

UPRAVLJANJE ZNANJEM I LJUDSKIM RESURSIMA - FAKTORI POVEĆANJA ORGANIZACIONIH PERFORMANSI

KNOWLEDGE MANAGEMENT AND HUMAN RESOURCES MANAGEMENT - CONTRIBUTING FACTORS TO ORGANIZATIONAL PERFORMANCE

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Rezime

Uspešno upravljanje ljudskim resursima je jedan od ključnih faktora opstanka i razvoja svake organizacije. Svrha upravljanja ljudskim resursima je poboljšanje učinka zaposlenih na strateški, etički i društveno odgovoran način. Poboljšanje efikasnosti zaposlenih vodi poboljšanju ukupne efikasnosti organizacije. Zdravstveni menadžment teži da zadovolji i izbalansira interese svih učesnika u zdravstvenoj organizaciji: korisnika zdravstvene zaštite (pacijenata), zdravstvenih radnika, kao i zajednice i okoline u kojoj i jedni i drugi žive i rade. Postavlja se pitanje da li su u zdravstvenom sistemu ljudski resursi vitalni za nesmetano funkcionisanje, ili su to pak sredstva za rad, predmeti rada ili finansijski resursi? Odgovor je više nego jasan. Bez visokostručnih kadrova u zdravstvenom sistemu zdravlje i život ljudi bio bi doveden u pitanje. Ipak, zaposleni sami po sebi nisu ljudski kapital organizacije. Oni to postaju tek kada svoja znanja i sposobnosti usmere ka delovanju koje je usklađeno sa strategijom poslovanja organizacije. Kako bi se to postiglo, neophodno je da zaposlen radnik bude zadovoljan svojim poslom i motivisan da pruži maksimum od sebe, da razvije u potpunosti svoj intelektualni kapital i upotrebi ga za dobrobit organizacije. Cilj rada je da obrazloži ulogu ljudskih resursa u organizaciji, njihov značaj i doprinos organizaciji, kao i sve što obuhvata podsticaj za njihovu efikasnost u nesmetanom funkcionisanju organizacije. Pored toga, razmatra se i uloga pojedinca u poslovanju organizacije, kao i uloga organizacije u upravljanju ljudskim resursima i veza menadžmenta ljudskih resursa i menadžmenta znanja. U radu će se prikazati rezultati istraživanja sprovedenog u zdravstvenom sektoru.

Ključne reči: menadžment ljudskih resursa, ljudski resursi, znanje, menadžment znanja

Summary

Successful management of human resources is a key factor for the survival and development of any organization. The purpose of HRM is to improve employee performance to the strategic, ethical and socially responsible manner. Improving the efficiency of employees leading to improved overall efficiency of the organization. Health Management strives to satisfy and balance the interests of all participants in the health care organization: health care users (patients), health care workers, as well as the community and the environment in which ii both live and work. The

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question is whether the human resources in the health care are vital for smooth operations, or funds are more vital for the work, the items needed for operations or financial resources? The answer is very clear. Without highly qualified staff in the healthcare system health and life would be at stake. However, employees are not in themselves the human capital of the organization. They become that only when they direct the knowledge and ability to activities which are aligned with the business strategy of the organization. In order to achieve this, it is necessary that an employee is satisfied with their work and motivated to give their best, to develop fully their intellectual capital and use it for the benefit of the organization. The aim of this paper is to explain the role of human resources in the organization, their significance and contribution to the organization, as well as everything that includes incentives for their performance to assure smooth functioning of the organization. In addition, it considers the role of the individual and business organizations, and the role of organizations in human resource management and communications management human resources and knowledge management. This paper will present the results of research conducted in the health sector.

Keywords: human resources management, human resources, knowledge, knowledge management
