



HRVATSKO DRUŠTVO MENADŽERA KVALITETE

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ZBORNİK RADOVA
Proceedings

14. međunarodni simpozij o kvaliteti

**KVALITETOM
PROTIV RECESIJE**

14th International Symposium on Quality

**QUALITY
AGAINST RECESSION**

21. – 22. ožujka, 2013.
March 21st – 22nd, 2013
Rovinj, Hrvatska/Croatia

HRVATSKO DRUŠTVO MENADŽERA KVALITETE
CROATIAN QUALITY MANAGERS SOCIETY

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14th International Symposium on Quality

KVALITETOM PROTIV RECESIJE
QUALITY AGAINST RECESSION

ZBORNİK RADOVA
PROCEEDINGS

Urednik:
Editor:

Dr. sc. Miroslav Drljača

Rovinj, Croatia
21. – 22. ožujka 2013.
March 21st – 22nd, 2013

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HRVATSKO DRUŠTVO MENADŽERA KVALITETE
CROATIAN QUALITY MANAGERS SOCIETY
E-mail: info@hdmk.hr
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CZESTOCHOWA UNIVERSITY OF TECHNOLOGY
FACULTY OF MANAGEMENT
INSTITUTE OF PRODUCTION ENGINEERING
CZESTOCHOWA, POLAND

The Managers of Quality and Production Association
Czestochowa, POLAND

Izdavač/Publisher

Hrvatsko društvo menadžera kvalitete, Zagreb
Croatian Quality Managers Society, Zagreb
Radoslava Cimermana 36a
10 000 Zagreb
E-mail: info@hdmk.hr
http://www.hdmk.hr

Za izdavača/For Publisher

Dr. sc. Miroslav Drljača

Urednik/Editor

Klasifikacija UDK & JEL/Classification U.D.C. & JEL
Dr. sc. Miroslav Drljača

Korice dizajn/Covering design

mr. Nino Karamatić

Tisak/Printing

PRINTERA GRUPA
Sveta Nedelja

Naklada/Issue

350 primjeraka/copies

CIP – Katalogizacija u publikaciji

CIP zapis dostupan u računalnom katalogu Nacionalne i sveučilišne knjižnice
u Zagrebu pod brojem 835457

CIP – Cataloguing in publication

CIP note accessible in computing catalogue in National and University Library
in Zagreb, No. 835457

ISBN 978-953-57036-3-1

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Radovi objavljeni u Zborniku referiraju se u sekundarnim publikacijama/
Papers published in this Proceedings book will be indexed in secondary publication:

JEL – Journal of Economics Literature, EconLit, Pittsburg, USA

Pokrovitelji/Under the auspices of:

Ministarstvo gospodarstva
Ministarstvo zaštite okoliša i prirode
Istarska županija
Grad Rovinj

Hrvatska gospodarska komora
Hrvatska akreditacijska agencija

Hrvatski zavod za norme
Državni zavod za mjeriteljstvo
Sveučilište Jurja Dobrile u Puli
Ekonomski fakultet u Zagrebu,

(Poslijediplomski specijalistički studij Upravljanje kvalitetom)

Medijski pokrovitelji/Media auspices of:

Business.hr
Lider, Zagreb
Poslovni dnevnik, Zagreb
Poslovni savjetnik, Zagreb
Privredni vjesnik, Zagreb

Donatori/Donors:

Tvornica duhana Rovinj d.o.o., Rovinj
Zračna luka Zagreb d.o.o, Zagreb
Hrvatska gospodarska komora
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Turistička zajednice Zagrebačke županije

SADRŽAJ/CONTENTS

Tematska cjelina: KVALITETOM PROTIV RECESIJE
Thematic unit: QUALITY AGAINST RECESSION

