

**EFIKASNIJE POSLOVANJE PREDUZEĆA UZ POMOĆ
KOMUNIKACIONIH TEHNOLOGIJA****MORE EFFICIENT OPERATIONS OF THE COMPANY WITH
THE HELP OF COMMUNICATION TECHNOLOGIES****Mirjana Tešić dipl. ecc****Bosna i Hercegovina
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APSTRAKT

Uspjeh savremenog preduzeća zavisi ne samo od njegove sposobnosti da razvija dobar proizvod/uslugu, da formira adekvatne cijene i svoju ponudu učini dostupnom kupcima, već i od načina komuniciranja sa ciljnom javnošću. Za menadžment savremenog preduzeća, uključujući i mala i srednja preduzeća (MSP), veliki je izazov da sve poslovne aktivnosti obavlja na pravi način i da dodaje vrijednost za koju su zainteresovani različiti stejkholderi. U posljednje vrijeme, veoma su značajni i informaciono-komunikacioni sistemi u Novoj ekonomiji jer je brz tehnološki progres u sektoru IKT pokrenuo proces stvaranja Nove ekonomije, novog rasta i razvoja privrede. Uspješno upravljanje se sve više zasniva na interaktivnom komuniciranju i prilagođavanju sistema marketing komuniciranja novim tehnologijama, a sve to doprinosi efikasnijem poslovanju konkretnog preduzeća.

Ključne riječi: efikasnost, komunikacija, tehnologija, marketing, menadžment, Nova ekonomija, mala i srednja preduzeća (MSP)

ABSTRACT

The success of the modern enterprise depends not only on its ability to develop a good product / service, to form an adequate price and your offer makes available to customers, but also on how to communicate with the target audience. For the management of modern enterprises, including small and medium-sized enterprises (SMEs), is a major challenge that all activities are carried out in a proper manner and that adds value to which the various interested stakeholders. In recent times, are very important, and information and communication systems in the new economy because the rapid technological progress in the ICT sector started the process of creating a new economy, a new growth and economic development. Successful management is increasingly based on interactive communication and the adopting of marketing communication new technologies, all of which contribute to more efficient business for a company.

Keywords: efficiency, communications, technology, marketing, management, new economy, small and medium enterprises (SMEs)

UVOD

Oduvijek je čovjek napredovao u razvoju znanja i tehnika kako bi osigurao svoju egzistenciju, a svaka naredna inovacija je bila dosta naprednija od prethodne. Ova činjenica datoj temi daje poseban karakter i čini IKT superiornijim u odnosu na sve prethodne inovacije, pravi prekretnice u proizvodnji, načinu života, ljudskoj inteligenciji, a sve se to odražava kroz ekonomske parametre koji su sastavni dio ovih procesa. U posljednje vrijeme, veoma su značajni i informaciono-komunikacioni sistemi u Novoj ekonomiji jer je brz tehnološki progres u sektoru IKT pokrenuo proces stvaranja Nove ekonomije, novog rasta i razvoja privrede. Osnovni ciljevi koji se žele postići ovim radom i jesu u vezi sa prednostima savremenih komunikacionih tehnologija, te njihovim doprinosom efikasnijem poslovanje preduzeća. Pažnja će biti usmjerena i na mala i srednja preduzeća (MSP), njihov rast i razvoj, uporedo sa razvojem savremenih informaciono komunikacionih tehnologija.

