

STRES MENADŽMENT KAO STRATEGIJA POVEĆANJA KONKURENTSKE PREDNOSTI

STRESS MANAGEMENT AS A STRATEGY TO INCREASE COMPETITIVE ADVANTAGE

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Summary

We live in times of rapid and unpredictable change. Effective and efficient management of difficulties in enterprises functioning, makes more favourable work conditions. Modern, variable working conditions replace traditional ways. Organizational efficiency is based on the information and quickly adaptation to the demands of market as an opportunity to increase competitive advantage.

Enterprises attempting to increase their competitive advantage by introducing new ways of working and creating a contemporary approach on organizational culture. New ways of working are increasingly the importance of employees as the only element which can be changed and adapted for increase of competitiveness of enterprises.

Stress is present all around us and is an integral part of people's lives at the same time are integral part of the enterprises. Stress can't be avoided but it can be controlled, because the management of enterprises apply strategies for identifying and minimizing the stress of work. Stress management involves learning and gaining of rational-emotive and cognitive-behavioral skills for recognition of stressed situation and stress management.

This paper aims to indicate the importance of the developing skills for stress management, identifying the causes of stress and the protection of employees in the enterprises from stress as one of the risky factors that affect work productivity, and health of the poor employees that are working in the environment.

Also, understanding the state of the stress and events that may reveal the individual characteristics that help to control stress, selfassessment of stress levels, individual and organizational strategies for overcoming the stress and the development of practical and professional skills to reduce and eliminate the effects of stress, is elaborated in this paper.

In the conclusion of this paper is highlighted the fact that employees are driving force in the enterprise and stress management strategies contribute to improvement of competitive advantage of enterprises.

Keywords: enterprises, stress, stress management, human resources, competitive advantage

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