1. **Vladimir Okrepilov** – Rusija/*Russia*
Quality as the Anti-Crisis Tool
Kvaliteta kao antikrizni instrument
Izvorni znanstveni rad/*Original scientific paper*..... 1
2. **Juhani Anttila** – Finska/*Finland*
Kari Jussila – Finska/*Finland*
Aiming at Competitive Products and Delighted Customers in the
Time of Recession
U cilju konkurentnih proizvoda i zadovoljnih korisnika u vrijeme recesije
Pregledni članak/*Preliminary communication* 9
3. **Anita Bešker** – Hrvatska/*Croatia*
Liliana Gaynullina – Rusija/*Russia*
Nermin Zijadić – Bosna i Hercegovina/*Bosnia and Herzegovina*
Križa poslovanja i kompetencije za kvalitetu
Business Crisis and Competence for Quality
Stručni članak/*Professional paper* 37

Tematska cjelina: KVALITETA I KONKURENTNOST
Thematic unit: QUALITY AND COMPETITIVENESS

4. **Stanislaw Borkowski** – Poljska/*Poland*
Renata Stasiak Betlejewska – Poljska/*Poland*
Quality Management Determinants Based on Toyota Principles in the
Managers and Workers Opinion
Odrednice upravljanja kvalitetom utemeljene na toyotinim principima
prema mišljenju menadžera i radnika
Izvorni znanstveni rad/*Original scientific paper*..... 47
5. **Miroslav Drljača** – Hrvatska/*Croatia*
Oblikovanje modela poslovnog upravljanja u skladu s modelima TQM-a
Business Management Model Designing in Accordance With the TQM Models
Izvorni znanstveni rad/*Original scientific paper*..... 59

6. **Elizabeta Marinković** – Hrvatska/Croatia
Dragana Grubišić – Hrvatska/Croatia
 Poslovna izvrsnost prema kriterijima EFQM modela
Business Excellence According to the EFQM Model Criteria
 Izvorni znanstveni rad/Original scientific paper..... 77
7. **Liliana Nitu** – Rumunjska/Romania
Lucian Daniel Nitu – Rumunjska/Romania
 Practical Results of Applying an Evaluation Model Based on a Set of Criteria
 and Sub-Criteria to Evaluated Management System
*Praktični rezultati primjene modela procjene utemeljenog na setu kriterija
 i podkriterija za procjenu integriranih sustava upravljanja*
 Prethodno priopćenje/Preliminary communication..... 89
8. **Miloš Jelić** – Srbija/Serbia
Ana Aksentijević - Jelić – Srbija/Serbia
 The Development of New Leaders in Excellent Organizations
Razvoj novih lidera u izvrsnim organizacijama
 Prethodno priopćenje/Preliminary communication..... 103
9. **Krešimir Buntak** – Hrvatska/Croatia
Igor Klopotan – Hrvatska/Croatia
Antun Benčić – Hrvatska/Croatia
 Analiza upravljanja ključnim čimbenicima relacijskog kapitala u funkciji
 povećanja konkurentnosti poduzeća
*Analysis of Relational Capital Key Factor's Management as a Function
 of Increasing the Enterprise Competitiveness*
 Prethodno priopćenje/Preliminary communication.....113
10. **Elena N. Agapova** – Rusija/Russia
Elena N. Egorova – Rusija/Russia
Ulia Kuznecova – Rusija/Russia
 Управление сопротивлением персонала при внедрении СМК
Conflict Management with the Implementation of Quality Management System
 Upravljanje konfliktom kod uvođenja sustava upravljanja kvalitetom
 Pregledni članak/Review..... 123

