

Spodbujanje vrednot družbene odgovornosti z organizacijsko kulturo

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Povzetek

Raziskovalno vprašanje (RV): V članku želimo raziskati kako spodbujanje vrednot družbene odgovornosti (DO) s pomočjo organizacijske kulture vpliva na podjetje. Uspešna, DO podjetja, ki zavestno implementirajo vrednote DO, pri svojem razvoju in poslovanju sledijo sistemskemu pristopu potrebne in zadostne celovitosti na vseh področjih dela. Zato so uspešna, zaradi vrednot DO. Vrednote DO lahko spodbujamo z organizacijsko kulturo – tiho vezjo med zaposlenimi, ki se razvija dolgo časa. Za spodbujanje vrednot DO pa potrebujemo vsaj dva podporna mehanizma. To sta zaupanje in odprta komunikacija. V okolju odprte komunikacije in visokega medsebojnega zaupanja namreč dosegamo boljše psihično dobro počutje zaposlenih, vzpostavljamo kulturo sodelovanja, razvijamo boljše odnose med deležniki podjetja in dosegamo večjo zavzetost zaposlenih, etičnost njihovega obnašanja in boljšo uspešnost podjetja.

Namen: V članku nameravamo raziskati soodvisnost med organizacijsko kulturo, vrednotami in DO organizacije s ciljem raziskati spodbude implementiranja vrednot DO z organizacijsko kulturo in kako to vpliva na razvoj in poslovanje podjetja.

Metode: Cilje raziskave bomo dosegli z uporabo različne metodologije. Izhajali bomo iz MER modela integralnega managementa in Dialektične teorije sistemov, uporabili pa bomo tudi metodo študije primera. Na podlagi teoretičnih izhodišč in raziskovalnih rezultatov bomo v razpravi ugotovili kako lahko z organizacijsko kulturo spodbujamo implementiranje vrednot DO v prakso podjetja.

Rezultati: Če je organizacijska kultura zasnovana na osnovi vrednot DO, lahko s spodbujanjem organizacijske kulture dosežemo pomembne spremembe v podjetju, kar bomo dokazali z raziskavo primera organizacije DOMEL Holding. Predstavili bomo povzete rezultate raziskave teoretičnih izhodišč in primera te organizacije.

Organizacija: Izboljšanje vrednot DO v organizaciji povzroča pozitivne učinke na upravljanje in vodenje podjetja – večjo uspešnost upravljalcev in managementa ter posledično vpliva na dobro počutje in uspešnost zaposlenih ter uspešnost organizacije.

Družba: Spodbujanje DO v mikro okolju organizacije vpliva tudi na makro okolje v panogi organizacije in širše (družbeno, naravno), saj organizacija vpliva na različne deležnike. Organizacije, ki spodbujajo DO, spodbujajo odgovornost do lastnikov, zaposlenih in (družbenega, naravnega) okolja, torej poleg neposredne odgovornosti do kapitala tudi socialno odgovornost in odgovornost do planeta Zemlja.

Originalnost: Raziskava pomembno vpliva na razvoj raziskovalnih spoznanj o soodvisnosti med organizacijsko kulturo in vrednotami DO ter predstavlja holistični primer razvoja in poslovanja organizacije, v kateri organizacijska kultura in vrednote DO pomembno prispevajo k njihovi učinkovitosti, uspešnosti, etičnosti in DO ter zavzetim zaposlenim, ki se psihično dobro počutijo.

Omejitve/nadaljnje raziskovanje: V članku se omejujemo na raziskovalna področja kulture organizacije, vrednot, DO in počutja zaposlenih. V raziskavi bomo omejeni tudi na študijo primera vzorčnega podjetja. Podali bomo tudi priporočila za prakso in nadaljnje raziskave.

Ključne besede: organizacijska kultura, vrednote družbene odgovornosti, MER model integralnega managementa, DOMEL Holding, zaposleni.

Promoting the values of social responsibility with the organizational culture

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Abstract

Research Question (RQ): In the paper we will research how to promote the values of social responsibility (SR) to affects the organization through the organizational culture. Successful organizations, which consciously implement the values of SR, in their development and business operations, follow the systems approach of requisitely holism in all areas of their work. Therefore, they are successful, due to the values of SR. SR values can promote organizational culture – silent bond between employees, which is developed in a long time. To promote the values of SR we need at least two support mechanisms. These are trust and open communication. In an environment of open communication and mutual trust there is a higher achievement, better psychic well-being of employees, established a culture of cooperation, are developed better relationships between stakeholders of the organization and we can also achieve greater employee engagement, ethics of their behaviour and better performance of an organization.

Purpose: The purpose of the article is to research the interdependence between organizational culture, values and SR of an organization with the objective to research the stimulation of implementation of the values of SR with the organizational culture. How this affects the development and operations of the organization will also be researched.

Method: Research objectives will be achieved by using different methodologies. We will follow the MER Model of integral management and Dialectical Systems Theory, combined with the case study method. Based on theoretical issues and research results we will include our findings about how organizational culture can promote values of SR and their implementation in practice of the organization in discussion.

Organization: If the organizational culture is based on values of SR, can we by promoting of organizational culture achieve significant changes in the organization, which will be demonstrated in the case study of the Slovenian organization DOMEL Holding. The summarized results of the theoretical principles of research and the case of the mentioned organization will be introduced.

Society: By promoting the SR in the micro-environment of the organization one can also affect the macro environment in the industry and in the wider (social, natural) environment of organization because the organization affect to the various stakeholders. Organisations by promoting SR, promote accountability to their shareholders, employees and the (social, natural) environment. In addition to direct responsibility to capital such organizations are thus also SR and responsible towards the Planet Earth.

Originality: The research has a significant influence on the development of research findings about the interdependence between organizational culture and values of SR and represents a holistic example of the development and business of an organization in which organizational culture and values have an important contribution to their efficiency, effectiveness, ethics and SR, and to the engaged employees who have good psychical well-being.

Limitations / further research: The paper is limited by the research areas of organizational culture, values, SR and well-being of employees. The study will be limited on a case study of a representative organization. We will also make recommendations for practice and further research.

Keywords: organizational culture, values, social responsibility, MER Model of integral management, DOMEL Holding, employees.