of Croatia can expect after joining the Monetary Union.

Key words: kuna, euro, advantages, disadvantages

Marketing bezbjednosnih agencija – benefiti koncepta integralne primjene

Društvenu zajednicu čine svi subjekti, a njihovi odnosi, kao i pojave u društvu, međusobno su povezani i uslovljeni. Zanemarujući ih, savremena društva često podcjenjuju kompleksnost ekonomskog sistema, uzajamnu povezanosti tržišnih i drugih subjekata, a posebno marketinšku osviještenost učesnika poslovnog ambijenta, odnosno efekata koji bi iz toga proizlazili. Smatrajući da marketing ima ključni potencijal u pronalasku puteva efikasnog mrežnog uvezivanja najboljih partnera okupljenih oko određene ideje, ono čime se bavi ovaj rad su benefiti partnerstava koje iniciraju javne ustanove, u prvom redu policijske agencije, na ukupne bezbjednosne, ali i razvojne tokove zajednice. U tom smislu, primjenom marketinga u bezbjednosnim agencijama, a posebno ukoliko je on sastavni dio novog koncepta integralne primjene institucionalnog marketinga, poslovni ambijent se može premjestiti iz područja niskotehnološkog (low – tech) i nerazvijenog (low – touch) u sferu visokotehnološke (high – tech) i visokorazvijene (high – touch) oblasti, proizvedeći pri tom benefite za sve.

Ključne riječi: zajednica, bezbjednost, marketing, ekonomija, razvoj

Marketing of Security Agencies – Benefits of the Integral Application Concept

The social community consists of all subjects, and their relationships, as well as the phenomena in society, are interrelated and conditioned. By neglecting them, modern societies often underestimate the complexity of the economic system, mutual connection of the market and other subjects, especially the marketing awareness of the business environment participants, i.e. the effects that would result from it. Considering that marketing has the key potential in finding ways to effectively network the best partners gathered around a particular idea, this paper deals with benefits of partnerships, which are initiated by the public institutions, primarily police agencies, for the overall security and development flows of the community. Accordingly, applying marketing in security agencies, especially if it is a part of the new concept of integral application of institutional marketing, the business environment can be transferred from low-tech and low-touch to the sphere of high-tech and high-touch areas, producing benefits for everyone.

Key words: community, security, marketing, economy, development

Kakovost in menedžment v zdravstvu z vidika medicinskih sester

Kakovostna zdravstvena oskrba je skupek številnih ukrepov, sodobnih medicinskih posegov in odnosov med bolnikom in zdravstvenim delavcem, ki njegov zdravstveni problem pripelje do najboljšega možnega izida. Sprotno izobraževanje in pridobivanje kompetenc za obvladovanje in izvajanje zdravstvenih storitev je naloga vodij in vseh zaposlenih. Skrb za kakovost zdravstvenih storitev in poslovnih procesov je naloga vsakega zdravstvenega delavca, predvsem pa osnovna naloga vodij in glavnega menedžerja (direktorja) zdravstvene ustanove. Uvajanje kakovosti in odličnosti mora temeljiti na motiviranosti zdravstvenih delavcev, znanju in kompetencah, trajnem usposabljanju ter timskem delu in dobri organizaciji. V raziskavi smo anketirali srednje in diplomirane medicinske sestre v zdravstvenih domovih v Beli krajini z namenom analize njihovih stališč glede kazalcev kakovosti zdravstvenih uslug, organizacije in menedžmenta v zdravstvu in zdravstveni negi.

Ključne besede: kvaliteta, zdravstvena oskrba, medicinske sestre, menedžment v zdravstvu

Quality and Management in Health Care from the Perspective of Nurses

Quality health care is a set of various measures, modern medical interventions and patient-healthcare professional relationships, in which the healthcare professional brings the patient's health issue to the best possible outcome. Continuous education and competence acquisition for the management and provision of healthcare services is the task of leaders and all employees. Concern for the quality of healthcare services and business processes is the duty of every healthcare professional, and above all, the main responsibility of leaders and the chief manager (director) of the healthcare institution. Introduction of quality and excellence should be based on the motivation of healthcare professionals, knowledge and competences, continuous training, teamwork and good organisation. Our research included middle and registered nurses employed in healthcare centres in the Bela Krajina region, and its purpose was to analyse their positions on quality indicators of healthcare services, organisation and management in health and nursing care.

Key words: quality, health care, nurses, healthcare management

Održivi razvoj privrede Srbije od 1996 do 2015 godine

Srbija kao zemlja sa veoma sporom dinamikom tranzicije svojih privredno-sistemskih karakteristika ima neujednačenost u realizaciji koncepta održivog privrednog razvoja. Iz prethodnih dokumenata o strateškom razvoju Republike Srbije možemo vidjeti srpsku ekonomiju kao »održivu privredu zasnovanu na znanju« do 2021. godine, ne ulazeći u detalje koji sektori privrede zapravo generišu ekonomsku dimenziju održivog razvoja. S druge strane, u socijalnom dimenziji održivog razvoja privrede Srbije nije posvećena veća pažnja ekonomskoj nejednakosti i društvenim disproporcijama. Uvažavajući ovu činjenicu, cilj ovog rada jeste preoblikovanje ideje o održivom razvoju, sa posebnim fokusom na socio-ekonomski aspekt ovog fenomena. Ovo će biti potkrepljeno rezultatima istraživanja, koja mogu biti dobra polazna osnova za teorijsku pozadinu. Nakon toga u slučaju Srbije pokazaćemo važnost socio-ekonomskog aspekta održivog razvoja. U ovom radu ćemo koristiti višestruku regresiju. To je adekvatna metoda jer želimo predvideti vrijednost realnog rasta BDP-a na osnovu kretanja stopa rasta dodate vrednosti u različitim sektorima privredivanja. U ovom istraživanju zavisna varijabla je realna stopa rasta BDP-a kao mera ekonomske dimenzije razvoja. Nezavisne varijable ili prediktori su stope rasta dodate vrednosti po različitim sektorima. Kao binarna varijabla biće finansijska kriza, period opservacije biće od 1995. do 2015.

Ključne reči: održivi razvoj, Gini koeficijent, tranzicija

Sustainable Development of Economy in Serbia from 1996 to 2015

Serbia as a country with very slow transition dynamics of its economic and systemic characteristics has a disparity in the realisation of the concept of sustainable economic development. From the previous documents on strategic development of the Republic of Serbia, the Serbian economy can be seen as the "knowledge-based sustainable economy" until 2021, not really elaborating on which economic sectors actually generate the economic dimension of sustainable development. On the other hand, through the social dimension of sustainable development of Serbia's economy not enough attention is paid to inequality and social disproportions. Considering this fact, the aim of this paper is to re-shape the idea of sustainable development, with a particular focus on the socio-economic aspect of this phenomenon. This will be supported by the research results, which can be a good starting point for the theoretical background. After that, we will show the importance of the socio-economic aspect of sustainable development in the case of Serbia, using multiple regression. It is the appropriate method because we want to predict the value of real GDP growth rate based on trends in growth rates of added value in different sectors of the economy. In this research, the dependent variable is the real GDP growth rate as a measure of the economic dimension of development. Independent variables or predictors are the growth rates of added value across different sectors. Financial crisis will serve as the binary variable, and the period of observation will be from 1995 to 2015.

Key words: sustainable development, Gini coefficient, transition

Delavska zadruga – primeri odkupov delavcev

Zadruga temelji na vrednotah enakosti, pravičnosti, solidarnosti, poštenosti, odprtosti, družbeni odgovornosti, samopomoči, demokratičnosti, samoodgovornosti in samouprave, kar jo razlikuje od običajnega kapitalističnega podjetja. Delavska zadruga je ena od oblik/vrst zadrug, za katero je značilno lastništvo delavcev in demokratično upravljanje podjetja. Delavske zadruge nastanejo oz. se odprejo večinoma kot novoustanovljene zadruge, ki nastanejo s prodajo državnih podjetij in v primeru možnosti prenehanja njihovega poslovanja. Največ prenosov lastništva podjetij na delavce (kot delavske zadruge) v EU je v Franciji (101 v letu 2014), Španiji (vsaj 136 od leta 2008 dalje) in Italiji (vsaj 56 od leta 2008 dalje), kjer imajo najustreznejšo zakonodajo s tega področja, podporo politike in okolja ter dobro razvita nacionalna združna združenja in sklade. V Sloveniji je bilo od leta 2008 dalje nekaj pobud za združne odkupe/prevzeme podjetij s strani delavcev – Fructal, Novi Noviles, Armal, Večer, Mercator Tehnika, Svea, Adria Airways Tehnika ... Vendar so se vse pobude soočile s pomanjkanjem zanimanja in nepripravljenostjo, da bi to podprli, s strani vlade, paradržavnih podjetij in stečajnih upraviteljev.

Ključne besede: delavske zadruge, prenosi lastništva, odkupi/prevzemi, delavci, združna zakonodaja

Workers' Cooperatives – Examples of Employee Buyouts

A cooperative is based on the values of equality, solidarity, honesty, openness, social responsibility, self-help, democracy, self-responsibility, and self-government, which distinguishes it from the usual capitalist enterprise. The workers' cooperative is one of the forms/types of cooperatives characterised by the ownership of workers and the democratic management of the company. Workers' cooperatives are established/opened mostly as newly established cooperatives, generated by the sale of state-owned companies. The majority of ownership transfers to workers (as workers' cooperatives) in the EU occur in France (101 cases in 2014), in Spain (at least 136 since 2008), and in Italy (at least 56 cases since 2008). In these states they have the most appropriate cooperative legislation, support of the politics and the environment, and well-developed national cooperative associations and funds. Since 2008, there have been some initiatives for cooperative employee buyouts/takeovers, i.e. Fructal, Novi Noviles, Armal, Večer, Mercator Tehnika, Svea, Adria Airways Tehnika, etc. However, all initiatives have faced the lack of interest and unwillingness of the government, state companies, banks, and insolvency administrators to support the cooperatives.