11. **Mikhail Pasholikhov** – Rusija/*Russia*
Polina A. Bavina – Rusija/*Russia*
 Standard ISO 20121 - фактор повышения конкурентоспособности
 российских организаторов деловых мероприятий
*Standard ISO 20121 – Factor of Competitiveness Russian Organizer
 of Business Events*
 Norma ISO 20121 – factor konkurentnosti ruskih organizacija organizatora
 poslovnih manifestacija
 Pregledni članak/*Review*..... 135
12. **Đuro Tunjić** – Hrvatska/*Croatia*
Leon Maglić – Hrvatska/*Croatia*
Milan Kljajin – Hrvatska/*Croatia*
 Utjecaj certifikacije sustava upravljanja kvalitetom na konkurentnost
 u hrvatskom gospodarstvu
*Impact of Certification of Quality Management System on Competitiveness
 in Croatian Economy*
 Pregledni članak/*Review*..... 143
13. **Neira Delić** – Bosna i Hercegovina/*Bosnia and Herzegovina*
Dragana Agić – Bosna i Hercegovina/*Bosnia and Herzegovina*
 OECD načela korporativnog upravljanja sa posebnim osvrtom na načelo
 o radu nadzornih odbora
*OECD Principles of Corporate Governance with Special Reference to the
 Principle on the Work of the Supervisory Board*
 Pregledni članak/*Review*..... 153
14. **Nedim Čaušević** – Bosna i Hercegovina/*Bosnia and Herzegovina*
Dragan Simović – Bosna i Hercegovina/*Bosnia and Herzegovina*
 Rizik – temelj izgradnje integriranog sustava upravljanja u malim i srednjim
 Poduzećima u BiH
*Risk – Foundation for Integrated Management System Development in Small
 and Medium Organizations in B&H*
 Stručni članak/*Professional paper* 165
15. **Divna Goleš** – Hrvatska/*Croatia*
Ana Perišić – Hrvatska/*Croatia*
Ana-Marija Barić – Hrvatska/*Croatia*
 Istraživanje stupnja implementacije sustava upravljanja kvalitetom ISO 9001
 (Primjer Šibensko-kninske županije)
*Research the Degree of Implementation of the Quality Management System
 In Accordance With the ISO 9001 Standard
 (Example Made on Šibenik-Knin County)*
 Stručni članak/*Professional paper* 177

Tematska cjelina: KVALITETA I DRUŠTVENA ODGOVORNOST
Thematic unit: QUALITY AND SOCIAL RESPONSIBILITY

16. **Ana Šijaković** – Hrvatska/Croatia
Vesna Nikolić - Srbija/Serbia
Suzana Savić – Srbija/Serbia
Josip Taradi – Hrvatska/Croatia
Modeli društveno odgovornog poslovanja u funkciji unapređenja sigurnosti
na radu i održivog razvoja
*Models of Corporate Social Responsibility in Function of Promotion of
Occupational Safety and Sustainable Development*
Pregledni članak/Review..... 189
17. **Adisa Mujkić** – Bosna i Hercegovina/Bosnia and Herzegovina
Miroslav Drljača – Hrvatska/Croatia
Norma ISO 10002 alat za poboljšanje kvalitete
Standard ISO 10002 as a Tool for Quality Improvement
Pregledni članak/Review..... 201
18. **Mirjana Trstenjak** – Hrvatska/Croatia
Mateja Posavec – Hrvatska/Croatia
Ana Kralj – Hrvatska/Croatia
Menadžment ljudskih potencijala i društveno odgovorno poslovanje
Human Resource Management and Corporate Social Responsibility
Pregledni članak/Review..... 221

Tematska cjelina: PROCESNO UPRAVLJANJE OKOLIŠEM
Thematic unit: PROCESS MANAGEMENT IN ENVIRONMENT PROTECTION

19. **Nina Štirmer** – Hrvatska/Croatia
Ivana Banjad Pečur – Hrvatska/Croatia
Bojan Milovanović – Hrvatska/Croatia
Razvoj sustava kontinuiranog obrazovanja građevinskih radnika u području
energetske učinkovitosti
*Development of Building Workers Continuous Education System in the
Energy Efficiency Field*
Prethodno priopćenje/Preliminary communication..... 233

