

Spodbujanje ustvarjalnosti in inovativnosti v izbranem podjetju

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Povzetek:

Raziskovalno vprašanje (RV): Kako v izbranem podjetju izvesti oceno gradnika spodbujanja ustvarjalnosti in inovativnosti na podlagi modela odličnosti Evropske fundacije za management kakovosti (v nadaljevanju EFQM - European Foundation for Quality Management) ?

Namen: Namen raziskave je bil oceniti stopnjo razvitosti gradnikov spodbujanja ustvarjalnosti in inovativnosti ter na podlagi pridobljenih izidov oblikovati predloge za izboljšave.

Metoda: V teoretičnem delu raziskave smo se osredinili na deskriptivni pristop s pomočjo katerega smo opravili pregled strokovne literature in razpoložljivih empiričnih raziskav. V empiričnem delu raziskave smo v osnovi opravili kvalitativno metodo raziskovanja. Za pridobivanje primarnih podatkov smo opravili strukturiran intervju s petimi vodji v vseh organizacijskih enotah izbranega podjetja. Na tako pridobljenih informacijah smo opravili osnovno in zahtevnejšo statistično obdelavo.

Rezultati: Iz izidov empiričnega dela raziskave izhaja, da je povprečna vrednost sedmih podgradnikov 3,27. Najvišja ocena 4,5 je bila ugotovljena pri četrtem podgradniku. Na podlagi razumevanje tržišča in priložnosti določajo natančne cilje za inoviranje, ki so podprti z ustreznimi politikami in viri. Najnižjo oceno 2,2 je bila ugotovljena za sedmi podgradnik. Uresničevanje idej v časovnih okvirih, ki omogočajo maksimirati dosežene prednosti. Pripravili smo predloge za menedžerje pri nenehnem izboljševanju inovacijskega procesa v izbranem podjetju.

Organizacija: Raziskava o stopnji razvitosti gradnikov spodbujanja ustvarjalnosti in inovativnosti ima pomemben vpliv na izbrano podjetje, saj s pridobljeno pripravili izhodišče za uvajanje sprememb.

Družba: Raziskovanje stopnje razvitosti gradnikov spodbujanja ustvarjalnosti in inovativnosti v izbranem podjetju lahko prispeva tudi k ustvarjanju inovacijske kulture v gospodarstvu in širšem družbenem ekosistemu.

Originalnost: Prišli smo do novih znanj o stopnji razvitosti gradnikov spodbujanja ustvarjalnosti in inovativnosti, ki povečujejo število razpoložljivih informacije. Pridobili smo izvirne vpogled v izboljševanje ustvarjalnosti in inovativnosti..

Omejitve/nadaljnje raziskovanje: Z raziskavo smo se osredinili na en gradnik modela odličnosti EFQM v enem podjetju. Za pridobitev globljega razumevanja bi bilo koristno opraviti primerjalne analize med različnimi podjetji.

Ključne besede: EFQM, gradniki in podgradniki, kakovost, menedžment, podjetje, ustvarjalnost in inovativnost.

Bojan Krajnc, strokovnjak z izčrpnim izobraževalnim in strokovnim ozadjem. Kot magister menedžmenta kakovosti, diplomirani organizator ter inženir komunale in varstva okolja sem nadgradil svoje tehnično znanje, pridobljeno kot lesni tehnik in mizar široki profil, ter dodal svojemu profilu večplastno strokovno znanje. Moj profesionalni razvoj je podprt s pridobitvijo več certifikatov, med katerimi so ICF akreditiran Coach v okviru ACTP programa, certifikat animatorja odličnosti vodenja, certifikat internega presojevalca sistema vodenja kakovosti ISO, certifikat animatorja poslovne odličnosti ter certifikat za izvajanje coachinga v organizacijah.

Dodatno sem okrepil svojo mednarodno dimenzijo z udeležbo na projektu Welly v okviru programa Erasmus+ leta 2019, ki ga podpira CMEPIUS EU. Z 27-letnimi delovnimi izkušnjami, večinoma pridobljenimi v lesni organizaciji, sem izkazal dolgoročno predanost osebnemu in profesionalnemu razvoju ter imam trden temelj za nadaljnje prispevanje k odličnosti in inovativnosti v kateremkoli okolju, kjer delujem.

