

## PONAŠANJE LJUDI U ORGANIZACIJI (ORGANIZACIONO PONAŠANJE)

### BEHAVIOR OF PEOPLE IN THE ORGANIZATION (ORGANIZATIONAL BEHAVIOR)

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#### Rezime

Današnje organizacije posluju u uslovima stalnih a često nepredvidivih promena I to u tolikoj meri da je usvojeno mišljenje da je danas promena jedina konstanta.

Stoga je sposobnost prilagođavanja promenama u okruženju putem unutrašnjih promena postala ključna za uspešnost poslovanja.

Zbog toga I ne iznenađuje što je problem organizacionih promena I organizacionog ponašanja postao I česta tema teoretskih razmišljanja..

Sadržaj ovog rada izveden je iz tri decenije dugog bavljenja autora ovog rada psihologijom rada, naukom I praksom organizacije I menadžmenta a ponajviše psihologijom organizacije. Čini ga presek magistralne naučne I stručne literature ove oblasti koji je dopunjen istraživanjem predmetne problematike ali I neposrednim zapažanjima i iskustvom.

Sadržaj rada nosi pečat trenutka u kome je rad nastao i ukupnog odnosa naučne javnosti o ovoj temi.

Cilj teme ovog rada se ogleda u njenom nastojanju da naučni I društveni doprinos. U smislu naučnog doprinosan je cilj da prikaže, sistematizuje, kristalizuje ali I da se kritički osvrne na dosadašnja, ne tako bogata saznanja o izuzetnom složenom fenomenu ponašanja ljudi u organizacionoj situaciji. U društvenom smislu organizaciono ponašanje ima za cilj da poveća performance organizacija I njihovu konkurentnost, sa jedne strane I pospeši razvoj I zadovoljstvo njenih članova, sa druge strane.

Slikovito predstavljeno, sadašnji položaj ove naučne oblasti podseća na malenu pečurku na stablu drveta. Poslenici ove oblasti treba da se nadaju da će se iz nje u bližoj budućnosti razviti I razgranati još jedno novo,zdravo I jako stablo je u tom smislu svaka pomoć ma odakle ona došla korisna I dragocena.U ostalom, na istim pozicijama je vrlo srodna ali znatno poznatija naučna oblast kao što je menadžment ljudskih resursa.

**Ključne reči:** organizacija, promene, organizacione promene, organizaciono ponašanje

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## Summary

Today's organizations operate in conditions of constant and often unpredictable change, and to the extent that it adopted the view that today the change is the only constant .

Therefore, the ability of adapting to changes in the environment through internal changes become crucial to the success of the business.

It is therefore not surprising that the problem of organizational change and organizational behavior became a frequent topic of theoretical thinking.

The content of this article is derived from three decades of dealing with the present author, work psychology , science and practice of organization and management and, most psychology organization. The work is based on the intersection of science literature in this area supplemented his research work as well as direct observation and experience.

The content of the work bears the imprint of time in which the work was created, and the total employment of the scientific community on this issue.

The main aim of this work is reflected in her effort to be scientific, and social contribution. In the sense of scientific contributions its aim is to show, systematize , crystallize and to critically reflect on current , not so rich knowledge of the extremely complex phenomenon of human behavior in organizational situation. Their objective is closely linked with the global objective scientific field of organizational behavior, and it is to describe , discover , explain if it is possible to predict and manage organizational behavior .

Vividly presented, the current status of this scientific field resembles a small mushroom on the tree. Experts of this area should hope to get out of it in the near future to develop and branched another new , healthy and strong tree, so in that sense, any help is whence it came useful. Well , in the same positions is very similar but much better known scientific field such as human resource management .

**Keywords:** organizations, the change, organizational change, organizational behavior

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