20. **Snežana Živković** – Srbija/Serbia
Darko Palačić – Hrvatska/Croatia
Marija Petras – Hrvatska/Croatia
 Expected Impact of Application Requirements of OHSAS 18001 and ISO 14001 on Improvement of Performances in Occupational Health, Safety and Environmental Protection
Očekivani učinci primjene zahtjeva OHSAS 18001 i ISO 14001 na poboljšanje performansi zaštite zdravlja, sigurnosti na radu i zaštite okoliša
 Prethodno priopćenje/Preliminary communication..... 245
21. **Omer Jukić** – Bosna i Hercegovina/Bosnia and Herzegovina
 Optimalna rekonstrukcija postrojenja za tretman otpadnih voda
Optimal Reconstruction of Waste Water Treatment Plant
 Pregledni članak/Review..... 257

Tematska cjelina: KVALITETA I IMPLEMENTACIJA EU DIREKTIVA
 Thematic unit: *QUALITY AND IMPLEMENTATION OF EU DIRECTIVES*

22. **Berislav Žmuk** – Hrvatska/Croatia
 Analiza rezultata sustava za otkrivanje nekvalitetnih proizvoda Europske Unije
Analysis of the Results of the European Union's System for Detecting Products of Poor Quality
 Prethodno priopćenje/Preliminary communication..... 269

Tematska cjelina: KVALITETA U PROIZVODNJI I GRAĐEVINARSTVU
 Thematic unit: *QUALITY IN MANUFACTURING AND CONSTRUCTION*

23. **Renata Stasiak Betlejewska** – Poljska/Poland
 Value Engineering in the Context of the Products Quality Management in the Polish Construction Industry
Vrednovanje inženjeringa u kontekstu upravljanja kvaliteteom proizvoda u poljskom građevinarstvu
 Prethodno priopćenje/Preliminary communication..... 281
24. **Fadil Islamović** – Bosna i Hercegovina/Bosnia and Herzegovina
Mirzet Beganović – Bosna i Hercegovina/Bosnia and Herzegovina
Dženana Gačo – Bosna i Hercegovina/Bosnia and Herzegovina
Esad Bajramović – Bosna i Hercegovina/Bosnia and Herzegovina
Atif Hodžić – Bosna i Hercegovina/Bosnia and Herzegovina
 Mjerenjem i modeliranjem do kvaliteta proizvoda od kompozitnih materijala
Measurement and Modeling to the Quality of Products from Composite Materials
 Prethodno priopćenje/Preliminary communication..... 295

25. **Krunoslav Škrlec** – Hrvatska/Croatia
Ivan Meštrović – Hrvatska/Croatia
 Subvencije energetske učinkovitosti u svrhu povećanja kvalitete u građevinarstvu
*Energy Efficiency Subsidies with the Objective of Increasing the Quality
 In Construction Industry*
 Prethodno priopćenje/*Preliminary communication*..... 307
26. **Sulejman Meta** – Makedonija/Macedonia
 Stanje kvalitete drvenih željezničkih pragova na prugama
 sjeverozapadne Makedonije i Kosova
The Quality of Wooden Railway Lines in North Macedonia and Kosovo
 Pregledni članak/*Review*..... 317
27. **Hajdar E. Sadiku** – Kosovo/Kosovo
Zijadin Hoxha – Kosovo/Kosovo
Berim Osmanaj – Kosovo/Kosovo
 Experimental Comparison of Cracks Width and Spacing Beams of
 Self-Compacting Concrete (SCC) and Conventional Concrete for
 Period $t=40$ Days
*Eksperimentalna usporedba širine pukotina i razmaka greda od specijalnog
 i klasičnog betona za razdoblje $t=40$ dana*
 Pregledni članak/*Review*..... 325
28. **Esat Gashi** – Kosovo/Kosovo
Davorin Kralj – Slovenija/Slovenia
Fisnik Kadiu – Albanija/Albania
Driton R. Kryeziu – Kosovo/Kosovo
 Quality Development and Organizational Restructuring at Construction Companies
Razvoj kvalitete i restrukturiranje organizacije u građevinskim kompanijama
 Pregledni članak/*Review*..... 335
29. **Milovan Unković** – Crna Gora/Montenegro
 Mjerljivi ciljevi kvaliteta u korištenju i održavanju opreme
Measurable Quality Goals in Use and Maintenance of Equipment
 Stručni članak/*Professional paper* 345