Key words: workers' cooperatives, ownership transfers, buyouts/takeovers, cooperative legislation

Poznavanje zdravstveno-ekoloških vsebin med medicinskimi sestrami

Vsi izvajalci zdravstvene nege se pri svojem delu vsaj enkrat srečajo s situacijo, ko morajo posredovati znanje o zdravstveno-ekoloških vsebinah bodisi pacientom ali pa njihovim svojcem. Le-ti pričakujejo le strokovne in relevantne informacije. Prispevek najprej teoretično predstavi zdravstveno ekologijo in zdravstveno-vzgojno delo medicinskih sester. V nadaljevanju pa so predstavljeni rezultati raziskave, pri kateri smo uporabili deskriptivno-kavzalno neeksperimentalno družboslovno raziskovalno metodo in tehniko anketiranja. Izvedli smo neslučajnostno, priročno vzorčenje. Raziskava pa je potekala med izvajalci zdravstvene nege. Njen namen je bil preveriti znanje izvajalcev zdravstvene nege o zdravstveni ekologiji in želja po dodatnem izobraževanju ter ugotoviti, ali se pogosto srečujejo s situacijami, ko morajo pacientom korektno posredovati informacije s tega področja.

Ključne besede: ekologija, okolje, izvajalci zdravstvene nege, zdravstvena vzgoja

Knowledge of Health Ecology Content among Nurses

At least once in their working period, all healthcare providers come across a situation in which they have to pass on knowledge about health ecology content, whether to patients or to their relatives. Only professional and relevant information is expected from them. The article primarily presents the concept of health ecology and health educational work of nurses. Additionally, the research results are presented, obtained by the descriptive-causal, non-experimental social research method and the survey method. A non-random, convenient sampling was conducted. The research was conducted among healthcare providers. Its aim was to study the healthcare providers' knowledge and their desire for additional education in the field of health ecology, and furthermore, to determine whether they often encounter situations in which they need to provide correct information to patients regarding the mentioned field.

Key words: ecology, environment, healthcare providers, health education

Kvalitet nastavnog procesa kao determinanta kvaliteta obrazovnih ishoda

Razumevanje značaja obrazovanja u globalizacijskim procesima uslovalo je promene, ne samo u koncepciji i strukturi obrazovnih sistema, nego i promene u razumevanju nastavnog procesa kao ključnog u postizanju kvaliteta očekivanih ishoda. Zato su napori da se kvalitet obrazovanja podigne na viši nivo, usmereni pre svega na podizanje kvaliteta nastavnog procesa. Voditi proces učenja dosta je složeno pitanje i po prirodi višedimenzionalan proces determinisan brojnim faktorima. Jedan od ključnih jeste jasnost definisanih ciljeva kojima se teži i čije razumevanje, operacionalizacija i realizacija zavise od osposobljenosti nastavnika da vodi proces učenja do »finalnog proizvoda«. Strateški cilj u ovoj oblasti jeste podizanje kompetencija nastavnika i njihovo permanentno unapređivanje za kvalitetniju i efikasniju organizaciju nastavnog procesa usmerenu na očekivane ishode. Zahtevi za određenim osobinama, svojstvima i karakteristikama ličnosti, budućih građana Evrope, daleko su brojniji i složeniji, pri čemu se obrazovni sistemi obavezuju na stvaranje uslova za razvoj istih. Otuda zahtevi za kvalitetno obrazovanje postaju prioritet obrazovnih politika onih zemalja kojima je stalo do prosperiteta. Cilj ovog rada jeste kvalitet procesa koji vodi do rezultata nastavnog rada, odnosno kvalitet nastavnog procesa sa posebnim naglaskom na kompetencijama nastavnika za nastavni rad.

Ključne reči: kvalitet, nastavni proces, nastavnik, obrazovni ishodi, kompetencije

Quality of the Teaching Process as a Determinant of the Quality of Education Outcomes

Understanding the importance of education in globalisation processes has caused changes, not only in the design and structure of education systems, but also changes in the understanding of the teaching process as crucial in achieving the quality of expected outcomes. This is why the efforts to raise the quality of education to a higher level are primarily focused on raising the quality of the teaching process. Guiding the learning process is a very complex question and by nature a multidimensional process determined by different factors. One of the key factors is the clarity of defined goals to which the process strives, and of which understanding, operationalisation and realisation depend on teachers' competences to guide the learning process towards the "final product". A strategic goal in this area is to improve teachers' competences and their permanent improvement for the purpose of achieving quality and more efficient organisation of the teaching process, focused on the expected outcomes. Demands for specific personality traits, characteristics and features of the future citizens of Europe are far more numerous and complex, compelling education systems to create conditions conducive to the development of such traits. Hence, the demands for quality education have become the priority of educational policies of those countries that care about their own prosperity. This paper aims to achieve the quality of the process from which the results of teaching arise, i.e. quality of the teaching process with special emphasis on teachers' competences.

Key words: quality, teaching process, teacher, education outcomes, competences

Socijalni aspekti globalizacije

Globalizacija je jedan od ključnih procesa koji oblikuje našu sadašnjost i određuju našu budućnost. Ona je omogućila brže i slobodnije kretanje stanovništva, robe i kapitala, ali je dovela i do povećanje nejednakosti, kako između zemalja, tako i unutar jedne zemlje. Socijalna nejednakost dovodi određene kategorije u stanje socijalne isključenosti. Ključni elementi socijalne isključenosti su siromaštvo, nezaposlenost i nedostatak socijalnih komunikacija. Navedeno može dovesti do dugotrajne marginalizacije i siromaštva. Ovakvo stanje zahtijeva nove pristupe procesu globalizacije, odnosno nove koncepte koji će, pored ekonomskog razvoja, omogućiti svim kategorijama stanovništva pristup društvenim sadržajima. U ovom radu nastoje se utvrditi modeli održivog razvoja društva, koji će omogućiti, pored ekonomskog razvoja, socijalnu uključenost i očuvanje prirodnih resursa. U radu su analizirana globalna kretanja i trendovi GDP-a, zaposlenosti, razmjena roba, siromaštva, i drugih značajnih varijabli, sa posebnim naglaskom na socijalnu nejednakost i isključenost. Zbog brojnih izazova, daljnji tokovi globalizacije su neizvjesni.

Ključne riječi: globalizacija, socijalna nejednakost, socijalna isključenost, održiv razvoj

Social Aspects of Globalisation

Globalisation is one of the key processes that shapes our present and determines our future. It has enabled a faster and freer movement of population, goods and capital, but has also led to an increase in inequality both between countries and within one country. Social inequality brings certain categories into a state of social exclusion. The key elements of social exclusion are poverty, unemployment and the lack of social communication. This can lead to long-term marginalisation and poverty. This situation requires new approaches to the process of globalisation, or new concepts that, in addition to economic development, will enable all categories of population to access social contents. In this paper, efforts are being made to determine models of sustainable development of the society, which will enable, in addition to economic development, social inclusion and conservation of natural resources. The paper analyses global movements and trends in GDP, employment, exchange of goods, poverty, and other significant variables, with a particular emphasis on social inequality and exclusion. Due to numerous challenges, further flows of globalisation are uncertain.

Key words: globalisation, social inequality, social exclusion, sustainable development

Globalizacija i inovacije

Jedan od važnijih razloga nastanka globalizacije je snažna interakcija sa inovacijama. Globalizacija predstavlja proces integracije između ljudi, kompanija i vlada različitih zemalja i nacija. To je proces koji podstiče investicije uz pomoć inovacija. Globalizacijom se naziva težnja organizacija i država širenju svog uticaja na tržišta u inostranstvu. Inovacija je ideja ili izum koji ima moć da stvori vrednost koju će kupac platiti. Cilj ovog rada je diskusija o ovom odnosu koji bi trebalo da bude pokretač razvoja nerazvijenog dela sveta. Istraživanja pokazuju upravo suprotno: umesto da budu najveći zamajac privrednog razvoja, inovacije, i kada ih ima, »beže« iz nerazvijenih zemalja u razvijene zemlje. To se najčešće događa iseljavanjem (migriranjem) obrazovanih ljudi, tj. ljudi od ideja. Buduća istraživanja će biti usmerena na to kako zadržati ljude koji poseduju znanjeda ostanu u svojoj zemlji.

Ključne reči: globalizacija, inovacije, odliv mozgova, migracija mladih ljudi

Globalisation and Innovations

One of the most important causes of globalisation is innovation. Globalisation is a process of integration among people, companies and governments of different countries and nations. It is a process driven by investments which are aided by innovations. In addition, globalisation is also the tendency of organisations and countries to expand their influence on the foreign markets. Innovation is an idea or invention that holds the power to create some value for which customers will pay. The aim of this paper is to shed light on the relationship that should exert influence on the growth of developing countries. However, the research indicates quite the opposite: instead of encouraging the economic development, innovations "flee" from the developing countries into the developed ones. This usually happens due to the migration of educated people, i.e. people with ideas. The future research will be aimed at discovering how to keep the educated individuals from leaving the country.

Key words: globalisation, innovation, brain drain, migration of young people

Uvajanje standarda ISO 50001 v družbi Slovenske železnice, d. o. o.