POTREBA POSLOVNIH SISTEMA ZA KOMUNIKACIONIM TEHNOLOGIJAMA

“Informacione tehnologije (IT) imaju fundamentalan uticaj na moderno društvo i zato se, ne bez razloga, kaže da mi živimo u informatičkom dobu. Načini razmjene i prenosa, kao i količina najrazličitijih informacija, danas su veći nego ikad prije u istoriji. Informacione tehnologije su danas sastavni dio života u takvoj mjeri da je praktično nezamislivo funkcionisanje bilo kojeg dijela naše egzistencije bez njih. Poslovanje, komunikacije, pa i svakodnevni život se oslanjaju na pogodnosti koje nude različite oblasti korištenja računara i odgovarajućih tehnologija. Razvoj računara i programa, a u isto vrijeme sve složeniji zahtjevi od

INTRODUCTION

It has always been a man advanced in the development of knowledge and techniques to ensure their existence, and every next innovation was a lot more advanced than previous. This gives to these facts a distinct character and makes ICT superior to all previous innovations, the real turning point in the production mode life, human intelligence, all of which reflects the economic parameters which are an integral part of these processes. In recent times, are very important, and information and communication systems in the new economy because the rapid technological progress in the ICT sector started the process of creating a new economy, a new growth and economic development. The main objectives to be achieved in this work and are related to the benefits of modern communication technologies, and their contribution to more efficient operation of an enterprise. Attention will be focused on small and medium-sized enterprises (SMEs), their growth and development, along with the development of modern information and communication technologies.

THE NEED FOR OPERATING SYSTEM FOR COMMUNICATION TECHNOLOGIES

“Information technology (IT) have a fundamental impact on modern society and therefore, not without reason, says we live in the information age. Data exchange and transfer, as well as the amount of various information, today more than ever before in history. Information technologies are now an integral part of life to such an extent that it is virtually unthinkable functioning of any part of our existence without them. Commerce, communication, and even everyday life rely on the benefits offered different areas use of computers and related technologies. The development of computers and programs, and at the same time more complex require-

strane krajnjih korisnika računarskih tehnologija, usloveli su pojavu velikog broja različitih rješenja namijenjenih poslovnoj primeni. Osnovni cilj ovih vrlo različitih rješenja je unaprjeđenje poslovanja.”¹

Razvoj konkurentske moći i slaba globalna ekonomija zahtjevaju potrebu za analizom procesa poslovanja, a to uključuje strukturu organizacije i njene kadrove. Osnovni cilj jeste da se postigne što više, sa što manje vremena i radne snage.

Ono što se postiže upotrebom savremenih komunikacionih tehnologija u poslovanju jeste:

- Povećana efektivnost i efikasnost poslovanja,
- Povećanje produktivnosti,
- Bolja podrška kupcima i
- Jačanje konkurentskih prednosti.

Nedavna istraživanja u određenim industrijskim korporacijama “svjetske klase” pokazala su da je komuniciranje postalo jedan od najbitnijih procesa u svim savremenim organizacijama. Još od ranih 90 – ih godina, američka korporacija IBM je imala ogromne poslovne poteškoće, a sve to je bilo izazvano neodgovarajućim sistemom komuniciranja u toj oranzaciji. Istovremeno, neke korporacije su imale odlične sisteme korporacijskog komuniciranja, kao npr. Microsoft.

Na osnovu navedenih podataka, može se zaključiti da je komuniciranje ne samo osnovna ljudska potreba, nego i pokretač ljudskog razvoja i napredovanja, ne samo u privatnom, nego i u poslovnom smislu. To vrijedi i za svijet savremenog poslovanja koji se u ovo “informaciono-komunikaciono doba”, zapravo, vrti oko posjedovanja prave informacije u pravo vrijeme.

¹ <https://www.scribd.com/doc/37928469/SEM-INARSKI-Uticaj-razvoja-informacionih-tehnologija-na-pobolj%C5%A1anje-realizacije-poslovnih-aktivnosti>

ments of the end users of computer technology made possible a wide variety of solutions for commercial applications. The main objective of these very different solutions is job developing.”¹

The development of competitive power and weak global economy require the need for analysis of the business, which includes the structure of the organization and its staff. The main goal is to achieve more, with less time and manpower.

What is achieved by the use of modern communication technologies in business is:

- Increased effectiveness and efficiency of operations,
- Increase productivity,
- Fields and customer support,
- Strengthening competitive advantages.