Tematska cjelina: KVALITETA U OBRAZOVANJU I SPORTU
Thematic unit: QUALITY IN EDUCATION AND SPORT

30. **Vesna Nikolić** – Srbija/*Serbia*
Mirko Markič – Slovenija/*Slovenia*
Josip Taradi – Hrvatska/*Croatia*
Utvrđivanje obrazovnih interesa i potreba kao preduvjet kvalitete doktorskih studija zaštite u Hrvatskoj
Defining Educational Interests and Needs as a Quality Requirement for Safety Doctoral Programs in Croatia
Izvorni znanstveni rad/*Original scientific paper*..... 357
31. **Tonći Lazibat** – Hrvatska/*Croatia*
Ines Sutić – Hrvatska/*Croatia*
Tomislav Baković – Hrvatska/*Croatia*
Mjerenje kvalitete visokoobrazovne usluge iz perspektive studenata
Measuring Service Quality in Higher Education from Students' Perspective
Izvorni znanstveni rad/*Original scientific paper*..... 373
32. **Victor Timchenko** – Rusija/*Russia*
Douglas Michele Turco – SAD/*USA*
Berber Serkan – Turska/*Turkey*
Ksenia Kaiisheva – Rusija/*Russia*
Vladimir Timchenko – Rusija/*Russia*
Исследование качества организации спортивных событий
Quality of the Sport Event Management Search
Istraživanje kvalitete upravljanja sportskim događajima
Prethodno priopćenje/*Preliminary communication*..... 393
33. **Sergey Yu. Trapitsin** – Rusija/*Russia*
Daria A. Rusanova – Rusija/*Russia*
Quality Conceptions of Learning
Kvaliteta koncepcija učenja
Pregledni članak/*Review*..... 399
34. **Elena N. Agapova** – Rusija/*Russia*
Irina S. Petrova – Rusija/*Russia*
Management of Socialization Process at Herzen's State Pedagogical University of Russia
Upravljanje procesom socijalizacije na Herzen Ruskom Državnom Pedagoškom Sveučilištu
Pregledni članak/*Review*..... 405

35. **Diana Plantić Tadić** – Hrvatska/Croatia
Nikolina Borčić – Hrvatska/Croatia
Mirjana Bautović – Hrvatska/Croatia
 Integracija sustava kvalitete prema normama ISO 9001:2008 i ESG –
 novi izazov u hrvatskom visokoobrazovnom prostoru
*Quality Systems Integration According to ISO 9001:2008 and ESG Norms –
 New Challenge for Croatian Higher Education Institutions*
 Pregledni članak/Review.....411
36. **Koviljka Banjević** – Srbija/Serbia
 Zadovoljstvo diplomiranih studenata stečenim kompetencijama
Graduates Satisfaction About Achived Competences
 Pregledni članak/Review..... 421
37. **Sanja Lončar-Vicković** – Hrvatska/Croatia
Zlata Dolaček-Alduk – Hrvatska/Croatia
Marina Holjenko – Hrvatska/Croatia
Dubravka Trampus – Hrvatska/Croatia
 Razvoj sustava kvalitete na Sveučilištu Josipa Jurja Strossmayera u Osijeku
*Evolution of Quality Assurance Systems at Josip Juraj Storssmayer University
 in Osijek*
 Pregledni članak/Review..... 431
38. **Ines Jemrić-Ostojić** – Hrvatska/Croatia
 Primjena kvantitativnih metoda radi osiguranja kvalitete
 na visokoškolskim institucijama
Application of Quantitative Methods for Quality Assurance in Higher Education
 Pregledni članak/Review..... 443
39. **Arastoo Cheraghi** – Iran/Iran
 The New Role of Web Education in Recession Time
Nova uloga web edukacije u vrijeme recesije
 Stručni članak/Professional paper 457
40. **Dragutin Funda** – Hrvatska/Croatia
 Obrazovanje za sustave upravljanja
Education for Management Systems
 Stručni članak/Professional paper 461