Zaradi različnih zahtev po izboljšanju so se sčasoma razvili različni standardi, ki so osnova za kontrolo kakovosti in so veliko prispevali k razvoju enotnega sistema obvladovanja kakovosti. Pridobitev standarda je dokaz predanosti kakovosti in merilo lastne uspešnosti, ki »z uvajanjem nenehnih izboljšav« omogoča doseganje čedalje boljših rezultatov poslovanja. Ko podjetje prevzame standard ISO, to povzroči v organizaciji verigo navzdol in navzgor. V sedanjem času je poleg standardov ISO 9001, ki obvladuje kakovost, in ISO 14001, ki obvladuje ravnanje z okoljem, postal pomemben tudi sistem upravljanja z energijo SIST EN 50001:2011, ki pokriva področje energetske učinkovitosti. Zagotovo je ta sistem zelo pomemben za družbe in podjetja, ki imajo ob svoji dejavnosti večjo porabo energije, kot npr. SŽ, d.o.o. Vsak standard je treba poleg prepoznave in razumevanja tudi pravilno implementirati v sistem in ravno tu se običajno pojavijo težave. Politika kakovosti, za kakršen koli standard gre, mora biti oblikovana tako, da vključuje zavezanost in odgovornost vsakega zaposlenega za izpolnjevanje zahtev ter za nenehno izboljševanje.

Gljučne besede: kakovost, standardi, certifikati, energetska učinkovitost

Introduction of the ISO 50001 Standard in the Company Slovenske železnice, d.o.o.

Due to different requirements for improvement, different standards for quality control have developed over time and have contributed greatly to the development of a unified quality management system. Obtaining a quality certification is the proof of commitment to quality and the measure of one's own performance, which »by introducing continuous improvements« enables the achievement of ever better business results. When a company acquires the ISO standard, this leads the organisational chain both up and down. Nowadays, in addition to the ISO 9001 quality control and ISO 14001 management system, the energy management system SIST EN 50001: 2011, which covers the field of energy efficiency system, has become important. This system is certainly important for companies that have higher energy consumption in their activities, such as Slovenske železnice, d.o.o. In addition to recognition and understanding, each standard must be properly implemented in the system, and usually issues appear at this point. The quality policy for any standard should be designed to include the commitment and responsibility of all employees to meet the requirements and to continuously improve.

Key words: quality, standards, certificates, energy efficiency

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Faktori koji utiču na rangiranje globalnih poslovnih takmičenja u rešavanju studije slučaja – mišljenje mentora

U ovom radu predstavljamo istraživanja o važnim faktorima koji utiču na rangiranje – kvalitet međunarodnih takmičenja u rešavanju studije slučaja iz perspektive mentora. Univerzitet u Aucklandu je sproveo anketu i dobio je 29 odgovora mentora sa vodećih univerziteta o rangiranju prvih 11 takmičenja u svetu. Takođe smo analizirali koje su faktore razmišljali mentori prilikom odabira po rangiranju i zaključili smo da su kvalitet studija slučaja (4,90), povratni proces (5,21), kvalitet žirija (5,38) i format takmičenja (5,41) najvažniji, dok je dužina takmičenja (6,66), smeštaj (6,69) i društvena aktivnost (6,69) su manje važni. Rezultati takođe sugerišu neke dodatne faktore koje treba razmotriti za buduće istraživanje. Ovaj rad bi trebao biti dobra smemica za poslovne škole koje žele organizirati međunarodno takmičenje u slučaju slučaja i uključiti faktore koji su važni za dobar ugled takmičenja.

Ključne reči: faktori, rangiranje, međunarodna poslovna takmičenja u rešavanju studije slučaja, mentorska perspektiva

Factors Affecting the Ranking of Global Business Case Study Competitions – Mentors' Perspective

In this paper, we present the research on important factors that influence the ranking – the quality of international business case study competitions from the mentors' perspective. The Auckland University conducted a survey and received 29 mentors' responses from leading universities about the ranking of the top 11 case study competitions in the world. We also analysed which factors were considered by mentors when making selection by ranking, and we concluded that quality of the case studies (4.90), feedback process (5.21), quality of the jury panel (5.38), and competition format (5.41) are the most important, while the competition length (6.66), accommodation (6.69), and social activity (6.69) are less important. Findings also suggest some additional factors that we should consider for the future research. This paper should provide guidelines for business schools who want to organise international business case study competitions, and include factors that are important for a good reputation of the case study competition.

Key words: factors, ranking, international business case study competitions, mentors' perspective

Engleski jezik i kompjuterski posredovana komunikacija i saradnja u kontekstu globalizacije

Globalizacija nameće potrebu sve intenzivnije komunikacije između sagovornika čiji se maternji jezici razlikuju, najčešće na engleskom jeziku imejlom, u društvenim mrežama, na različitim saradničkim platformama ili alatima. Kulture organizacija se menjaju i neposredni kontakt sve se više potiskuje i gubi, a zamenjuje ga komunikacija posredstvom računara, kao i kompjuterski podržana saradnja. U tom kontekstu neophodno je posedovanje komunikativne kompetencije koja podrazumeva vladanje finesama engleskog jezika. U tom smislu rad se bavi specifičnim svojstvima sredstava deontičke modalnosti u engleskom jeziku koja podrazumeva socijalno prihvatljivu interakciju i uljudni uticaj na ponašanje sagovornika. Performativnost sredstava deontičke modalnosti stavlja govornika u aktivan odnos sa svojim sagovornikom i prvenstveno je usmerena na promenu postojeće stvarnosti koja proizilazi iz uticaja koji sagovornici jedan na drugoga mogu imati. Deontička modalnost podrazumeva široku lepezu značenja, od prototipičnih značenja obaveze i dozvole, do saveta, davanja uputstava, preporuke, izražavanja očekivanja, uljudnog zahteva, naredbe, voljnosti, iznuđivanja, protesta, pretnje, obećanja ... Pored analize tentativnih deontičkih upotreba modalnih glagola i drugih modalnih sredstava, u radu se nude i ustaljene jezičke formule čija upotreba je veoma frekventna u kontekstu kompjuterski posredovane poslovne komunikacije i saradnje.

Ključne reči: kompjuterski posredovana komunikacija, engleski jezik

English Language and Computer-Mediated Communication and Cooperation in the Context of Globalisation

Globalisation imposes the need for increasingly more intense communication between speakers whose mother tongues are different, most often in the English language by email, social networks, different cooperative platforms or tools. Organisational cultures are changing and direct contact is increasingly suppressed and lost, being replaced by computer-mediated communication, as well as computer supported cooperative work. In this context, it is necessary to master communicative competence, implying awareness on the finesses of the English language. In this sense, the paper deals with specific features of deontic modality means in the English language, implying socially acceptable interaction and polite influence on the addressee. The performative feature of deontic modality places the speaker in an active relationship with their addressee and it is primarily oriented towards the change of the existing reality caused by the influence of interlocutors. Deontic modality encompasses a rich repertoire of meanings, ranging from prototypical meanings of obligation and permission, to giving advice, instructions, recommendations, expressing expectations, polite requests, orders, willingness, extortion, protest, threat, promise, etc. Apart from the analysis of tentative deontic uses of modal verbs and other modal expressions, the paper also offers an overview of formulaic expressions of which usage is very frequent in the context of computer-mediated business communication and cooperation.

Key words: computer-mediated communication, English language

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Menadžment u visokom obrazovanju Srbije

Početak trećeg milenijuma obeležen je radikalnim promenama u svim segmentima života. Svedoci smo intenzivnih društvenih promena, vrtoglavog razvoja novih informacionih tehnologija, povećane konkurencije, koje nameću novu ulogu obrazovanju, gde znanje postaje osnovni resurs razvoja i uslov opstanka na tržištu. Budući da obrazovanje postaje glavna karika u razvoju ljudskih resursa, nije iznenađujuće što je zabeležen primetan rast visokoškolskih ustanova. Međutim, rastom broja visokoškolskih ustanova pojačava se i konkurencija među njima, što ih navodi da zbog sopstvenog opstanka sve više primenjuju načela marketinga i menadžmenta karakteristična preduzećima. Dakle, visokoškolske ustanove primome su da se otvore prema tržištu, odnosno da se rukovode potrebama tržišta i usvoje marketinške koncepte u planiranju svog razvoja. Otvaranje prema tržištu može pomoći visokoškolskim ustanovama da poboljšaju mnoge aspekte svog delovanja, kao što su delotvornija interna i eksterna komunikacija, bolje obrazovne usluge, pitanja finansiranja, kvalitet nastave i sl.

Ključne reči: menadžment, ljudski resursi, obrazovanje, tržište, visokoškolske ustanove

Management at the Higher Education Level in Serbia

The beginning of the third millennia was marked by radical changes in all segments of life. We are witnesses of social changes, intense development of information technologies, increased competition, all of which is imposing change in the educational system, because knowledge is becoming the basic source of development and the condition for survival on the market. Since education is becoming the basic link in the development of human resources, it is not surprising that a significant increase in the number of higher education institutions has been recorded. However, with the increased number of higher education institutions, an increase in competitiveness has appeared, influencing them to use more and more marketing and management principles which are characteristic for companies. Therefore, higher education institutions are forced to open themselves to the market, i.e. to be managed according to the market needs and to implement marketing concepts in their development planning. Opening to the market can help higher education institutions to improve many aspects of their functioning, such as forming a more efficient internal and external communication, providing better educational services, dealing with financial questions, teaching quality, etc.

Key words: management, human resources, education, market, higher education institutions

Organizacijska klima u procesu globalnih promjena

Posljednjih sto godina svjedočimo nezamislivom rastu i razvoju tehnike i tehnologije, od zaprežnih kola i petrolejske lampe do najsofisticiranijih brodova, aviona i osobnih gadgeta. Stalna potreba za sve većim profitom potiče organizacije na udruživanje bez obzira na lokaciju te zapošljava tisuće djelatnika bez obzira na vjeru, ideologiju i nacionalnu pripadnost da bi svojim znanjima, vještinom i kreativnošću održale konkurentsku prednost i zadovoljile sve veće zahtjeve potrošača. Iz dana u dan materijalni svijet se nepovratno mijenja i transformira dok su promjene organizacijske kulture u organizacijama neznatne ili vrlo male. Koliko razvoj interpersonalnih vještina i tehnike osobnog razvoja unaprijeđuju međuljudske odnose i poboljšavaju kvalitetu života organizacija, ili da li su još uvijek strah, paranoja, negativna klima i pokomost činjenice koje nam govore da je čovjek u organizaciji danas više nego ikad »stroj«.

