

# MENADŽER I LIDER U MENADŽMENTU ZNANJA

## MANAGERS AND LEADERS IN KNOWLEDGE MANAGEMENT

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### Rezime

U uslovima globalizacije poslovanja, brzih promjena u organizaciji i okruženju, odgovornost menadžmenta znanja počiva na sposobnosti menadžmenta da odreaguje na novonastale situacije, posebno kada je riječ o zemljama u tranziciji. Menadžment znanja posmatran kao efektivno korištenje intelektualnog kapitala danas je podložan promjenama izazvanih svetskom finansijskom krizom.

Već na početku, razlika između termina lidera i menadžera bi trebala da bude jasna.

Menadžment znanja, kao fenomen pojavio se zajedno sa procesom globalizacije, dakle to je nova pojava, opšteprihvaćena, u svijetu pod konceptom održivog razvoja gdje je upravo znanje nosilac razvoja. Asocira se na to da bez adekvatnog i kvalitetnog kadra, nema ni održivog razvoja.

Osnovna razlika između menadžera i lidera takođe se ogleda u rizicima koje oboje snose. Menadžeri se tradicionalno plaše rizika, dok se lideri često oslanjaju na rizik. Analizom današnjeg stanja u menadžmentima zemalja u razvoju, suočenima sa održivim razvojem, shvatamo da se nešto mora menjati.

Ono šta menadžeri trebaju uraditi jeste da upravljaju zadacima, da menjaju sistem da bi po savremenom mišljenju riješili probleme u našoj okolini, a da bi uspješno upravljali zadacima trebaju biti motivisani. To je posao lideršipa odnosno lidera. Jačanje sistema upravljanja i unapređenje liderstva na svim nivoima organizacije bi poboljšalo njene performanse, razvilo ljudske resurse i osposobilo organizaciju da uspješno odgovori na promjene spolja i djelovanje iznutra.

**Ključne reči:** zemlje u tranziciji, upravljanje zadacima, lideri, delovanja

### Summary

Under the circumstances of business globalization, fast-paced changes in the organisation and environment, the responsibility of knowledge management begins with the abilities of the management to respond to newly created situations, in particular when we refer to countries

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undergoing transition. Knowledge management seen as the effective use of intellectual capital is currently subjected to changes sparked by the global financial crisis.

From the outset the difference between the term leader and manager should be clear.

Knowledge management, as a phenomenon emerged together with the process of globalisation, hence it is a new phenomenon widely accepted throughout the world under the concept of sustainable development, in which knowledge is the carrier of development. It associates to the fact that without the adequate and qualitative human resources, there can be no sustainable development.

The basic difference between a manager and a leader is also viewed from the risks that both carry. Managers traditionally fear risk, while leaders often rely on risk. Through analysis of current circumstances of management in developing countries, faced with sustainable development, we understand that something needs to change.

What managers are expected to do is manage tasks, to change the system so that they can resolve problems in our surrounding based on contemporary thinking, and in order to successfully manage tasks they should be motivated. This is the responsibility of the leadership and specifically the leader. The strengthening of the management system and the advancement of leadership at all levels of the organisation would improve its performance, develop human resources and would enable the organisation to successfully respond to external changes and internal activities.

**Keywords:** countries undergoing transition, management in developing countries, activities

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