Tematska cjelina: SUSTAV UPRAVLJANJA SIGURNOSTI HRANE
Thematic unit: FOOD SAFETY MANAGEMENT SYSTEM

41. **Slavomir Cune Miljević** – Hrvatska/Croatia
Sigurnost hrane u Hrvatskoj paradoks ili nekompetencija
Food Safety in Croatia – Paradox or Incompetence
Pregledni članak/Review..... 473

Tematska cjelina: KVALITETA I PROMETNI SUSTAVI
Thematic unit: QUALITY AND TRAFFIC SYSTEMS

42. **Ana Juzbašić** – Srbija/Serbia
Recesija u vazdušnom saobraćaju i uloga kvaliteta
Recession in Air Traffic and the Role of Quality
Pregledni članak/Review..... 485

43. **Jasmina Pašagić Škrinjar** – Hrvatska/Croatia
Miroslav Drljača – Hrvatska/Croatia
Žaklina Bernacchi – Hrvatska/Croatia
Primjena kontrolinga u logističkim sustavima i analiza logističkih performansi
Controlling Application in Logistics Systems and Logistics Performance Analysis
Pregledni članak/Review..... 509

Tematska cjelina: KVALITETA U ZDRAVSTVU I TURIZMU
Thematic unit: QUALITY IN HEALTHCARE AND TOURISM

44. **Zohre Bazaz** – Iran/Iran
PAT – Application in Pharmaceutical Manufacturers as a New Approach
PAT – primjena u farmaceutskoj industriji kao novi pristup
Pregledni članak/Review..... 521

45. **Josip Čiček** – Hrvatska/Croatia
Marko Bešker – Hrvatska/Croatia
Rizici, zdravlje i sigurnost kao dio sustava kvalitete u zdravstvu
Risks, Health and Safety as a Part of Quality Systems in Health Care
Pregledni članak/Review..... 525

46. **Josip Čiček** – Hrvatska/Croatia
Marko Bešker – Hrvatska/Croatia
Kvaliteta u zdravstvu u svjetlu norme ISO/IWA1 i akreditacijskog standard
Republike Hrvatske
*Healthcare Quality in the Light of Norms ISO/IWA1 and Accreditation
Standards of the Republic of Croatia*
Pregledni članak/Review..... 535

47. **Doris Banić** – Hrvatska/Croatia
Ivona Cvitan – Hrvatska/Croatia
Nikolina Gaćina – Hrvatska/Croatia
Petar Gardijan – Hrvatska/Croatia
Antička kultura i nova kvaliteta ponude NP Krka
Antique Cultures and New Quality of Krka National Park Supply
Stručni članak/Professional paper 547

Tematska cjelina: KVALITETA I MEDIJI
Thematic unit: QUALITY AND MEDIA

48. **Lidija Capković-Martinek** – Hrvatska/Croatia
Zoran Pucarić – Hrvatska/Croatia
Primjena Zakona o medijima i kvaliteta informiranja javnosti
Application of Media Law and Quality of Public Information
Stručni članak/Professional paper 559

Tematska cjelina: KVALITETA U JAVNOM SEKTORU
Thematic unit: QUALITY IN PUBLIC SECTOR

49. **Michael Kaye** – Velika Britanija/Great Britain
Marilyn Dyason – Velika Britanija/Great Britain
Delivering “More for Less” in the Public Sector:
A Criminal Justice System Case Study
*Pružanje “više za manje” u javnom sektoru:
studij slučaja u kaznenopravnom sustavu*
Izvorni znanstveni rad/Original scientific paper..... 571
50. **Jelena Legčević** – Hrvatska/Croatia
Nihada Mujić – Hrvatska/Croatia
Martina Mikrut – Hrvatska/Croatia
Mjerenje kvalitete u javnoj upravi
Measuring Quality in Public Administration
Izvorni znanstveni rad/Original scientific paper..... 583

