

A B S T R A C T S

Milan Ambrož, Marija Ovsenik

HUMANE PARADIGM OF MANAGING CHANGE IN A POST-INDUSTRIAL ORGANIZATION

Dr. Milan Ambrož holds the chair of social and human sciences at Superior School of Tourism in Portorose, lecturing in sociology of tourism and in managing business systems. Dr. Marija Ovsenik is an associate professor at University of Ljubljana School of Social Work, at Faculty of organizational Sciences in Kranj, and at Superior School of Tourism in Portorose.

In the increasingly complex and rapidly changing global surroundings, the authors argue, there are increasingly less possibilities for efficient individual managing of organizations. A post-industrial organization can survive under constant changes and adaptations to the surroundings and under permanent democratisation of decision-making processes. Rational approaches are substituted in the post-industrial organization by people-centred managing, emphasising the humane aspect. In management studies researchers focus very much on the charismatic leader believed to efficiently guide the organization through change. In the present study, the authors' assumption is that managing is the subordinate workers' social construct, underlying their judgements of the manager's actual conduct, and that this is the motivational context for the efficient managing of change. The results of the study show that the new paradigm of management is indirect and subtle and based on the role of manager-teacher who, in the process of change, entices quality communication, a dialogue with all participants, and permanent learning.

Keywords: charisma, social construct, dialogue, communication, learning, inclusion.

Bojan Regvar, Marija Ovsenik

PERSONNEL RESOURCES AND THE STRATEGIC ASPECT OF SOCIAL MANAGEMENT WHEN DEVELOPING INTERNATIONAL COMPETITIVENESS IN THE FRAMEWORK OF GLOBALISATION

Dr. Bojan Regvar is a senior public official at the Ministry of Labour, Family and Social Affairs, writer and researcher in the fields of social policy, management and socio-economy.

The paper elaborates on some reasons for permanent growth of competitiveness that are related to the negative impacts of globalisation. Data indicate that these negative impacts extend to the field of social care; namely, social problems that cannot be kept back by social care programmes are increasing on the global scale. The fact that candidate states lag behind in economic development is underlined as the element that hinders their capacity to enter successfully into the common economic space represented by European Union, and the difficulties that may be foreseen in this connection are presented. These difficulties will reflect in changes in the field of social care, notably in the changing structure and extent of the social care users.

Keywords: globalisation, social policy, social care, personnel resources, strategic planning.

Marko Ferjan, Karmen Brumen

ON ETHIC AND MORALITY OF SLOVENIAN MANAGERS

Dr. Marko Ferjan lectures at Faculty of organizational Sciences in Kranj. Karmen Brumen is a graduate of the same school.

The objective of this paper is to present the integration of ethical values into management practices. In the first, theoretical part, some definitions of ethics and moral behaviour are presented, in an attempt to provide an understanding of some principles and theory of individual moral development and to present some extensive modern ethical dilemmas. The second part of the paper presents the results of a research on ethics in Slovenian companies.

Keywords: management, ethics, moral development, philosophy of economic operation.

ABSTRACTS

Jože Florjančič, Marko Ferjan, Goran Vukovič

PUBLIC RELATIONS IN SLOVENIAN COMPANIES: THE ACTORS AND THE PUBLIC

Dr. Jože Florjančič is a lecturer at Faculty of organizational Sciences in Kranj and its Dean. Dr. Marko Ferjan is a lecturer at the same Faculty. Dr. Goran Vukovič is a lecturer at the Faculty, director of the Centre for education and counselling, and publisher.

The essay deals with the organization of public relations departments in Slovenian companies. The results of two extensive researches are presented. Both were made in the second half of 2001. The authors investigated how public relations departments in Slovenian companies are organized. For this purpose a research was made with a sample of 272 Slovenian companies. At the same time, a questionnaire was distributed to 1,221 citizens of Slovenia. The authors found that only a small fraction of the surveyed companies contain organised public relations sectors. In many companies the marketing department takes care of public relations as well. Around three fourths of the surveyed companies have been using specialised agencies. Almost two thirds do not have a full communication plan. It was also found that the Slovenian media publish over one hundred reports about companies or economy topics yearly. Most executives at least occasionally follow such reports, but many do not have enough knowledge to make use of it.

Keywords: economy, public relations, investment.

Anka Čufer, Marija Ovsenik

ORGANIZATION AND MANAGEMENT IN INVALID ENTERPRISES IN SLOVENIA

Anka Čufer, M.A., is a social worker and director of Invalid Enterprise Tolmin.

