Informatologia, 43, 2010, 2, 90-95

Title: CHANGE   MANAGEMENT AND HUMAN CAPITAL

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Key words: changes, reorganization, rationalization, modernization, human capital management

Abstract: Human capital management becomes in every business system becomes totally different. It is not only functional activity, but also new business philosophy, which must be used at all management levels. TTIn such circumstances, managers will receive a new mentorsku role and mission to promote and co-workers learn to accept change and to adapt more easily to a better future tomorrow. This work is being thought about new challenges, technologies and concepts, changes in management of human capital. Analyze the new role of leaders and managers in modern business. Presents the structure elements of human capital. Explore new aspects and trends, and possible ways of restructuring.

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Title: SYSTEM PROCEDURES AND ERRORS IN CLIENTS DATA SYNCHRONIZATION IN INSURANCE COMPANIES

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Key words: customer, integration, syncronization, insurance company, process model.

Abstract: The paper describes activities and errors in customer integration process. It also illustrates a process model of customer data integration in an insurance company's information system. Basic business processes in insurance companies, sales and damage are the key source of data on customers. The process of business information system integration is necessarily accompanied by the process of customer data integration, as the basic entity type, i.e. the central table in the database. The decomposition of process integration was conducted and the activities of a given stage are described in detail. The process was applied and tested on damage applications and insurance sales applications. The process of customer data integration is decomposed into three stages: analysis, preparation and integration. Each stage consists of more than one activity, and certain activities are further decomposed. The process model of customer synchronisation is also shown, as one of the key activities in customer data integration.

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Title: INFLUENCE OF RELIGIOUS FREEDOMS ON COMMUNICATION AND CONFIDENCE AMONG NATIONS

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Key words: communication, faith, freedom, nations, technology, religion

Abstract: The paper theoretically analyzes and explains religion, beliefs and religious tolerance in terms of civic influence on choice of religious freedoms, communication and reliance among nations. The comparative analysis and empirical pilot study was conducted on the example of the focus groups: in Croatia, Slovenia, Serbia, Bosnia and Herzegovina, the attitudes and opinions of citizens on religion and religious freedom was explored. Research has shown the interdependence of religion and beliefs with the civil conviction of belief in the supernatural spiritual beings that determine the man's religious freedom, moral, social, communicative and civic norms and forms of civic behavior. Starting from a theoretical and

empirical analysis and from other discoveries made in the study, the paper proposes thirteen (13) concluding recommendations that potentially affect the freedom of religion, belief, tolerance, communication and trust among nations. Based on a theoretical and empirical analysis, the paper concludes that the future of civic tolerance, communication and trust among the other nations is in correlation with the man's religious freedoms and its creative spiritual, intellectual and communicative potential.

Informatologia, 43, 2010, 2, 112-115

Title: INFORMATION AND COMMUNICATION TECHNOLOGY IN SLOVENE EDUCATION SYSTEM - PRESENT STATE AND TRENDS
Author(s): Ivan Gerlič
Affilation: Faculty of Nature Scienties and Mathematics, University of Maribor, Maribor, Slovenia
Abstract: The following article analyses some results of investigation "Present state and trends of using computers in Slovenian primary and secondary schools". This research the author performs biannual for Ministry of education and sport and national project "Informatization of Slovenian education system". Research project has covered the following topics: analysis of ICT, design and definition of didactical aspects of ICT in Slovenian learning system, design and definition of didactical forms, methods, approaches, models of ICT in education and training, their practical value, and compatibility with contemporary educational systems goals. The article presents some problems on educational hardware, software, pedagogic staff and some didactic criteria of learning Informatics and Computer sciences and computer applications in the Slovenian educational process.

Informatologia, 43, 2010, 2, 116-121

Title: NECESSITY OF EDUCATION CHANGES UNDER DEVELOPING INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)
Author(s): Wojciech Walat
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Abstract: It is assumed that another technological revolution – known as cognitive – will open schools to the intellectual achievements of mankind in the scope and extent that have not been experienced yet. However, it requires the change of schools themselves as acquiring such great extent of knowledge is based on the experience of applying regulations and principles of dealing with information, profound intellectual sensitivity since learning is a manner of incorporating into culture.

