

Povzetki *Abstracts*

Obvladovanje zaupanja: pregled literature

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Zaupanje je postalo priljubljena tema javnih razprav in akademskih analiz. V državah z visokimi prihodki je to zanimanje povezano z zaskrbljenostjo, ker pada zaupanje v vlado in strokovnjake. V državah v razvoju pa so to zanimanje zbudile razprave okoli gibanja družbenega kapitala. Zaupanje je opredeljeno kot glavni dejavnik, ki vpliva na kapitalske naložbe, marketinške odnose, medkulturno komunikacijo, izobraževanje in različne oblike sodelovanja. Obvladovanje zaupanja postaja zelo pomembno tudi znotraj organizacije. Članek je nekakšen pregled empiričnih raziskav o zaupanju v organizaciji. Hkrati pa je namen članka tudi oceniti napredek in nazadovanje v aktualnih empiričnih raziskavah na področju obvladovanja zaupanja v organizaciji. V študijah s področja obvladovanja zaupanja v organizaciji smo analizirali teoretični pristop, konceptualizacijo in merske instrumente. Čeprav se je zaupanje izkazalo kot pomemben dejavnik pri odnosih v organizaciji, pa proučevanje tega kompleksnega področja ponuja še veliko konceptualnih in metodoloških izzivov.

Ključne besede: obvladovanje zaupanja, zaupanje v organizaciji, grajenje zaupanja

Kakovost storitev, zadovoljstvo pacientov in vedenjska namera

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Članek opredeljuje nekatera odločilna soočenja s storitvijo, ki jih ambulantni pacienti doživijo v zdravstvenih ustanovah. Raziskovali smo, ali kakovost storitev, kot jo zaznavajo pacienti, vodi v smer, da je pacient zadovoljen, da ambulantno vnovič obiše in da to priporoči tudi drugim. Z namenom opredeliti različna soočenja s storitvijo, ki jih ambulantni pacienti doživijo v bolnišnici, smo spremljali osebne obiske, preglede in preiskave v ambulantah. S pomočjo izhodnih intervjujev, ki smo jih opravili s pacienti, smo opredelili spremenljivke kakovosti storitev, ki določajo zadovoljstvo pacienta in njegove vedenjske namere. Za merjenje kakovosti storitev smo predhodno razvili lestvico in njeno faktorsko strukturo ter potrdili zanesljivost notranje konsistentnosti. Raziskava je pokazala, da sta za pacientovo zadovoljstvo pomembna tako kakovost zdravnikovega dela kot tudi laboratorijska kakovost. Zanimivo pa je, da na zadovoljstvo pacientov ne vpliva vpljdnost osebja, zaznana dolžina čakalne dobe, niti zelo pomemben dejavnik, tj. fizično okolje.

Ključne besede: soočanje s storitvijo, kakovost storitev, zadovoljstvo pacientov, vedenjske namere, Indija

Analysis of the Innovative Climate in the Private and the Public Sector in Slovenia

Cene Bavec

The paper presents empirical research on innovative climate in the private and public sectors in Slovenia based on West's model and the shortened questionnaire developed by Kivimaki and Elovania. The results reveal that in our case the model is more three-factor than the original four-factor model, very likely because of the non-random sample. Results also show that there are no statistically significant differences in innovative climate between the private and public sector, nor between companies with less and companies with more than 250 employees. Significant differences in innovative climate are indicators just regarding the satisfaction with work and partially regarding employees' type of work.

Key words: innovative climate, creative climate, West's model, Kivimaki and Elovania questionnaire, private sector, public sector

User Driven Innovation Construct Development

Tine Nagy and Mitja Ruzzier

In this paper by the literature review we interpreted changes in society and other changing conditions that have contributed to the emergence of user-driven innovation and a 'design thinking' approach. The two areas are very similar in practice, so we suggest combining them into a construct. The construct is a pioneer contribution to the development of science in the field of user-driven innovation and the design thinking approach.

Key words: users, creativity, design, innovation

Knowledge Acquisitions in Slovenian Small and Medium-Sized Enterprises

Doris Gomezelj Omerzel

The aim of the article is to illustrate the methods of acquiring knowledge in enterprises. Knowledge will be defined in terms of individuals and of the organization. Different authors define knowledge in different ways and they also recommend various methods for the effective acquisition of knowledge. There is a substantial confusion in terminology, but all of them clearly agree that knowledge is becoming the most important source of competitive advantage. It is vital for the survival and success of the firm. The most important, of course, is the knowledge that contributes to business success. This knowledge has a certain value in the market. The basic question is how to ensure such an environment for knowledge to be able to create maximum added value as a measure of business performance. In the future the employees

should be able to continuously enrich their knowledge and thereby gain the ability to make competitive products and services to market.

Key words: knowledge, tacit knowledge, explicit knowledge, knowledge management, knowledge acquisition

Brand I Feel Slovenia: Inclusion of the Key Areas' Representatives in the Branding Process

Maja Konečnik Ruzzier, Nuša Petek, Petra Lapajne, and Davorin Milinović

The paper presents the part of the process of I feel Slovenia brand development in which we investigated 707 respondents from key stakeholder groups. Respondents were representatives of all key stakeholder groups in the country who, along with the other two target groups (opinion leaders and local inhabitants), represented the most important stakeholders in the process of country brand development. A strong agreement regarding brand identity elements is evident from research results, which imply that identity elements shared by representatives from different internal stakeholder groups should form the basis of a strong country brand. Such brand foundation represents a strong precondition for a country brand, which could through hard and systematic work become a strong and successful brand.

Key words: brand, country, Slovenia, I Feel Slovenia, stakeholder groups