The authors discuss a research on organization and management in invalid enterprises in Slovenia ('invalid enterprise' is a company that employs people with the status of 'invalids' and enjoys tax benefits on this account). Data on socio-demographic characteristics of Slovenian invalid enterprises' managers have been collected, beside an opinion poll on current problems of management, situation and development of invalid enterprises in Slovenia, encompassed the managers' assessments of managing and administering, personnel and their motivation, the importance they attach to market research, etc. Finally, some recommendations for the improvement of invalid enterprises' functioning are added on the basis of Urwick-Ovsenik's supplemented square and circle.

Keywords: socio-demographic characteristics of managers, the third sector, worker's motivation, policy of development.

Marija Ovsenik, Janez Mekinc

EFFECTIVENESS OF FUND-RAISING IN NON-PROFIT ORGANIZATIONS

Janez Mekinc, M.A., is an associate of General Police Administration with the Ministry of the Interior. He also lectures at University of Ljubljana School of Social Work and at Superior School of Tourism in Portorose.

The research that was the basis for this paper was designed to establish the degree of organization of marketing in Slovenian non-profit organizations. The material consists in 215 returned questionnaires. Results clearly show that the Slovenian non-profit sector is divided into public non-profit sector, which is in the stage of transition, and private non-profit sector, whose founding and development meets with considerable problems.

Keywords: marketing, non-profit sector, management.

Bojana Mesec

THE SPACE OF EMERGENCE AND ORGANIZATION OF VOLUNTARY WORK

Bojana Mesec, M.A., is junior assistant lecturer at University of Ljubljana School of Social Work. She is engaged in the field of non-profit organizations and their surroundings.

Research in the field of emerging new communities (e.g., internet communities) has shown that one of the principal motives for their formation is a wish for connectedness. New ways and methods by

ABSTRACTS

which new communities are formed contribute new ideas and solutions, most often needed in local communities in which one is left to oneself. An individual may form and maintain his or her networks on the basis of single interests or activities; links between members in the social networks that are based on immediate physical contact and other forms of their communication must be ramified and need to expand from the primary tasks that brought them in contact. The individual's social relations, personal and intimate as well as impersonal and formal, can be viewed as threads of their nets. These networks spread outwards, from the individual to his/her closer associates to wider community. A community can be seen as a complex mixture of such personal social links that form an intricate network. Both formal and informal forms of voluntary work are found in it, connecting the community, strengthening it and giving it its own identity.

Keywords: community, voluntary work, management, social networks, civil society.

Robert Modrijan, Marija Ovsenik

STIMULATING ASSIDUOUS FEELINGS AT THE BUREAU OF EMPLOYMENT

Robert Modrijan, M.A., is a social worker and an employment counsellor at the Slovenian Bureau of Employment, Regional Service Kranj.

The continuous technological progress and its increasing pace demand humanization of labour and new organizational approaches in handling human resources. Stress and burnout as the consequences of constantly increasing demands for both quality and quantity call for professional treatment. The paper presents two forms of professional help, supervision and facilitation, with which to confront and treat stress at a workplace, the former on the personal and the latter on the organizational level.

Keywords: stress, burnout, supervision, facilitation, employment counselling, bureau of employment, model of change.

Jože Ramovš

SELF-ORGANIZATION IN THE FIELD OF ADDICTION

AT THE 10TH ANNIVERSARY OF THE SOCIAL FORUM FOR ADDICTIONS AND INTOXICATIONS

Dr. Jože Ramovš, anthropologist and social worker, is Head of Anton Trstenjak Institute and associate professor at University of Ljubljana School of Social Work.

The paper was written for the tenth anniversary of the Social Forum for Addictions and Intoxications (a Slovenian association of professionals). It presents the past work of the social profession in the field of addictions, self-organization of professionals ten years ago, the work of Social Forum so far and its tasks in the future. Amongst the latter the necessity is stressed for the introduction of a good first social aid for addictions, for specialization and peer supervision of professionals, as well as for the formation of a centre for social settlement of young alcoholics, which is a special challenge for the new generation of social workers who seek creative professional life and a workplace.

Keywords: alcoholism, professional association, historical overview, development.

Simona Vrhunec

PROFESSIONAL (SOCIAL) SEGREGATION

Simona Vrhunec is a social worker and postgraduate student of anthropology of everyday life.

Social and economic geographies are the media through which the segregation of large numbers of women into poorly paid jobs is produced and reproduced. The enduring gender wage gap reflects not only different rates of career mobility within particular occupation but also the fact that women and men tend to work in different occupations. Biological, social and cognitive factors that create this segregation also foster different interactive styles for both genders.

Keywords: discrimination, science, women, gender.