

Povzetki *Abstracts*

Podjetniško izobraževanje: nelinearnost v razmerju med zadovoljstvom in nadaljevanjem izobraževanja

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V tem članku je prikazana ena od možnih razlag za razmerje med nadaljevanjem ali izogibanjem izobraževanja, ravnjo zadovoljstva in izkušnjami morebitnih in delujočih podjetnikov. Z uporabo modela »cusp catastrophe« predlagamo, da naj bi bilo razmerje med zadovoljstvom z izobraževanjem in nadaljevanjem izobraževanja linearno za manj izkušene podjetnike, medtem ko je predlagano razmerje za izkušenejše podjetnike pozitivno, vendar nelinearno (oblike S). Podatki so bili zbrani s strukturiranim vprašalnikom, sodelovalo je 122 udeležencev managerskih in podjetniških izobraževanj in programov treninga. Predlagani model je bil preverjen z linearnimi in nelinearnimi regresijskimi enačbami. Ugotovljeno razmerje med zadovoljstvom z izobraževanjem in nadaljevanjem izobraževanja je bilo pozitivno za vse podjetniške in nepodjetniške skupine. Ugotovljena ustrezna funkcijska oblika za razmerje med zadovoljstvom z izobraževanjem in nadaljevanjem izobraževanja za nepodjetnike in ljudi, ki šele razmišljajo o podjetništvu, je blizu linearni in je manj strma kot za bolj podjetniške skupine. V nasprotju s tem pa naj bi bili bodoči podjetniki in delujoči podjetniki občutljivejši glede zadovoljstva z izobraževanjem pri svojih odločitvah o nadaljevanju izobraževanja. Primerna funkcijska oblika za ti dve skupini je kubična, kar je blizu predlagane funkcijske oblike S v modelu. Raziskava je prispevala dokaze, da je razmerje med podjetniško zrelostjo, zadovoljstvom z izobraževanjem in nadaljevanjem izobraževanja mogoče predstaviti z modelom »cusp catastrophe«. Predlagani model je lahko v pomoč ponudnikom izobraževanja in izpopolnjevanja pri razlagi in napovedovanju lojalnosti podjetnikov do izobraževanja ali ravnjanja pri zamenjevanju izobraževanja.

Ključne besede: podjetništvo, zadovoljstvo z izobraževanjem, nelinearnost

The Impact of Governance Quality on Economic Growth

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The rise and decline of nations throughout history continuously puzzles economists. Experience shows that successful economic performance is a very complex process, the scope of which goes well beyond the simplified neoclassical approach to growth. Business environment is a key determinant of successful performance of firms. Firms can not grow, will not invest, employ, buy new technology, and develop new

technology unless the business environment is good. It consists of numerous aspects of the institutional environment in an economy: the rule of law, property rights protection, capital and financial market development, labor market institutions, international relations, the role of the state, presence of corruption etc. The key institution that often manages – or at least influences – the development of all other institutions is the state. Therefore, an efficient state is crucial for successful economic performance.

Key words: economic growth, economic development, governance, transition, democracy

The ISO 9000 Implementation and Satisfaction of the Participants in the Supply Chain

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There have been written many articles about business performance, regarding the influence of ISO 9000 standards, proving the beneficial effects. However, there has been very little research made on the influence of ISO standards on the entire supply chain management. Standards have been mostly introduced into companies due to the demands of customers. But once the company has implemented the ISO philosophy, it produces a chain reaction up and down the supply chain. The customer-supplier relationship becomes more solid, trust and transparency are proliferating across the supply chain. One of the important supply chain management influences is the cooperation of companies, with the common goal of increasing the channel sales and profitability, rather than competing for a larger slice of fixed profit. We made a research with 212 certificated Slovenian companies. The standard improved the performance of supply function and the process of choosing the suppliers. If the companies can make good use of the standard, there are many opportunities in the field of approach improvement to the suppliers. Companies with longer use of the standard have achieved greater impact with the quality of supplies, suppliers responsiveness, punctuality and affidability.

Key words: ISO 9001 standard, supply chain management, suppliers' reliability, satisfaction, Slovenia

Challenges of Globalisation in the World Pharmaceutical Industry

Dragan Kesič

The world pharmaceutical industry has been steadily consolidating in the last couple of years. There are significant processes of oligopolisation. Intensive globalisation processes, increasing competitiveness, changes in competitors and the fight for global markets and customers

create new demands and challenges for the top management of pharmaceutical companies which require new management approaches. We may estimate that strategic alliansing in the world pharmaceutical industry will continue to take place. Knowledge of modern, advanced management skills, which need to emphasize primarily marketing and strategic components are according to our estimation, key priorities to assure the sustainable growth, development and business competitiveness of a particular pharmaceutical company.

Key words: pharmaceutical industry, globalisation, oligopolisation, marketing, management

Communication in a Virtual Classroom

Alja Sulčič

The Internet is a communication information technology that can be used for different activities, including online learning. As with traditional learning, communication is an important aspect of the interaction between teachers and students. In this paper we present the communicational view of online learning and the unique issues that must be taken into account when using the Internet for pedagogical activities. Our research has shown that differences in relationships, communication comfort and forms of communication emerge in online learning. We also found that the Internet can be used for successful learning-based communication, provided that the participants have sufficiently developed skills for online communication.

Key words: online learning, communication, learning flexibility, online relationships