

Model uporabe orodij menedžmenta

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Povzetek

Raziskovalno vprašanje (RV): Ugotavljanje vpliva orodij managementa na ekonomsko uspešnosti poslovanja podjetja (donosnost kapitala).

Namen: Izdelati SEM model vpliva uporabe orodij managerjev na ekonomsko uspešnost podjetja.

Metoda: Kvantitativna raziskava, v kateri smo podatke in informacije pridobili s pomočjo vprašalnika in iskanja po javni bazi podatkov GVIn.

Rezultati: S pomočjo rezultatov kvantitativne raziskave smo izdelali konceptualni model vpliva uporabe orodij managerjev na ekonomsko uspešnost podjetja.

Organizacija: Na podlagi študija sodobne strokovne literature, primerjave različnih, že opravljenih raziskav in ankete vršnih managerjev v velikih in srednje velikih slovenskih podjetjih, smo oblikovali izvirni Model vpliva uporabe izbranih managerskih orodij na donosnost kapitala podjetja.

Družba: Raziskava poudarja osredotočenost managerjev na reševanje operativnih problemov in veliko manj poudarja njihovo vizionarstvo in sposobnost vodenja.

Originalnost: Na osnovi pridobljenih podatkov smo pridobili nov celovit pogled, znanja in informacije o uporabi izbranih orodij managerjev in njihovem vplivu na donosnost.

Omejitve/nadaljnje raziskovanje: Anketo je bilo izvedeno v velikih in srednjih podjetjih v Sloveniji, obravnavali bomo izbranih 25 orodij menedžmenta po Rigby-ju, uporabili smo podatke iz javno objavljenih baz.

Ključne besede: menedžment, orodja in tehnike managerjev, slovenska podjetja, model, donosnost kapitala, ekonomika podjetja

Mag. Damijan Kreslin je direktor podjetja Lores. V svoji več kot 25 letni karieri je deloval na vodilnih delovnih mestih doma in v tujini. Vodil je enega od največjih informacijskih projektov v državi. Delal je kot predavatelj na več fakultetah in višjih šolah. Aktivno vodi ali sodeluje pri več strokovnih projektih doma kot v tujini. Ukvarja se predvsem s področjem menedžmenta, financ in ekonomike. Aktiven je tudi na znanstvenem področju, saj ima s področja dela bogato bibliografijo in objavljena dva samostojna izvirna znanstvena članka. Trenutno na Fakulteti za menedžment v Kopru pripravlja doktorsko disertacijo s področja menedžmenta.

Mirko Markič je doktoriral na Fakulteti za organizacijske vede Univerze v Mariboru s področja organizacijskih ved na temo inoviranja. Po dvanajstih letih delovanja v gospodarstvu se je zaposlil na Fakulteti za management Univerze na Primorskem. Je redni profesor za področje menedžmenta in znanstveni svetnik ter vodja ali član 15 raziskovalnih projektov in projektov z gospodarstvom. Njegova bibliografija obsega več kot 550 enot s področja upravnih in organizacijskih ved ter javnega zdravstva (varstvo pri delu).

Self-management with Management Tools

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Abstract

Research Question (RQ): Relationship between selected factors in the economic success of the company (return on equity) and the use of management tools.

Purpose: To design a model of the impact of the use of manager's tools on economic performance.

Method: A quantitative survey in which we obtain data and information obtained through the questionnaire and search the public database of GVIn.

Results: Using the results of quantitative research we developed a conceptual model of the impact of the use of manager's tools on economic performance.

Organization: Based on the study of contemporary literature, comparisons of different has already carried out research and surveys of executive managers in large and medium-sized Slovenian companies, we formed the original model of the use of selected managerial tools on the profitability of capital companies.

Society: Better business contributes to the long-term survival of companies and thus help to social welfare and better macroeconomic picture of the Slovenian economy.

Originality: Based on the data obtained, we will gain new insights, knowledge and information on the use of selected tools managers

Limitations / further research: The survey will be carried out in large and medium-sized enterprises in Slovenia, we will discuss selected 25 management tools for Rigby-ROM, we will use data from publicly available databases.

Keywords: management, manager's tools and techniques, Slovenian companies, model, Return On Equity, economics

Mag. Damijan Kreslin is the director of Lores. In his more than 25 year career, he worked in leading positions at home and abroad. It has lead one of the largest IT projects in the country. He worked as a lecturer at GEA College Ljubljana, Polytechnic Nova Gorica, College of Mangement in the subjects of Economics and Accounting. He also lectured at ECNM in Novo Mesto. Active leads or participates in several professional projects at home and abroad. He was also the editor in chief of the magazine Profit. It mainly deals with the areas of management, finance and economics. It is also active in the scientific field, it has rich bibliography and published two independent original scientific articles. Currently at the Faculty of Management in Koper preparing a doctoral thesis in the field of management.

Mirko Markič earned his PhD in the field of organizational science on the subject of innovation at the University of Maribor. After 12 years of activity in the automotive industry, he was employed at the University of Primorska, Faculty of Management. He is a professor of management, a scientific counsellor, and a leader/member of 16 research projects and projects on the economy. His bibliography comprises more than 550 publications in the field of management and organizational sciences.