Recent research in certain industrial corporations “world class” showed that the communication has become one of the most important processes in modern organizations. Since the early 90`s, the American corporation IBM had huge business difficulties, all of which were caused by inadequate system of communication in the community worker. At the same time, some corporations were excellent corporate communication systems, for example Microsoft.

Based on these data, it can be concluded that communication is not selfmade human need, but also the driving force of human development and progress, not only in private but also in the business sense. To applies to the world of modern business, which in this “age of information and communication “in fact, revolves around the possession of the right information at the right time.

¹ <https://www.scribd.com/doc/37928469/SEM-INARSKI-Uticaj-razvoja-informacionih-tehnologija-na-pobolj%C5%A1anje-realizacije-poslovnih-aktivnosti>

PREDNOSTI PRIMJENE SAVREMENIH INFORMACIONO KOMUNIKACIONIH TEHNOLOGIJA U POSLOVANJU

Informaciono komunikacione tehnologije dovele su do promjena tradicionalnih organizacija, banaka, finansijskih organizacija itd. IT su smanjile veličinu organizacija, uz istovremeno povećanje snage malih i srednjih preduzeća (MSP), te su povećale moć delegiranja ovlašćenja i sl.

Kao osnovna alatka informacionih tehnologija, internet omogućava brže i kvalitetnije poslovanje svih vrsta menadžmenta, a to podrazumijeva brže i kvalitetnije komunikacije sa poslovnim saradnicima. U okviru Internet ekonomije, najviši hijerarhijski vrh zauzima znanje, tj. radnici znanja.

Kao što je već pomenuto, IT su svoj uticaj ispoljile na malim i srednjim firmama, kao i porodičnim preduzećima što podrazumijeva pružanje veće šanse, prije svega onim organizacijama koje se bave pružanjem usluga. Uz pomoć Informaciono komunikacionih tehnologija, male firme mogu postati velike, tj. mogu izaći na međunarodno tržište i uz samo nekoliko zaposlenih ostvariti mnogo veći promet od kompanija koje imaju i hiljade radnika.

Uticaj novih informacionih tehnologija je ogroman, kako na ličnom, tako i na korporativnom i globalnom nivou. Putem uvođenja tehnološki efikasnije opreme moguće je smanjiti broj zaposlenih, povećati efikasnost, a to povećava ekonomiju poslovanja. Isto tako, uvođenjem novih IT, povećava se slobodno vrijeme radnika, kao i njihovo zadovoljstvo.

Kada je u pitanju Republika Srpska, mogućnosti za primjenu IKT su velike (državna administracija, javne ustanove, zdravstveni sistemi, poslovni sistemi itd).

Djelovanje savremenih IKT je toliko prisutno da se menadžeri suočavaju sa prevelikom količinom informacija. Taj problem iziskuje primjenu novih tehnologija, skladištenje

ADVANTAGES OF APPLICATION OF MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES IN OPERATIONS

Information and communication technologies have led to changes in traditional organizations, banks, financial institutions, etc. IT reduced the size of the organization, while increasing small and medium-sized enterprises (SMEs), and increased the power of delegation of authority and the like.

As a basic tool of information technology, the Internet allows for faster and better business management of all types, and that means faster and better communication with business associates. In the Internet economy, the highest peak hierarchically takes knowledge, ie. knowledge workers.

As already mentioned, IT demonstrated their impact on small and medium-sized companies as well as family enterprises which implies providing better chances, especially those organizations that provide services. With the help of information and communication technologies, small companies can become large, ie. can get into the international market and with just a few employees to achieve a much higher turnover of companies with thousands of employees. The impact of new information technologies is huge, both on the personal and the corporate and global level. Through the introduction of technologically efficient equipment can reduce the number of employees, increase efficiency, and to increase economy of operation. Similarly, the introduction of new IT, increased leisure time workers as well as their satisfaction.

