

Povzetki *Abstracts*

Povezava med zmogljivostmi, strategijami, okoljem in izvozno dejavnostjo malih in srednje velikih podjetij v malezijskem proizvodnem sektorju

Mandy Mok Kim Man

Namen študije je raziskati odnos med zmogljivostmi, strategijami, okoljem in izvozno dejavnostjo malih in srednje velikih podjetij v malezijskem proizvodnem sektorju. Konceptualni okvir je bil razvit na podlagi različnih zmogljivosti, strategij, okolja in izvozne dejavnosti. Študija temelji na raziskavi, v katero je bilo vključenih 121 malih in srednje velikih podjetij v proizvodnem sektorju. Pri tem smo uporabili strukturirane vprašalnike – podatke smo dobili po pošti – in intervjuje z lastniki malih in srednje velikih podjetij. Ugotovili smo, da med zmogljivostmi in izvozno dejavnostjo ni pomembne povezave, obstaja pa pomembna povezava med različnimi strategijami in izvozno dejavnostjo malih in srednje velikih podjetij. Prav tako smo ugotovili zmeren učinek okolja na povezavo med različnimi strategijami in izvozno dejavnostjo malih in srednje velikih podjetij.

Ključne besede: mala in srednje velika podjetja (MSP), zmogljivosti, vrste strategij, okolje

Factors of Mediation Success in Court Disputes

Tanja Sekirnik and Roberto Biloslavo

A massive decrease in successful mediation procedures at the Alternative Dispute Resolution Department at the District Court in Ljubljana raises the question of what its causes are. To recognize factors that contribute to a successful mediation we did qualitative research on a sample of nine mediators. It was determined in the research that the mediators believe that the factors which greatly influence the decrease in successfulness in mediation procedures are: the manner of realization of mediation procedure, phase in which the dispute should be solved with mediations, role of the judge in the phase of starting mediation, suitability of dispute for mediation, possibility to choose a mediator, mediator himself, use of method for dispute resolution, separate and joint sessions and payability of mediation procedure. In conclusion, we present guidelines and proposals according to research findings.

Key words: alternative dispute resolution, mediation, negotiations, settlement, conciliation

Employee Involvement in Innovation as a Source of Sustained Competitive Advantage

Peter Fatur in Borut Likar

The paper reports the results of a survey investigating the practices of idea management in Slovenian companies. Idea management is a formalized mechanism for the creation of inventions and their transformation into innovations in the widest range of employees – nonprofessional inventors, as a rule. The survey discusses factors influencing idea management and, consecutively, the invention-innovation capabilities of a company. Special attention is paid to organizational issues of idea management. The decentralized supervisor-managed system, where the predominant responsibility for implementing idea management is entrusted to each line manager, proves to be essentially more successful than the traditional, centrally-driven model.

Key words: idea management, innovation, company, employee suggestion system

Research Model of Strategic Repositioning of the Brand

Tina Vukasovič

Development of the world food market has, in recent years, been marked by rapid, unexpected and complex changes. The world food industry is operating in an explicitly dynamic environment which demands constant adjustments and responses. Good familiarity with consumers, their habits, wishes, and motives for buying a certain product is becoming an increasingly important area and food companies have, therefore, devoted more attention to it. The paper uses case a study of the brand Perutnina Ptuj to illustrate the importance of action elements in repositioning a brand in competitive markets. The example is illustrated by using a research model of strategic repositioning of a brand. The results of the analysis of competitors, the analysis of the brand, the results of qualitative research, and the development and testing of possible concepts on international markets have offered a basic starting-point for a new positioning of the brand.

Key words: brand, (re)positioning, qualitative research, poultry meat and products, Perutnina Ptuj

Evaluation of the Kangaroo School Mathematical Competition

Barbara Komel

Each year Slovene students of secondary vocational schools, among them also the Construction and Service School in Kranj (Economics and Service Educational Centre Kranj), compete in knowledge in the Kangaroo International Mathematical Competition. We decided to evaluate two points of view of the competition, namely professional

in the sense of extra-curricular activities, i.e. preparation for the competition, and interpersonal in the sense of deepening the relations between teachers and students. One of the main aims of our evaluation, besides deepening the relations, was to motivate and prepare as many students as possible for the competition. While carrying out the project, there was a growing conviction that the process of evaluation is more important than its results, because it has united and brought closer all the participants, students as well as teacher-mentors. An extremely positive consequence of evaluation is the fact that the understanding of the competition itself has improved and it has also boosted its own efficiency. School climate has become friendlier, while the project group of mathematicians gained new guidelines for further work.

Key words: evaluation, Kangaroo, students, motivation, interpersonal relations

International Scientific Conference MOTSP 2009

Aleksander Janeš

The paper will introduce the organization and implementation of the international scientific conference Management of Technology step to sustainable production – MOTSP 2009, organized by the Faculty of Mechanical Engineering and Naval Architecture in Zagreb, Croatia and Faculty of Management Koper, Slovenia. This year's conference was the first and was organized and carried out in Šibenik, Croatia. The conference was held between 9 and 12 June 2009. The current relevance actuality of the MOTSP 2009 conference contents, such as industrial engineering and production management, production economics, energy efficiency, social responsibility, organizational management, sustainable development, and many others, was confirmed by the participation of more than 150 authors and co-authors from Croatia, Slovenia, Serbia, Bosnia and Herzegovina, Macedonia, Czech Republic, Romania, Brazil, Bulgaria, Portugal, Poland, Slovakia, Italy, Germany, Austria, etc.

Key words: sustainable development, management of technology, social responsibility, green production

3rd Slovenian MoodleMoot

Viktorija Sulčič

This year, the 3rd international moodle.si conference took place in Koper and brought together Slovenian users of Moodle, an open-source learning management system. This year's conference, which is presented in the paper, was especially interesting due to its plenary session being wholly dedicated to the national e-schooling project. An interesting addition was also Apple's workshop about using iLife applications in education.

Key words: MoodleMoot, Moodle, moodle.si