Ključne riječi: organizacijska klima, tehnika, tehnologija, interpersonalne vještine, međuljudski odnosi

Organisational Climate in the Process of Global Changes

For the last hundred years, we have witnessed unimaginable growth and the development of technics and technology, from the horse carriage and petroleum lamps, to the most sophisticated ships, aircrafts and personal gadgets. The constant need for increasing profits encourages organisations to merge, regardless of location, and to employ thousands of employees regardless of religion, ideology and national affiliation, so they can maintain their competitive power with their knowledge, skills and creativity and please the increasing demands of consumers. Each day at a time, the material world changes irreversibly and transforms, while changes in organisational culture in organisations are insignificant or very small. How much do the development of interpersonal skills and personal development techniques improve interpersonal relationships and the quality of life of the organisation, or are still fears, paranoia, negative climate and submission those facts which are telling us that a human in the organisation is more than ever a "machine".

Key words: organisational climate, technics, technology, interpersonal skills, interpersonal relationships

Globalizacija v turizmu

Nepovraten in nezadržen proces globalizacije zahteva od majhnih držav hitro, pravočasno in predvsem inovativno prilagajanje novim eksternim dejavnikom. Predvsem kot posledica informacijske revolucije se ekonomsko okolje nezaustavljivo in eksponentno razvija na vseh področjih in korenito spreminja. Posledično se morajo tem spremembam prilagoditi tudi podjetja in širše tudi posamezne gospodarske panoge. Vzporedno z globalizacijo svetovnega gospodarstva poteka tudi globalizacija turistične industrije. S tehničnim napredkom, zlasti na področju informatike, prometa in telekomunikacij, se svet spreminja v globalno vas. Tudi v turizmu se srečujemo z negativnimi in pozitivnimi učinki procesa globalizacije. Vpliv globalizacije na turizem se kaže na vseh družbenih področjih – gospodarstvu, tehnologiji, kulturi, ekologiji in politiki. Velike – nadržane – turistične družbe delujejo neodvisno od držav in nudijo standardizirane in tipizirane usluge, storitve ter nastanitve, prevzemajo lokalna podjetja ali celotne hotelske komplekse. Cilj prispevka je analizirati trenutno stanje, izpostaviti kritične točke slovenskega turizma in pripraviti predloge za izboljšave.

Ključne besede: globalizacija, turizem, ekonomsko okolje, vplivi, spremembe

Globalisation in Tourism

An irreversible and unsustainable process of globalization requires from small countries to quickly, timely and, above all, innovatively adapt to all new external factors. Especially due to the information revolution, the economic environment is unstoppably and exponentially developing and radically changing in all areas. As a consequence, these changes must also be adapted by companies and, more generally, by individual business branches. Parallel to globalisation of the world's economy, globalisation of the tourism industry is taking place. With technical progress, especially in the field of information technology, transport and telecommunications, the world is changing into a global village. In tourism, we also face the negative and positive effects of the globalisation process. The impact of globalisation on tourism is reflected in all social areas -economy, technology, culture, ecology and politics. Large, transnational tourist companies operate independently, offer standardised and typified services and accommodation, and perform takeovers of local businesses or entire hotel complexes. The aim of this paper is to analyse the current situation, highlight the critical points of Slovene tourism, and prepare proposals for improvements.

Key words: globalisation, tourism, economic environment, impacts, changes

Ekspertni sistemi kao podrška menadžmentu

U savremenim uslovima poslovanja menadžment je suočen sa obavezom da svakodnevno donosi najrazličitije odluke. Veliku pomoć pri donošenju ovih odluka imaju računarske mreže čiju pomoć koriste menadžeri. Prilikom postavljanja mrežne infrastrukture, ljudi se susreću sa različitim problemima, od kojih je najveći odabir opreme i kablova koje ta mrežna infrastruktura treba da sadrži. Često tek nakon početka rada mrežnog sistema korisnici ustanove da je kupljena oprema pogrešna i da ne zadovoljava njihove potrebe. Naknadna zamena opreme povećava drastično troškove. Da bi olakšali i pomogli korisnicima u odabiru opreme i kablova prilikom pravljenja mrežne infrastrukture u poslovnom objektu, napravljen je ekspertni sistem za pomoć pri postavljanju računarske mreže u poslovnom objektu. Ekspertni sistem predstavlja računarski program koji, na osnovu znanja koje sadrži, treba da pomogne korisniku pri odlučivanju koju će opremu koristiti u svom poslovnom objektu. Ovaj ekspertni sistem postavlja pitanja korisniku o načinu upotrebe te mreže i predlaže odgovarajuće rešenje.

Ključne reči: menadžment, donošenje odluka, ekspertni sistemi, sistem, korisnik

Expert Systems as a Management Support

In contemporary business environment, managers are confronted with need to make decisions on daily basis. Extremely helpful in the decision process are computer networks. When setting up a network infrastructure, various problems can emerge. The largest problem is usually the selection of equipment and cables which the network infrastructure should consist of. Too often, only after the start of the network system operation, users find that the purchased equipment is wrong and does not meet their needs. In most cases, subsequent equipment replacement increases costs drastically. In order to facilitate and assist users in the selection of equipment and cables when setting up a network infrastructure, an expert system was created to help set up a computer network in the business facility. The expert system is a computer program that, based on the knowledge it contains, should help the user in deciding which equipment to use in the business facility. The system asks the questions on how to use the network and suggests an appropriate solution.

Key words: management, decision making, expert systems, system, user

Kako rade najuspešniji lideri

Pitanje o suštini istorijske epohe kojoj pripadaju oni koji žele da ponesu laskavu titulu lidera, a time i nas samih, nije lako ni postaviti na primeren način, a kamoli uistinu rasvetliti ili čak raspraviti, pokušati dati smernice i putokaze. Imati ili biti – dilema oko koje se sapliće misao svakog istraživača: imati »petlju«, »držnost«, »lukavost«, »žilavost«, »smelost«, »brilijantnost«, imati (upotrebljivo) znanje, hrabrost, odsustvo straha, otvorenost za promene i rizik, viziju, uzbudljiv san – ili biti – biti veliki čovek, počinje time biti dobar čovek. Krupne reči koje se ne svode samo na strogo ontološki zahtev za teorijskim objašnjenjem prave prirode ili najvlastitijeg bića onoga što se faktički zbiva u svakom od onih koji nose laskavu titulu lidera ali i u svakom od nas koji to žele da postanu u svojoj oblasti – u studentu, saradniku, nastavniku, menadžeru, domaćici, preduzetniku ... Šta nas ograničava da najbolje uradimo svoj posao, jer za to nam ne treba najviše zvanje? Ovaj prilog raspravlja o dilemama koje je teško objasniti, a još manje na njih uticati i menjati ih, kao što su sistem vrednosti i stavova koji se stiču i prenose kulturom, društvenim odnosima, obrazovanjem, a ispoljavaju kroz odnos koji imamo prema radu, odgovornosti, tačnosti, poštovanju, lojalnosti, posvećenosti, ono što se ne može svesti samo na sticanje praktičnih, instrumentalnih znanja i veština.

Ključne reči: lider, posvećenost, obrazovanje, znanje, veštine

How do Most Successful Leaders Work

The question of the essence of the historical epoch to which those who want to bring the flattering title of the leader belong, and therefore ourselves, is not easy to set up in an appropriate way, let alone to shed light or even discuss, try to give guidance and direction. To have or to be – the dilemma around which the thought of each researcher stumbles: to have "guts", "rammishness", "cunningness", "toughness", "boldness", "brilliance", to have (applicable) knowledge, courage, absence of fear, openness to change and risk, vision, exciting dream – or to be – to be a great person, it all begins by being a good person. The big words that are not limited to a strictly ontological requirement for a theoretical explanation of the true nature or the most powerful being of what is actually happening in each of those who carry the flattering title of the leader, but also in each of us who want to become the one in their area – in a student, associate, teacher, manager, housekeeper, entrepreneur, etc. What limits us to do our best work, because we do not need the highest title for that? This paper discusses dilemmas that are difficult to explain and even less to influence and change them, such as the system of values and attitudes that are acquired and transmitted through culture, social relations, education, and are expressed through the relationship that we have towards work, responsibility, accuracy, respect, loyalty, dedication; something that cannot be reduced to the acquisition of practical, instrumental knowledge and skills.

Key words: leader, commitment, education, knowledge, skills

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Regionalna inovacijska politika

Hitre spremembe na globalnem tržišču vplivajo na usmerjenost podjetij k stalnemu uvajanju novosti in izboljšav. Regije ali lokalna okolja so pomembni pospeševalci gospodarskega razvoja za posamezno gospodarstvo. Z raziskovanjem inovacijske aktivnosti podjetij v regionalnih okoljih z različnimi regionalnimi politikami in inovacijskimi sistemi iščemo odgovor na vprašanje, kako v regiji ustvariti poslovno okolje, ki bo omogočalo spodbujanje gospodarske rasti in zaposlenosti. V prispevku predstavljamo pomen uvajanja inovacij in vpliv regionalnih inovacijskih politik na inovacijsko uspešnost podjetij v globalnem okolju, v Evropski uniji in Sloveniji. V ekonomski literaturi je na osnovi izvedenih raziskav razvidno, da inovacije niso enotno razporejene po regijah. Ker imajo regije s podobnimi inovacijskimi zmogljivostmi različno gospodarsko rast, je pomembno raziskati inovacijske aktivnosti podjetij v regijah in spremljati njihovo inovacijsko uspešnost. Raziskali smo, kateri so tisti dejavniki, ki so pomembni za inovacijsko uspešnost podjetij v regiji, in kakšen je pomen inovacijske strategije podjetja. Predstavljamo delne rezultate raziskave o inovacijski uspešnosti podjetij v JV Sloveniji.