When it comes to the Republic of Srpska, the possibilities for the application of ICT are large (public administration, public institutions, health systems, operating systems, etc.).

The effect of modern ICT is so present that managers are faced with too much information. This problem requires the use of new technologies, storage and analysis of

i analizu informacija. Kroz pokretanje strukture mnogih industrija, tehnologija stvara potrebu za promjenama, a samim tim i stvaranjem novih poslova. Savremene IT omogućavaju slanje ogromnog broja informacija, na velike daljine, u vrlo kratkom vremenskom periodu. Sve to omogućava preduzećima da:

- ostvare značajne uštede u troškovima poslovanja,
- mnogo efikasnije izvršavaju svoje poslovne zadatke,
- postanu konkurentnije na tržištu.

as many informations. Through the industry, technology creates the need for changes, and thus creating new jobs. Modern IT allows you to send huge amounts of information over long distances in a very short period of time. All this enables enterprises to:

- Realize significant savings in operating costs,
- Many more effectively carry out their business tasks,
- Become more competitive in the market.

Tabela 1. Uslovi primjene IKT

Table 1. Terms of ICT application

SUCCESSFUL APPLICATION REQUIREMENTS AND COMMUNICATION TECHNOLOGIES
adopted regulations on Electronic Commerce and Electronic Signature
developed Internet applications
developed telecommunication infrastructure
acceptance of electronic commerce by management
financial investments for the introduction of e - commerce

Tabela 2. Prednosti primjene IKT

Table. 2. Benefits of ICT application

The application of new communication technology has the following advantages:
reducing operating costs primarily in connection with the preparation of paper documents,
reduce errors, especially where the accuracy of the informationznačajna,
saving time, particularly in the transfer of information
reduction of human labor
accessibility and exchangeability of information

Elektronska razmjena

Savremeno poslovanje se odvijalo u dva pravca:

- Omogućavanje kompanijama da brže i jednostavnije prenesu novac i informacije između sebe, tj. saradnja između dva pravna lica,
- Fokusiranje na krajnje korisnike proizvoda ili usluga.

Elektronskom razmjenom podataka firme mogu da šalju i primaju informacije u standardnom elektronskom obliku, putem privatnih mreža. Poslovanje je postalo znatno jeftinije, a i MSP su dobile mogućnost korištenja elektronskog poslovanja.

Elektronsko poslovanje je iniciralo reorganizaciju skoro svih poslovnih djelatnosti.

Posebni vidovi elektronskog poslovanja su:

- E – trgovina,
- E – bankarstvo,
- E – marketing,
- E – uprava itd.

Veća primjena IKT tokom obrade i prenosa podataka, dovela je do tehnoloških promjena u bankama i drugim finansijskim institucijama. Ove promjene su dovele do nastanka virtuelnih banaka koje imaju mali broj zaposlenih i nemaju fizičke filijale, a povećalo se i korištenje elektronskog novca, te stvaranje nebankarskih institucija koje pružaju bankarske usluge.

“Uz pomoć elektronskog bankarstva, koje se još naziva i sajber-bankarstvom, korisnici mogu obaviti svoje bankarske poslove bez fizičkog odlaska u banku. Milioni ljudi svake godine koriste usluge elektronskog bankarstva i to upravo u onim finansijskim institucijama koje su bile toliko promućurne da ovu vrstu servisa među prvima ponude svojim klijentima. Konačno, upotreba tzv. “digitalnog keša“ će dozvoliti klijentu da on bude njegova lična filijala za određene rutinske transakcije. Klijenti će biti u stanju da nose kompjuterske naprave veličine džepa

Electronic exchange

Modern business is conducted in two directions:

- Enabling companies to quickly and easily transfer money and information among themselves, ie. Cooperation between the two legal entities,
- Focusing on the end users of products or services.