**MANAGEMENT OF SOCIALIZATION PROCESS
AT HERZEN'S STATE PEDAGOGICAL
UNIVERSITY OF RUSSIA**

UPRAVLJANJE PROCESOM SOCIJALIZACIJE
NA HERZEN RUSKOM DRŽAVNOM PEDAGOŠKOM SVEUČILIŠTU

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JEL klasifikacija/JEL classification: I23; L15

Pregledni članak/Review

Primljeno: 17. studenoga, 2012./Received: November 17th, 2012

Prihvaćeno: 10. veljače, 2013./Accepted: February 10th, 2013

ABSTRACT

In May 2012 the Herzen State Pedagogical University of Russia one of the biggest and oldest higher educational establishments in St. Petersburg and in Russia celebrates its 215-th Anniversary. Its history goes back to the Emperor's Educational House which was founded in 1797 on the campus of the University. Thousands of people have graduated from the University; among them are teachers, scientists, artists, musicians, politicians, public figures famous in this country and abroad. On January 21, 1991 the Herzen State Pedagogical Institute got the status of a university and is now called "The Herzen State Pedagogical University of Russia" which is a manifestation of the acknowledgement of its leading role in Russian and world education. In January 1998 the Government of Russia awarded the University with a status of a National Culture Heritage. Nowadays the Herzen State Pedagogical University of Russia can satisfy practically any need in the sphere of education on a highly professional level. Historical background of the University and its present-day

structural organization provided for creation of a powerful educational, scientific and cultural network with dynamic connections within Russia and abroad.

Key words: management, socialization process, quality.

1. INTRODUCTION

Radical changes which are happened in all spheres of social, political and national life of Russia, involve the necessity of a new approach to socialization process in high education which play an important role at the modern university as well. Among the factors which are influence on education in Russia today:

- The crisis of traditional institutions of socialization and mechanisms of social and cultural continuity, which complicates the process of young generation adaptation to a new optimal forms of self-realization;
- Reduction of the spiritual role of moral values in a modern society, leads to an increase in anti-social and illegal forms of youth activity;
- Decrease the role of government in socialization process.

2. DISCUSSION

The current state of the educational system can be considered with the collapse of traditional goals and searching for a new elements and form of socialization process, which should realize at the university today.

Nowadays student are sensitive reacting to global economical and social crisis, and it is directly influence to socialization process: when the political situation is not sustainable – the youth don't care about the social values so much, but mostly about moneys they can quickly earn.

2.1. Management of socialization process

The experience of Herzen's State Pedagogical University of Russia shows that among the most effective way to manage the socialization process at the system of high education there are three ways approach:

1. In the functional approach, the management of socialization process includes such functions as:
 - planning and design of socialization process;
 - organization (technical and methodological) of socialization process implementation;

- motivation and encouraging faculty to improve the quality of implementation of educational activities;
 - monitoring progress in the implementation of educational activities.
2. The contingency approach is suitable for various methods of socialization process determined by the situation prevailing in management of youth policy and the situation at the faculty of the university.
 3. In process-management, socialization process situated in continuous chain of interrelated activities of marketing needs, planning and designs of extracurricular activities and of customer requirements.

The process approach to management has been developed and described in terms of the quality management system. International Standards ISO 9000 was made the process approach accepted norm management of any organization. The practice of adaptation quality management system in educational institutions has shown the applicability of this approach in the field of socialization process at the University. ISO 9001:2000 standard requires that the processes were identified, implemented, managed and improved.

As an expected result of the process approach, in the management of socialization process at the faculty should change satisfaction of customer requirements. The socialization process at the faculty determined with the requirements of stakeholders (students, parents, teachers, university staff, employers and city government).