Mirko Markič je doktoriral na Fakulteti za organizacijske vede Univerze v Mariboru s področja organizacijskih ved na temo inoviranja. Po dvanajstih letih delovanja v avtomobilski industriji se je zaposlil na Fakulteti za management Univerze na Primorskem. Je redni profesor za področje menedžmenta in znanstveni svetnik ter vodja ali član 18 raziskovalnih projektov in projektov z gospodarstvom. Njegova bibliografija obsega več kot 700 enot s področja upravnih in organizacijskih ved (menedžmenta) ter javnega zdravstva (varstvo pri delu).

Encouraging creativity and innovation in the chosen company

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Abstract

Research question (RV): How to carry out an assessment of the component of promoting creativity and innovation based on the excellence model of the European Foundation for Quality Management (hereinafter EFQM) in the selected company?

Purpose: The purpose of the research was to assess the level of development of the building blocks for the promotion of creativity and innovation and, based on the obtained results, to formulate proposals for improvements.

Method: In the theoretical part of the research, we focused on a descriptive approach, with the help of which we reviewed the professional literature and available empirical research. In the empirical part of the research, we basically performed a qualitative research method. In order to obtain primary data, we conducted a structured interview with five managers in all organizational units of the selected company. We performed basic and more demanding statistical processing on the information obtained in this way.

Results: From the results of the empirical part of the research, it follows that the average value of the seven sub-building blocks is 3.27. The highest score of 4.5 was found for the fourth sub-building block. Based on an understanding of the market and opportunities, they set precise goals for innovation that are supported by appropriate policies and resources. The lowest grade of 2.2 was found for the seventh grade. Implementation of ideas in time frames that allow to maximize the benefits achieved. We have prepared suggestions for managers in the continuous improvement of the innovation process in the selected company.

Organization: The research on the level of development of the building blocks for the promotion of creativity and innovation has a significant impact on the selected company, as the information obtained provides a starting point for the introduction of changes.

Company: Investigating the degree of development of the building blocks of promoting creativity and innovation in the selected company can also contribute to the creation of an innovation culture in the economy and the wider social ecosystem.

Originality: We have gained new knowledge about the level of development of the building blocks of creativity and innovation promotion, which increase the number of available information. We have gained original insights into improving creativity and innovation.

Limitations/further research: The research focused on one building block of the EFQM excellence model in one company. To gain a deeper understanding, it would be useful to conduct comparative analyzes between different companies.

Keywords: EFQM, building blocks and sub-building blocks, quality, management, company, creativity and innovation.

Bojan Krajnc, an expert with a comprehensive educational and professional background. As a Master of Quality Management, graduate organizer and utility and environmental protection engineer, I upgraded my technical knowledge acquired as a wood technician and a broad-profile carpenter, and added multifaceted expertise to my profile. My professional development is supported by the acquisition of several certificates, including the ICF accredited Coach within the ACTP program, the certificate of animator of management excellence, the certificate

of an internal auditor of the ISO quality management system, the certificate of animator of business excellence and a certificate for the implementation of coaching in organizations. I further strengthened my international dimension by participating in the Welly project within the Erasmus+ program in 2019, supported by CMEPIUS EU. With 27 years of work experience, mostly gained in a timber organization, I have demonstrated a long-term commitment to personal and professional development and have a solid foundation to continue to contribute to excellence and innovation in any environment where I work.

Mirko Markič obtained his Ph.D. at the Faculty of Organizational Sciences, University of Maribor, in the field of organizational sciences, focusing on innovation. After twelve years of experience in the automotive industry, he joined the Faculty of Management, University of Primorska. He is an university professor of management sciences, a scientific advisor, and the head or member of 17 research projects and projects with the industry. His bibliography comprises more than 690 units in the fields of administrative and organizational sciences, as well as public health (occupational health).