Ključne besede: globalno okolje, inovacijska politika, inovacijska aktivnost, inovacije

Regional Innovation Policy

Rapid changes in the global market impact the orientation of companies to continuously introduce innovations and improvements. Regions or local environments are important promoters of economic development for the individual economy. By researching the innovation activities of companies in regional environments with different regional policies and innovation systems, we are looking for an answer to the question of how to create a business environment in the region, which will facilitate the promotion of economic growth and employment. In the paper, we present the importance of introducing innovations and the impact of regional innovation policies on the innovation performance of companies in the global environment, in the European Union and in Slovenia. In economic literature, based on the performed research, it is evident that innovation is not uniformly distributed across regions. Since the regions with similar innovation capacities have different economic growth, it is important to explore the innovation activities of companies in the regions and to monitor their innovation performance. We explored the factors which are important for the innovation performance of companies in the region, and the importance of the company's innovation strategy. We present the partial results of the research on the innovation performance of companies in Southeast Slovenia.

Key words: global environment, innovation policy, innovation activity, innovations

Menadžerske vještine

Raznovrsni su pogledi na globalizaciju, a odražavaju se na svim područjima života i djelovanja suvremenog čovjeka. Ljudski resurs u suvremenom poslovanju predstavlja glavni element u stvaranju konkurentne prednosti na tržištu. Suvremeno doba karakterizira brzi razvoj informacija, kapitala, proizvoda/usluga i ljudi. Pritom se globalizacija poistovjećuje sa svijetom bez granica, a u takvim okolnostima suvremeni menadžment nalazi se pred novim izazovima, koji u fokus stavljaju i vještine suvremenog menadžmenta. Kako bi menadžeri efikasnije obavljali svoj posao, moraju posjedovati određene vještine komunikacije. Ulaganje u ljudske resurse je ključni faktor u napredovanju poslovanja, a ljudi su oni koji pokreću organizaciju i stvaraju ugled poduzeća svojim znanjima i vještinama. U ekonomiji i menadžment zahtjeva nova znanja, vještine, sposobnosti i umijeća. Kompetentnost osigurava individualni uspjeh, ali i društvu u cjelini.

Ključne riječi: menadžment, znanje, menadžerske vještine, komunikacija

Managerial Skills

There are various aspects of globalisation that are manifested in all areas of modern human life. Human resource is the key element in modern business which creates a competitive advantage on the market. The modern era is characterised by the rapid development of information, capital, products, services and people. As a result, globalisation is identified with world without borders, and in such circumstances modern management faces new challenges and contemporary management is in their focus. In order for the managers to do their job more efficiently, they must possess certain skills. Investing in human resources is a key factor in business advancement, and people are the ones who run the organisation and create a reputation of the company with their knowledge and skills. The knowledge economy and management require new knowledge, skills, abilities, talents and organisation where knowledge is a factor of development. This competence provides individual success, but also success of the society in general.

Key words: management, knowledge, managerial skills, communication

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The Role of Business Process Management in Sustainable Business Practice

This article includes an analysis of both conceptual and empirical experiences discussing various industrial contexts and evaluation of their impact on business process management. Business process management (BPM) can be defined as one of the most important concepts when we are talking about integration of application technologies in the business environment. BPM is a philosophy that allows to manage an organisation in a complex way, dividing the load within various areas, and technologies that go with this process. This paper deals with the analysis of benefits and problems of the BPM concept realisation.

Key words: business process management, enterprise management, system of business management, sustainable business

Vloga upravljanja poslovnih procesov v trajnostni poslovni praksi

Prispevek vključuje analizo konceptualnih in empiričnih izkušenj, ki razpravljajo o različnih industrijskih kontekstih ter o njihovem vplivu na upravljanje poslovnih procesov. Upravljanje poslovnih procesov (BPM) je mogoče opredeliti kot enega najpomembnejših konceptov, ko govorimo o integraciji aplikacijskih tehnologij v poslovnem okolju. BPM je filozofija, ki omogoča kompleksno vodenje organizacije in pri tem deli obremenitve na različna področja in tehnologije, ki se s tem procesom ukvarjajo. Prispevek je namenjen analizi prednosti in slabosti realizacije koncepta BPM.

Ključne besede: upravljanje poslovnih procesov, upravljanje podjetij, sistem vodenja podjetij, trajnostno poslovanje

Corporate Information Environment as One of the Key Elements in the Modern University Management

The Russian Customs Academy is one of the leading Russian universities in the sphere of professional training. The Academy trains the specialists in Customs Business, Economics and Law. The educational process is carried out in the Head University in Moscow region and in its branch universities in Saint Petersburg, Rostov-on-Don and Vladivostok. The general management of the Academy faces a great number of problems while executing the effective management process. Modern challenges in professional training demand critical new approaches and the usage of information technologies, therefore the corporate information environment is one of the key elements in the professional educational training process management. The corporate information environment helps to achieve certain success connected with ensuring the high quality of the educational services offered by the university: increase in the proportion of teachers with an academic degree; increase in the requirements for qualifications and competences of professors; increase in the average earnings of the university professors; ensuring the high average score of students accepted for training on the results of the unified state exam.

Key words: corporate information environment, information technologies, electronic environment services, university management, educational process, subjects of management

Korporativno informacijsko okolje kot eden ključnih elementov sodobnega upravljanja univerz

Ruska carinska akademija je ena vodilnih ruskih univerz na področju strokovnega izobraževanja. Akademija usposablja strokovnjake za carino, ekonomijo in pravo. Izobraževalni proces se izvaja na glavni univerzi v Moskvi in na podružničnih univerzah v Sankt Peterburgu, Rostovu na Donu in Vladivostoku. Pri izvajanju učinkovitega procesa upravljanja se vodstvo akademije sooča s kar nekaj težavami. Sodobni izzivi na področju poklicnega usposabljanja zahtevajo nove kritične pristope in uporabo informacijskih tehnologij, zato je informacijsko okolje podjetja eden ključnih elementov v procesu vodenja strokovnega izobraževanja. Korporativno informacijsko okolje pomaga doseči določen uspeh, povezan z zagotavljanjem visoke kakovosti izobraževalnih storitev, ki jih ponuja univerza: povečanje deleža učiteljev z akademsko izobrazbo; višanje zahtev za kvalifikacije in kompetence profesorjev; povišanje povprečnih plač univerzitetnih profesorjev; zagotavljanje visokega povprečnega uspeha študentov, sprejetih na izobraževanje v skladu z rezultati enotnega državnega izpita.

Ključne besede: korporativno informacijsko okolje, informacijske tehnologije, storitve elektronskega okolja, univerza, izobraževalni proces, predmeti vodenja

Izazovi prakse liderstva u javnom sektoru Srbije

Srbija se suočava sa izazovom reformi u javnom sektoru. Većina novih zakonskih propisa je već na snazi, međutim implementacija značajnih promena vezano za upravljanje ljudskim resursima i posebno za stil rukovođenja menadžera u javnom sektoru Srbije je posebno izazovan zadatak. Naš cilj je da prikazemo opšti stil rukovođenja u organizacijama iz javnog sektora Srbije na osnovu rezultata Cranet i COCOPS istraživanja. Kako kulturne vrednosti značajno utiču na ponašanje na radnom mestu, najvažnije dimenzije srpske nacionalne i organizacione kulture ćemo isto prikazati. Posebna pažnja će se posvetiti starosnoj strukturi menadžera, njihovom obrazovnom nivou i profilu, prikazaćemo udeo žena na rukovodećim pozicijama, nivo centralizacije i autonomije, praksu komunikacije, zatim odsustva, fluktuaciju i zadovoljstvo zaposlenih, kao i uticaj politike na proces selekcije u organizacijama javnog sektora u Srbiji.

Cljučne reči: praksa liderstva, javni sektor, Srbija

Challenges of Leadership Practice in the Public Sector in Serbia

Serbia is now facing the challenge of public sector reforms. The new legislation is mainly in force, but the implementation of significant changes concerning the human resource management practice and especially the leadership style of the managers in Serbian public sector is a highly demanding task. Our aim is to present the general leadership practice in the public sector organisations in Serbia based on the results of Cranet and COCOPS researches. As cultural values may significantly influence the workplace behaviour, the main dimensions of Serbian national and organisational culture will be presented. Special attention will be paid to the age structure of managers, their educational level and professional profile. We will also present the proportion of women in managerial positions, the level of centralisation and autonomy, the communication practice, absenteeism, fluctuation and satisfaction, as well as the influence of politics on the selection process in the public sector organisations in Serbia.

Key words: leadership practice, public sector, Serbia

Regionalne nejednakosti i privredni rast: kvantitativna analiza Regiona Južne i Istočne Srbije

Razvojne politike na regionalnom nivou, ukoliko su ispravno kreirane, imaju za cilj stimulanje teritorijalnih jedinica da razvijaju sopstveni potencijal za rast, pre svega na osnovu svog unutrašnjeg, endogenog potencijala, odnosno teritorijalnog kapitala. Karakteristika privrede Republike Srbije su velike regionalne razlike u nivou privrednih aktivnosti, zaposlenosti i zarada, ali i sve većoj demografskoj devastaciji pojedinih njenih delova. Regionalne nejednakosti koje se analiziraju u radu, prikazane su kroz dve osnovne dimenzije. Prva je postojanje nejednakosti između posmatranih statističkih teritorijalnih jedinica u Republici Srbiju (regiona), a druga je postojanje nejednakosti unutar Regiona Južne i Istočne Srbije. Rad je usmeren na analizu odnos međuzavisnosti regionalnih, pre svega ekonomskih, nejednakosti i privrednog rasta posmatranih teritorijalnih jedinica u Republici Srbiji. Koristeći relevantne metode statističke analize, autori su izvršili komparativnu analizu statističkih regiona Republike Srbije u cilju utvrđivanja razlika u prosečnoj zaradi i stopi nezaposlenosti, te pozicioniranje Regiona Južne i Istočne Srbije u odnosu na ostale regione. Takođe, na osnovu podataka struktumih poslovnih statistika, izvršena je analiza performansi privrede Regiona Južne i Istočne Srbije, ali i uloga i značaj većih gradova, kao privrednih centara, za poboljšanje tih performansi i ekonomski rast i razvoj Regiona.