The leading processes of socialization process are:

- 1) *Subprocess "Designing of socialization process";*
- 2) *Subprocess "The implementation of socialization process at the faculty".*

These subprocesses can be identified within the main process of the socialization at the University. The basic process must be provided with such processes, as:

- Human Resource Management (Staff);
- Logistics and Methodological support;
- Management of the Organizational structure;
- Infrastructure Management Department;
- Financial Management;
- Public relations, etc.

3. CONCLUSION

Socialization process means combination of the “Design” process and “Implementation” process. Each sub process is a separate, quite autonomous part of the process, which can be clearly identified.

Processes of Socialization at the University should be divided to: “Input”, “Output”, “Resources”, “Control”.

“Input” - a resource provided by an external supplier. On this basis of “output” could be formulate next “input”. But “Output” can be defined as result (product or service) of all process.

The resources supporting the process, usually subdivided into long-term resources: personnel, equipment, technology and methods, and converted resources: financial and material resources.

The flow chart of “socialization process” includes three documents:

- Diagram of the process, the sub processes, process steps;
- Responsibility matrix of the process, the sub processes, process steps;
- Instructions for managers of process (position, requirements, recommendations, etc.).

The flow chart is a specification process, which subscribe “inputs” and “outputs” subscriptions, time-sequence, manager responsibilities and quality requirements.

Among the most probable of risks, could happen during the socialization process: are human resources and organizational risks.

The human resources risks connected with:

1. Lack professional skills and competence of the head and the team members who response for socialization process.
2. Low motivational of teaching staff for to realize socialization process.
3. The different vision of “corporate cultural values” in staff team.
4. The resistance to change the outdated technologies to methods in socialization.
5. The “authoritarian” stereotype of teachers thinking.

The sources of organizational risks are:

1. The limited infrastructure and institutional capacity of the faculty.
2. Untimely realization of process steps.
3. Low activity level of students during the socialization process.

4. Outdated forms of “socialization events” that makes the customer not satisfied.
5. Process failures.

The most effective way to minimize such kind of risks is to do the following steps:

1. To realize the audit of the socialization process according the requirements of process-steps;
2. To identify the real and possible risk of process steps;
3. To estimate the possible impact of the risks;
 - To develop the corrective procedures;
 - Review and approval of correction procedures.

So, management of risks in socialization process should be always under control and in focus of Department head.

Sažetak:

UPRAVLJANJE PROCESOM SOCIJALIZACIJE
NA HERZEN RUSKOM DRŽAVNOM PEDAGOŠKOM SVEUČILIŠTU

U svibnju 2012. godine Herzen State Pedagogical University of Russia (Herzen Rusko državno pedagoško sveučilište) jedna od najvećih i najstarijih visokoobrazovnih institucija u Petrogradu i u Rusiji, proslavilo je 215. obljetnicu. Njegova povijest datira od „Carske kuće obrazovanja“ koja je osnovana 1797. godine na kampusu Sveučilišta. Tisuće ljudi diplomirale su na sveučilištu: među njima brojni profesori, znanstvenici, umjetnici, glazbenici, političari, javne osobe poznate u zemlji i svijetu. Godine 1991. Herzen State Pedagogical Institute dobilo je status sveučilišta i od tada nosi naziv „Herzen State Pedagogical University of Russia“, što predstavlja priznanje njegove vodeće uloge u obrazovanju u Rusiji i svijetu. U siječnju 1998. godine Vlada Rusije dodijelila je Sveučilištu status „Nacionalne kulturne baštine.“ Danas Herzen State Pedagogical University of Russia može ispuniti sve potrebe u području obrazovanja na najvišoj profesionalnoj razini. Povijest Sveučilišta i njegova današnja organizacijska struktura pružaju kreativnost kao pokretačku snagu obrazovnih, znanstvenih i kulturnih veza unutar Rusije i inozemstva.

Ključne riječi: upravljanje, proces socijalizacije, kvaliteta.

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