Electronic data exchange companies can send and receive information in a standard electronic format, via private networks. Business has become much cheaper, and SMEs have been granted the ability to use e-business. Electronic commerce has initiated a reorganization of almost all business activities. Specific aspects of electronic commerce are:

- E - commerce,
- E - Banking,
- E - marketing,
- E - government, etc.

Greater use of ICT during processing and Data transfer, has led to technological change in banks and other financial institutions. These changes have led to the creation of virtual banks that have few employees and do not have physical branches, and increased the use of electronic money, and the creation of non-bank institutions that provide banking services.

“With the help of electronic banking, which is also known as cyber-banking customers can do their banking transactions without physically going to the bank. Millions of people each year use the services of electronic banking and precisely in those financial institutions that were so clever that this type of service among the first to offer its clients. Finally, the use of so-called. “Digital cash” will allow the client to be on his own branches for certain routine transactions. Customers will be able to carry a pocket-sized computer devices to register the

kako bi registrovali plaćanja za robu i usluge i kako bi po potrebi prebacivali sume novca sa računa, ili će nositi "smart karticu", koja je u stvari elektronski novčanik u kome se nalazi određena suma elektronskog novca koji se može potrošiti. Kada klijent potroši elektronski novac na kupovinu robe i usluga, kartica se može elektronski „dopuniti“ ponovo, digitalnim kešom koji bi podržao buduće kupovine. (A.Seen, 2007)²

payment for goods and services and, if necessary, to switch sums of money from the account, and will carry "smart card", which is actually an electronic wallet in which there is a certain amount electronic money that can be spent. When a customer spends money on electronic purchase of goods and services, the card can be supplemented by electronic „again, digital cash to support future purchases. (A.Seen, 2007)²

Internet, Intranet, Ekstranet

Upotrebljavanje novih informaciono komunikacionih tehnologija zasniva se na Internetu, kao podršci kupovini, prodaji ili servisiranju. IKT omogućavaju umrežavanje i prenošenje mnogih informacija i podataka. Infrastrukturu za nove načine poslovanja predstavljaju umrežena računarstva u preduzećima, kućama i sl.

Internet, Intranet, Extranet

Using the new information and communication technologies based on the Internet, as well as support for the purchase, sale or servicing. ICT enable networking and the transfer of many information and data. Infrastructure for new ways of doing business are networked computing in businesses, homes and the like.

Tabela 3. Oblici povezivanja računarskih mreža
Table 3. The forms of linking computer networks

Forms a significant connection
Internet
Internet
Extranet

Danas internet predstavlja najveću i najvažniju mrežu i proširuje se stalno na sve više poslovnih organizacija, njihovih korisnika i mreža, a sve njih sjedinjuje u jedan globalni WEB.

Najpopularnije primjene interneta su:

- elektronska pošta (e-mail),
- pretraživanje sajtova na Web-u pomoću browser-a i participacija u diskusionim grupama (newsgroups) i chat-ovanje (chatrooms).

² http://www.meste.org/konf/Arhiva/Man_2012/pdf/RADOVI/Martinovic.pdf

Today it is the largest and most important network and extends to the floor on more business organizations, their users and networks, and combines them all into one global WEB.

The most popular use of the Internet are:

- Electronic mail (e-mail),
- Search sites on the Web using a browser and participation in discussion groups (newsgroups) and chatting (chat rooms).

² http://www.meste.org/konf/Arhiva/Man_2012/pdf/RADOVI/Martinovic.pdf

Internet e-mail poruke u vidu podataka, teksta, faksa, grafike, video fajlova i drugog, stižu za nekoliko sekundi ili minuta na bilo koju lokaciju u svijetu. Internet browser softver kao što je Internet Explorer omogućavaju milionima korisnika surfovanje Web-om klikom na multimedijalne informacione resurse (websites). (Mc Lean, 2003, str. 74.) Intranet predstavlja mrežu u okviru jedne organizacije koja upotrebljava IT (WEB browser – i, mrežni protokol itd.). Intranet omogućava dijeljenje informacija, hardverskih i softverskih resursa, komuniciranje, saradivanje i podršku poslovnom sistemu u okruženju koje je slično Internetu.