Ključne reči: regionalne nejednakosti, (ne)zaposlenost, prosečna zarada, privredna aktivnost

Regional Inequalities and Economic Growth: Quantitative Analysis of the Region of South and East Serbia

Regional development policies, if properly created, are aimed at stimulating territorial units to develop their own growth potential, primarily based on their internal, endogenous potential, or territorial capital. Economy of the Republic of Serbia is characterised by large regional differences in the level of economic activities, employment and salaries, as well as by the increasing demographic devastation of certain parts of the country. Regional inequalities analysed in the paper are presented through two basic dimensions. The first is the inequality of the observed statistical territorial units in the Republic of Serbia (regions), and the second is the inequality within the Region of South and East Serbia. The paper is aimed to determine the interdependent relationship between primarily economic regional inequalities and economic growth in the observed territorial units in the Republic of Serbia. Using the relevant methods of statistical analysis, the authors performed a comparative analysis of the statistical regions of the Republic of Serbia in order to determine the differences in average salaries and unemployment rates, and to position the Region of South and East Serbia in relation to other regions. Additionally, based on the data from structural business statistics, an analysis of the economic performance of the Region of South and East Serbia was conducted, including the role and importance of larger cities as economic centres, for improvement of the economic performance, growth and development of the Region.

Key words: regional inequalities, (un)employment, average salaries, economic activity

Socialne kompetence ravnateljev osnovnih šol

Ravnatelj je pedagoški vodja in poslovodni organ javne osnovne šole, ki organizira, načrtuje in vodi delo šole ter odgovarja za strokovno vodenje zavoda. Vodi delo učiteljskega zbora, zastopa in predstavlja zavod, odgovoren je za zakonitost dela v okviru svojih pooblastil, spodbuja strokovno izobraževanje in izpopolnjevanje strokovnih delavcev, spremlja njihovo vzgojno-izobraževalno delo učiteljev in jim svetuje, pripravlja program razvoja šole in je odgovoren za njegovo uresničevanje, pripravlja predlog letnega delovnega načrta in je odgovoren za njegovo izvedbo, za uresničevanje pravic otrok ter pravic in dolžnosti učencev. Je menedžer, ki mora imeti jasno vizijo šole in jo zna tudi promovirati. Biti mora odgovoren, samozavesten, sposoben javnega nastopanja in timskega dela, komunikativen, iniciativen, inovativen ter sposoben razumevanja občutij drugih, kar lahko uresničuje le z razvitimi lastnimi socialnimi kompetencami na nivoju odnosov in na nivoju širše družbe ali makrosistema. V prispevku predstavljamo rezultate raziskave, katere namen je bil preučiti razvitost socialnih kompetenc pri ravnateljih, zaposlenih v osnovnih šolah v Jugovzhodni Sloveniji.

Ključne besede: socialne kompetence, ravnatelji, osnovne šole

Social Competences of Primary School Principals

The principal is a pedagogical leader and a managerial body of a public primary school, who organises, plans and manages the work of the school and is responsible for the professional management of the institution. Principals direct the work of teacher councils, represent the institution, are responsible for the legality of work within their authorisations, promote professional education and training of teachers, participate in educational work of teachers, monitor their work and advise them. They prepare the school development programme and are responsible for its realisation, as well as the proposal of the annual work plan and its implementation. Principals are responsible for the exercise of children's rights and the rights and duties of students. They also act as managers who must have a clear vision of the school and can promote it. Principals should be responsible, self-confident, capable of public speaking and teamwork, communicative, initiative, innovative and capable of understanding the feelings of others, which can be achieved through the development of their own social competences at the relationship level, and at the level of a broader society or macro-system. In the article, we present the results of a research with the purpose of studying the development of social competences among principals employed in primary schools in Southeast Slovenia.

Key words: social competences, principals, primary schools

Global marketing

Proizvodnja, trgovina, potrošnja. Povezani ciklusi robe na putu od proizvođača do potrošača. Kada je proizvodnji bilo neophodno teritorijalno proširenje tržišta, pojavila se trgovina koja je transportovala robu i uz to se bavila reklamom ili marketingom. Velikim širenjem tržišta, kao i odbranom svojih parcijalnih intertesa, trgovina je postala usko grlo prodaje, pa su se u marketinške poduhvate uključili i proizvođači. Povećan obim i brzina prometa robe je pratio i razvoj prometa novca. Ovaj klasični protok robe, novca i informacija je u procesu globalizacije tržišta postao velika kočnica. Parcijalni interesi trgovaca, bankara i marketing stručnjaka su usporavali taj protok. Pojavom Interneta, postala je moguća i trenutačna veza između proizvođača i potrošača, neograničeni marketinški prostor je davao mogućnosti, nepoznate u prethodnim vremenima. Ali i ta vrsta komunikacije bez posrednika ima svoje negativne aspekte koje prete njenom razvoju i opstanku. Najočitiiji i najvažniji primer je najmoćnija on line trgovačka kuća, ALIBABA i njena transformacija, kao i zamke koje su joj postavljene.

Ključne reči: marketing, globalizacija, internet, ALIBABA

Global Marketing

Manufacturing, trade, consuming. Interlaced processes of commodities path from producers to consumers. When the production required the territorial expansion of the market, the trade started with transport processes, advertising and marketing. With the great expansion of the market, and the defense of its partial interests, classical trade has become the bottleneck of sales, so manufacturers have involved themselves in marketing ventures. The increased volume and speed of goods turnover also monitored money transactions. Classic flow of goods, money and information has become a big constraint in the process of globalisation of the market. The partial interests of traders, bankers and marketing professionals slowed down this flow. The Internet has enabled instant contact between manufacturers and consumers, unlimited marketing space, and previously unknown possibilities for development. However, this kind of communication without intermediaries has its own negative aspects that threaten its development and survival. The most obvious and important example is the most powerful online trade company Alibaba and its transformations, as well as pitfalls that are set for it.

Key words: marketing, globalisation, internet, Alibaba

Human resource Management – problemi i rešenja

Kompanije druge industrijske revolucije su bile veoma zavisne od stručnosti zaposlenih i to od vrha do dna hijerarhijske lestvice. Briga o zaposlenima se često vodila ne samo u oblasti dodatnih školovanja, nego i porodičnog stanja i kulture sredine. Human resourcing se nije završavao samo na pronalaženju i zapošljavanju stručnjaka. Tada je tek počinjao, sa ciljem povećanja doprinosa timskom radu. Danas, u skoro deindustrijalizovanom evroatlantskom regionu, fokus poslovanja se premestio na usluge i finansijski sektor, sa neophodnošću što bržeg protoka kapitala. U takvim uslovima, odluke se donose u uskim krugovima upravljača i rukovodioca, a ostatak kompanija samo sprovodi donete odluke, obrazovanje i kreativnost su najčešće nepoželjni. U tim novim uslovima Human resourcing dobija novu ulogu, pronaći neophodne kadrove po što nižoj ceni i vršiti kontinuirani pritisak na privilegije zaposlenih smanjujući obrazovanje i kreativnost. To se najčešće čini zloupotrebom pojmova »zadovoljstvo upoređivanjem prihoda sa ostalim suradnicima, i »kontinuirano dodeljivanje novih titula zaposlenima, kao zamenu za iste ili smanjene prihode«. Veštačko pravljenje timskog duha, takozvanim »team building« metodama ima svrhu samo u učvršćivanju postojeće hijerarhijske strukture.

Ključne reči: Human resourcing, dodatna školovanja, obrazovanje i kreativnost, »team building«

Human Resource Management – Problems and Solutions

Companies of the second industrial revolution were heavily dependent on educational level of employees, from bottom to top of hierarchy. Companies did not only take care of education of employees; family relations, health and cultural environment were in focus as well. Human resourcing did not finish on finding a new employee; it actually started at this point. Nowadays, in almost deindustrialised Euro Atlantic region the business focus has shifted towards services and financial sector, following the need for faster capital turnovers. In such circumstances, decisions are made in very narrow circles of management, and the rest of employees are just transferring decisions. Education and creativity are most often unwanted. Human resourcing is limited on the search for the cheapest workforce possible, and focused on constant pressure on employee privileges, lowering educational level and creativity potential. This is most commonly the misuse of terms "satisfaction by comparing income with other associates," and "continuously allocating new titles to employees, replacing them for the same or reduced income". Artificial making of team spirit, the so-called "team building" methods, have the purpose only in consolidating the existing hierarchical structure.

Key words: human resourcing, additional education, education and creativity, team building

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Menadžment poslovnih procesa – problemi i rešenja

Uporedo sa neprekinutim nizom ekonomskih kriza u Evroatlantskom regionu i njihovim katastrofalnim posledicama, počela je potraga za uzrocima i rešenjima. Mikro i makroekonomski okviri, politički i geopolitički uslovi nisu dali odgovarajuća tumačenja ovih događaja. Sve varijante su uzete u obzir, dosada, osim neprirodnog braka pojmova upravljanje i rukovođenje i nakaznog deteta nazvanog »moderni menadžment«. Globalna promena u vlasništvu korporacija i promena u poreskim politikama u evroatlantsom regionu je dovela do pojave investitora koji ne znaju čime se bave njihove korporacije. Njima su bili potrebni rukovodioci sa dodatnim ovlašćenjima upravljača uz obavezu kontinuiranog prihoda bez obzira na posledice. I sa lojalnošću isključivo ka onima koji su ih doveli na ta mesta. Metode modernog menadžmenta su: Delegiranje krivice za buduće neuspehe. Zamena efikasnosti kao kriterijuma unapređenja, hijerarhijskom poslušnošću. Nekontrolisano smanjenje troškova poslovanja uz neproporcionalno nagrađivanje menadžmenta. Izmeštanje skoro svih procesa poslovanja u druge firme, outsourcing, sa krajnjim rezultatom opstanka samo ljuštore sistema u kome ostaje samo menadžment spreman za nove zadatke. Rešenja postoje, promišljanje o počecima industrijske revolucije.

Ključne reči: »moderni menadžment«, delegiranje krivice, efikasnost, outsourcing, hijerarhijska poslušnost, rešenja

Management of Business Processes - Problems and Solutions

From the beginning of perpetual chain of economic crisis in the Euro Atlantic region with catastrophic consequences, search for causes and solutions was exercised. The analysis of micro and macro-economic circumstances, political and geopolitical situations gave no possible interpretations of the events. All possible causes have been analysed so far, except the unnatural merging of the concept of governing and managing, and the resulting birth of the so-called modern management. Global changes in the structure of ownership of companies and corporations, and the change in taxation policies in the Euro Atlantic region, has given chance to a new breed of investors, that do not need to know what the main business activity of their corporation is. They needed managers with expanded set of rights and duties, with task to produce constant flow of profit without taking care of consequences, and with loyalty only towards higher level of management. The main methods of modern management are: delegation of guilt for unsuccessful future projects, change of primary criteria for advance from efficiency to hierarchy obedience. Uncontrollable cutting of all expenses with unproportioned benefits to management. Outsourcing all possible jobs to other companies, laying off workforce, until only minimum set of managers stays in the company ready for new tasks. Solutions are available upon reflection on the beginnings of the industrial revolution.

Key words: "modern management", delegation of guilt, efficiency, outsourcing, hierarchy obedience, solutions

Razvijanje partnerskega modela v zdravstveni negi

Danes smo povsem prepričani, da sta vzgoja in izobraževanje neločljivo povezana, saj lahko le na ta način dosegamo naše najvišje cilje – uresničujemo vizijo pozitivnih učnih izidov. Kakor je po mnenju Watzlawicka nemogoče ne komunicirati, je v pedagoškem odnosu nemogoče ne vzgajati. Všečnost šole, skrbno izbrane vsebine in učitelji, ki morajo biti dobro izobraženi, razgledani in dostopni v vsakem oziru, vplivajo na avtoriteto in posledično na dober pedagoški odnos. V programu zdravstvena nega, kjer izobražujemo za poklic srednje medicinske sestre/srednjega zdravstvenika, dijake pri praktičnem pouku v kabinetu prek učnih situacij pripravljamo na delo z bolniki v različnem kliničnem okolju. Le dober pedagoški odnos lahko dijaka vodi v razvoj partnerskega odnosa, ki je temelj novejših zdravstvenih nege. Z dijaki smo v razredu organizirali delavnico, kjer so na podlagi spoznavanja različnih modelov odnosov zaigrali vloge. Znanje so obogatili z intervjujem strokovnjakinje in tako ponovno ovrednotili svoj etični odnos.

Ključne besede: avtoriteta, partnerski odnosi, pedagoški odnosi, praktični pouk, vzgoja, izobraževanje, zdravstvena nega

Development of the Partnership Model in Nursing Care

Nowadays, there is a strong believe that upbringing and education are inseparably connected. It is the only way we can achieve greater goals and thus bring to life the vision of positive educational outcomes. According to Watzlawick, as it is impossible not to communicate, in the pedagogical relationship it is impossible not to influence the child in the sense of a second upbringing. The authority and a favourable pedagogical relationship are influenced by the attractiveness of the school, by the carefully chosen curriculum and teachers who have to be well educated and accessible in every sense. In our nursing programme, we educate our students for the profession of a nurse/male nurse. With practical lessons in cabinets, using learning situations, we also prepare our students for work with patients in various clinical environments. Only through a good pedagogical relationship a student can develop a partner relationship, the foundation of modern nursing care. We organised a workshop where our students played roles based on familiarising themselves with different models. They also enhanced their knowledge by interviewing an expert and re-evaluated their ethical attitude.

Key words: authority, partner relationship, pedagogical relationship, practical lessons, upbringing, education, nursing care

Program nagrađivanja vjernosti, što donosi trgovcima – a što kupcima

Zbog tržišne konkurencije između trgovaca, važno je očuvati maksimalnu vjernost kupaca. Zato pojam vjernosti dobiva na važnosti u inače hladnom i egzaktnom svijetu biznisa. Kupčev odnos vjernosti prema proizvodu doprinosi konstantnoj kupnji istog, unatoč porastu cijene ili smanjenju pakiranja proizvoda. Usprkos naprednom marketingu, često je najučinkovitiji način oglašavanja subjektivna vjernost kupca prema proizvodu. Vjernost je lakše steći nego li je zadržati, no odgovor problemu mogu biti programi vjernosti. Programi nagrađivanja vjernosti tema je predstojećeg članka, s napomenom o beneficijama istih, kako trgovcima, tako i kupcima. Cilj politike nagrađivanja vjernosti kupaca za trgovce znači pridobiti nove kupce, zadržati stare, usmjeriti ih prema proizvodu, tj. ostvariti maksimalnu dobit. Trgovci stoga nude pogodnosti u obliku kupona, besplatnih poklona uz neke artikle i sl. Autori su proveli istraživanje o navikama kupaca uzimajući u obzir njihovu vjernost, i to na području Zagreba i Zagrebačke županije na uzorku od 250 ispitanika.

Ključne riječi: vjernost, nagrađivanje kupaca, trgovci, istraživanje

Loyalty Programmes - Benefits for the Sellers and Buyers

Due to market competition between sellers, it is very important to preserve the maximum loyalty of customers. This is the reason why loyalty becomes increasingly important in otherwise cold and precise world of business. If the buyer has a sense of loyalty, he will continue to buy the product despite the increase in price or a reduction in product packaging. In addition to advanced marketing, the best way to advertise the product is often based on loyalty the buyer feels towards a product. It is easier to achieve the sense of loyalty than to keep it, however, loyalty programmes can provide solution to the problem. Loyalty programmes are the central topic of this paper, discussing their benefits for both buyers and sellers. For sellers, the goal of awarding loyalty is to attract new buyers, keep the old ones, make them buy the product, i.e. to make the maximum profit. The sellers therefore award the buyers by offering coupons, free gifts with some of the items, etc. The authors conducted a research on customers' habits by interviewing 250 people in the city of Zagreb and Zagreb County about their loyalty.

Key words: loyalty, awarding buyers, sellers, research

Etika in človekove pravice v policijskih postopkih

Dandanes je etika vedno bolj pomembna. Tako se tudi v vedno več poklicih odločajo, da poleg zakonodajnega okvira za svoje delo uporabljajo tudi etične kodekse. Svoj etični kodeks ima tudi policija. Ta policistu nalaga, da v postopkih vsem zagotavlja enake človekove pravice in temeljne svoboščine, da pri opravljanju svojega dela in v zasebnem življenju varuje in utrjuje lastni ugled in ugled policijske organizacije, da je nepodkupljiv oziroma da zase ali za koga drugega ne zahteva nobenega privilegija in je nedovzeten za vse oblike podkupovanja, da se za profesionalno opravljanje nalog ustrezno izobražuje, strokovno usposablja in izpopolnjuje, da varuje poklicno skrivnost ter neupravičeno ne uporablja in ne razkriva podatkov in informacij ter da morajo medsebojni odnosi temeljiti na medsebojnem spoštovanju. Policist dandanes ni več le predstavnik represivnega organa, je misleči profesionalec, ki se srčno predaja reševanju težav, saj mora posebej pravičnost in že sam po sebi upodabljati vrednote poštenosti, sočutnosti in strpnosti. V prispevku bomo na kratko predstavili pojem etike in pomen etičnih kodeksov za posamezne poklice, v empiričnem delu pa kodeks policijske etike in rezultate raziskave, ki bodo pokazali, kako slovenski policisti uresničujejo ta načela.

Gljučne besede: etika, človekove pravice, policija

Ethics and Human Rights in Police Procedures

Nowadays, ethics is becoming increasingly important. Thus, in addition to the legislative context, in more and more professions they decide to use codes of ethics for their work. The police also have their own code of ethics. Therefore, police officers are obliged to provide everyone with equal human rights and fundamental freedoms in the procedures, to protect and strengthen their own reputation and the reputation of the police organisation in carrying out their work and in their private life, to be incorruptive or to not require any privilege for themselves or anyone else, and to not be susceptible to any form of bribery, to receive a proper education, professional training and further training for professional execution of tasks, to protect professional secrecy and to not unjustifiably use and disclose data and information, and to take into account that mutual relations must be based on mutual respect. Nowadays, police officers are no longer just representatives of the apparatus of repression; they are thinking professionals who are heartily committed to solving problems, since they must embody justice and by their nature depict the values of honesty, compassion and tolerance. In this article, we will briefly present the concept of ethics and the importance of the codes of ethics for individual professions. In the empirical part, we will present the code of police ethics and the results of the research on how Slovenian police officers implement these principles.