Ekstranet se sastoji od mrežnih linkova koji upotrebljavaju internet tehnologije radi povezivanja Interneta jedne organizacije sa Internetom drugih organizacija, tj. poslovnih partnera. Samim tim, omogućeno je kupcima, dobavljačima, konsultantima i drugim učesnicima, da pristupaju Intranet web site – ovima, kao i organizacionim bazama podataka. Ekstranet unapređuje saradnju između poslovnih partnera, omogućava online razvoj proizvoda, kao i marketing koji utiče na bolji dizajn novih proizvoda na tržištu.

ZAKLJUČAK

Informaciono komunikacione tehnologije su ostvarile radikalni uticaj na skoro sve tradicionalne načine života i rada, zatim su uticale i na sve segmente privrede i društva, promijenile dizajn korporacija, naročito u uslužnim organizacijama i sl.

IKT su dovele do toga da centralna osa svih poslovnih zbivanja bude kupac. IT su promijenile način na koji preduzeća posluju, a uticale su i na cjelokupan proces stvaranja proizvoda. One su, zapravo, preoblikovale i sam proizvod, tj. paket fizičkih dobara, usluga ili informacija, koje preduzeća moraju da obezbijede kako bi stvorila vrijednost za svoje kupce/klijente.

Savremene tehnologije imaju ogroman uticaj i na konkurentnost preduzeća. One omo-

Internet e-mail messages in the form of data, text, fax, graphics, video files and other, arrive for a few seconds or minutes to any location in the world. Internet browser software such as Internet Explorer allow millions of users surf the Web by clicking on the multimedia information resources (websites). (Mc Lean, 2003, p. 74.)

Intranet is a network within an organization that uses IT (Web browser - and a network protocol, etc.). Intranet to share information, hardware and software resources, communication, collaboration, and business support system in an environment that is similar to the Internet.

Extranet consists of a network of links that use Internet technology to connect the Internet one organization to the Internet from other organizations, ie. business partners. Therefore, it is possible to customers, suppliers, consultants and other stakeholders to access the Intranet web site - these, as well as the organizational databases. Extranet promotes cooperation between business partners, enables on - line product development and marketing affecting the better design of new products on the market.

CONCLUSION

Information and communication technologies have made a radical impact on almost all traditional ways of life and work, then they contributed to the economy and all segments of society, changed the design of corporations, especially in service organizations and the like.

ICT has led to the fact that the central axis of all business events to be the buyer. IT changed the way companies do business, and affected the entire production process. They are, in fact, transformed the product, ie. package of physical goods, services or information that companies must provide to create value for their customers / clients.

Modern technologies have a huge impact on the competitiveness of enterprises.

gućavaju preduzećima da vrše koordinaciju aktivnosti koje stvaraju vrijednost na udaljenim geografskim lokacijama. Primjenom IT tokom procesa obrade i prenosa podataka, došlo je do velikih promjena u tehnološkom funkcionisanju banaka, kao i drugih finansijskih institucija.

Informaciono komunikaciona tehnologija doprinosi efikasnosti poslovanja, unapređuje naše živote. Svuda u privatnom i poslovnom svijetu, savremena informaciono – komunikaciona tehnologija (IKT) je prisutna, tako reći, nezamislivo je većinu aktivnosti obavljati bez primjene IKT.

They enable companies to coordinate activities that create value in remote geographic locations. Using IT in the process of processing and transmission of data, there was a major change in the technological functioning of banks and other financial institutions.

Information and communication technology contributes to business efficiency, improves our lives. Everywhere in the private and the business world, modern information - communication technology (ICT) is present, so to speak, it is unimaginable that most of the activities carried out without the use of ICT.

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