Key words: ethics, human rights, police

Vodenje dializnega pacienta skozi postopek priprave na transplantacijo ledvice

V prispevku želimo predstaviti protokol oziroma zaporedje dogodkov, ki jih mora pacient, pri katerem je potrebna transplantacija ledvice, opraviti. Osredotočili smo se na postopek obravnave pacienta skozi celotno obdobje priprav na transplantacijo, predstavitev vloge medicinske sestre v tem procesu in poudarili pomen zgodnjega vključevanja svojcev v ta proces. Medicinska sestra ima v tem procesu dejansko eno najpomembnejših vlog. Na paciente deluje zdravstvenovzgojno, in skrbi, da si dogodki sledijo v logičnem zaporedju, da se med seboj dopolnjujejo, da pacient po svojih najboljših močeh pri vsem tem sodeluje in da se čim prej v pripravo na transplantacijo vključijo tudi svojci pacienta. Za potrebe raziskave smo opravili polstrukturiran intervju s petimi pacienti, ki niso več v bolnišnični obravnavi, pred transplantacijo pa so bili vključeni v priprave nanjo. Rezultati so pokazali, da je bila za vse intervjuvane paciente v času priprav na transplantacijo ledvice vloga medicinske sestre in svojcev zelo pomembna, saj potrebujejo strokovno in psihološko varnost ter podporo. Pomembno vlogo pri pripravi pacienta ima tudi razpoložljivi čas medicinske sestre za dodatne informacije pacientom in njihovim svojcem.

Ključne besede: dializa, pacienti, transplantacije, ledvice, medicinske sestre

Managing the Dialysis Patient through the Preparation Procedure for Kidney Transplantation

In the article, we want to present the protocol or sequence of events that a patient in need of a kidney transplantation should undergo. We focused on the patient treatment throughout the entire period of preparation for transplantation, the role of a nurse in this process, and emphasised the importance of early involvement of relatives in the process. Nurses actually have one of the most important roles. They act as health educators and care that the events follow a logical order, complementing one another; they also assure that the patient cooperates in the best possible way, and that relatives are involved in the transplant preparation as soon as possible. For the purpose of the research, we conducted semi-structured interviews with five patients who were no longer in hospital treatment, and had been involved in the transplant preparation prior to kidney transplantation. The results showed that all the interviewed patients considered the role of a nurse and relatives as very important during the kidney transplant preparation, because they needed professional and psychological safety and support. The available time of a nurse to give additional information to patients and their relatives also has an important role in preparing the patient for kidney transplantation.

Key words: dialysis, patients, transplantations, kidneys, nurses

Politično-ekonomski vidiki globalizacije: imperializem, finančni trgi in mednarodne korporacije

Prispevek bo v zgodovinski perspektivi prikazal premik v napredovanju globalizacije kot procesa, katerega gonilne sile so politika, ekonomski odnosi in tehnični napredek. Sam pojem je širši od njegove zgolj ekonomske dimenzije in tudi internacionalizacija produkcije, mednarodna delitev dela, novi migracijski tokovi od globalnega Juga h globalnemu Severu in novo mednarodno okolje, ki pospešuje navedene procese (Cox), kaže na potrebo po celostnem obravnavanju politično-ekonomskega prepleta, ki v nadteritorialnem smislu vpliva na gospodarstvo posameznih držav. Medtem ko je bil, do Friedmanove globalizacije 3.0, posredno udejanjan zlasti skozi evropski imperializem, kar vključuje evropske tehnološke iznajdbe, liberalno ideologijo in širjenje evropskih kulturnih vrednot, pa so po sedemdesetih letih prejšnjega stoletja glavni akterji postali finančni trgi in mednarodne korporacije. Ena izmed bistvenih posledic je zmanjšan vpliv nacionalnih politik, ki lahko zgolj posredno vplivajo na navedeni proces, hkrati pa tehnološki napredek omogoča suprateritorialno povezovanje posameznikov in njihovih združenj, ki zgodovinsko ni bilo mogoče niti v t. i. »belle époque«, ko so trgi izkazovali visoko stopnjo povezanosti.

Ključne besede: globalizacija, imperializem, finančni trgi, mednarodne korporacije

Politico-Economic Aspects of Globalisation: Imperialism, Financial Markets and Multinational Corporations

Through a historical perspective, the paper will present the shift in the advancement of globalisation as a process, the driving forces of which are politics, economic relations and technical advancement. The notion itself is broader than simply its economic dimension and also the internationalisation of production, international division of labour, new migratory movements from global South to global North and the new international environment, which accelerates the above processes (Cox), evidences the need for a holistic approach to the politico-economic nexus, which influences the economies of individual states in a suprateritorial manner. While it had been, up to Friedman's globalisation 3.0, indirectly put into practice especially through European imperialism, which includes European technical advances, liberal ideology and the dissemination of European cultural values, after the 1970s the main actors became financial markets and multinational corporations. One of the main consequences is a reduced influence of national policies, which can only indirectly influence the above process, while at the same time the technological advancement enables a suprateritorial connectedness of individuals and their associations, which was historically not possible, not even in the so-called "belle époque", when the markets displayed a high degree of interconnectedness.

Key words: globalisation, imperialism, financial markets, multinational corporations

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Korporativni izazovi kod pojava fenomena disruptivnih inovacija

Više od polovice Fortune 500 korporacija nestalo je od 2000. godine kroz procese spajanja, preuzimanjem ili su bankrotirale. Mnogima od njih takav se nepoželjan scenarij dogodio jer nisu pravovremeno reagirali na dinamiku promjena na globalnom tržištu, gdje inovativno strateško djelovanje predstavlja jedan od ključnih čimbenika poslovnog uspjeha. To posebno vrijedi kada je u pitanju disruptivna inovacija koja predstavlja jedan od kritičnih izazova s kojima se korporacije danas moraju nositi. Fenomen disruptivne inovacije zbog svoje prirode često uspijeva proći »ispod radara« velikih korporacija, što može uzrokovati značajnu štetu njihovom tržišnom pozicioniranju. Pored prikaza tipologije inoviranja disruptivne inovacije ovaj rad analitički prikazuje djelovanje i utjecaj takvih inovacija na korporacije. Korporacije se često služe proskribiranim primjerima iz dobrih praksi drugih korporacija u procesu svog inovacijskog menadžmenta. Prava tajna leži u tome da svaka organizacija treba krojeno stvarati, pripremati i provoditi vlastite strategije, a onda se kao primijenjeni metodološki pristup može koristiti neka od postojećih ili buduće stvorenih dobrih praksi ili princip.

Ključne riječi: disruptivna inovacija, korporacija, inovacijski menadžment, strateško pozicioniranje

Corporate Challenges in Facing the Phenomenon of Disruptive Innovations

Over half of the Fortune 500 corporations have disappeared since 2000 by being merged, taken over, or having gone bankrupt. Such undesirable scenario happened because they did not properly react on uncertain and dynamic global market changes in which the innovative strategic positioning is one of the most influencing critical success factor. This is particularly valid when it comes to the so-called disruptive innovation which presents one of the most intense challenges that corporations have to deal with today. However, disruptive innovation phenomenon, due to its nature, tends to slip under the radars of large corporations causing possible significant damages in their market positioning. In addition to showing the typology of disruptive innovation, this paper analyses the intensity and scope of such innovation's impact on corporations. Corporations often use well-defined examples of good practices from other corporations in the process of their innovation management. The secret is that each organisation needs to prepare, generate and implement its own tailor-made strategies, and then, one of the existing or further established good practices or principles can be used as an applied methodological approach.

Key words: disruptive innovation, corporation, innovation management, strategic positioning

Nadgrajena inteligenca – dejavnik za povečanje človeške zmogljivosti

Nenehne potrebe po novem in boljšem spreminjajo delo in delovna mesta v organizacijah. S tem vzporedno se spreminjajo tudi vloge in pomen zaposlenih, spreminja se oblika uspešnosti organizacije, kar vodi tudi v drugačno obravnavo človeškega kapitala oziroma zaposlenih v organizaciji. Jedro procesa za razlikovanje od drugih so sposobnosti posameznika, da se prilagaja novim zahtevam in razmeram - ki ga v primernem organizacijskem okolju ga vodijo do uporabe kreativnih načinov mišljenja za pridobivanje novih lastnih zamisli in s tem k napredku organizacije. Zato so delodajalci vse bolj zainteresirani za boljše upravljanje delovne uspešnosti. Koncept tehnoloških inovacij, s katerimi lahko izboljšamo človeške zmogljivosti v vseh poklicih, je treba usmeriti k zaposlenim. Spodbujamo jih k temu; da razmišljajo in da enostavnim zadevam nekaj dodajo, posodobijo, spremenijo in da tako dobimo vrhunska orodja za boljše in hitrejše izvedbo dela. Nadgrajena inteligenca je pri delu v pomoč, povečuje sposobnost ljudi, da lažje razumejo in hitreje ukrepajo na kompleksne podatke. Dobijo vpogled v izzive in gradijo lastno intuicijo ter sprejemajo boljše odločitve. Poveča se tudi zmogljivost delavcev in produktivnost.

Gljučne besede: zaposleni, inteligenca, človeška zmogljivost

Upgraded Intelligence – a Factor Increasing the Human Capacity

Continuous needs for the new and better are changing work and workplaces in organisations. Parallel to this, changes in roles and importance of employees are happening; the form of the organisation's success is changing, which also leads to a different treatment of human capital, and employees in the organisation respectively. The core of the process of diversity is the ability of an individual to adapt to new requirements and conditions, which in a proper organisational environment lead to the use of creative ways of thinking to gain new ideas, and hence to the organisation's progress. Therefore, employers are increasingly interested in better management of work performance. The concept of technological innovation that can improve human capacity in all professions should be directed towards employees. They are encouraged to think and to add something to simple things, to update or change, and thus get top-notch tools for better and faster work. Upgraded intelligence is helpful in the work process, it increases the human capacity to better understand and act more quickly on complex data. They get an insight into the challenges, they build their own intuition and make better decisions. The capacity of workers and productivity also increases.

Key words: employees, intelligence, human capacity

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