Informatologia, 43, 2010, 2, 122-125

Title: PUBLIC LIGHTING IN THE COMMUNICATIVE URBAN CONTEXT
Author(s): Melita Rozman Cafuta
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Abstract: The article explores holistic approach of understanding the importance of lighted urban environment. The city at night is quite different from the city during the daytime. In the evening, attention is focused on the effect of the light; during the daytime it is the support structure that plays a part in determining the public appearance. The requirements for the successful lighting are: visibility of objects that ensure safety and orientation, recognition of traffic

situation, the ability to create comfort and well being, limited or shielded light brightness, and suitable color of the light to the surrounding and visible role in social interaction. Considering all demands a city has an attractive and inviting appearance, even after dark. The lighting creates a pleasant atmosphere, but should not dominate. On the other side, even qualitative created artificial light has some negative environment burden usually called light pollution. The article presents some possibilities to achieve the balance between realization of positive lighting aspects and improvement of negative illumination effects.

Informatologia, 43, 2010, 2, 126-138

Title: THE CONCEPTION STRUCTURE MODEL FOR CROATIAN GLOBAL COMMUNICATION SYSTEM
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Key words: mainframe, information infrastructure, hub topology, computer system, network management, database, communication system, data integrity, hub function, data management, hub topology, large organization
Abstract: Information systems (IS) users in all sizes and types of organizations are moving toward a new synthesis of centralized and distributed computing. A new paradigm, defining the role of the mainframe within an enterprise model, is emerging. It combines the performance, flexibility and user-friendliness of small systems with the inherent economies of scale of central IS operations. The advantages of organization-wide consistency in data management, information distribution, system architectures and networking environments are creating new values for IS in this scenario. In this context, new roles can be clearly seen for the mainframe toward new millennium. Mainframes will remain viable in applications which represent genuine, organization-wide economies of scale. Similarly, mainframes will continue to play a vital role as platforms for large, mission-critical applications which leverage unique strengths of mainframe-based hardware and software architecture. Mainframes are also moving into a new role in strategies for distributed computing in open, heterogeneous networks. The core mainframes strengths are in data management. This involves the management of large databases and storage volumes, along with the movement of large data volumes. High bandwidth input/output facilities enable mainframes to act as hubs in enterprise-wide backbone networks. As database servers, mainframes maintain, protect and ensure the accessibility of critical data for all users within organizations. As enterprise resource managers, mainframes increase the cost-effectiveness and availability of distributed computing solutions by providing new services for the management of large, dispersed bases of midrange systems, personal computers, workstations and local area networks. These synergistic strengths in data management, resource management and resource integrity define new value for mainframes within multiplatform IS portfolios. Users who employ them effectively will be more able to achieve the gains of distributed computing without corresponding increases in complexities and support costs. They will also be able to leverage the mainframe role as enterprise data manager in new, high-impact applications for the collections, distribution and exploitation of important business information. The mainframe is an enterprise system. It will play a vital part in creating new business values through IS-driven improvements in organizational competitiveness efficiency and dynamism toward new millennium.

Informatologia, 43, 2010, 2, 139-142

Title: TEXTBOOK FOR TECHNICAL STUDENTS INTHE LIGHT OF BOLOGNA PROCESS
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Key words: textbook, Bologna study process, technics, didactics, methodology
Abstract: Bologna process should bring changes in terms of organization and methodology, improve the quality of the study process and consequently advance the quality of the knowledge, shorten the study period and encourage the successful termination of the studies. In the course of achieving those aims, a textbook plays an important role. The question, however, arises, how to devise a comprehensive

textbook for students of technics, which would lead the students towards the scientific research within the field of technics and promote their intellectual and personal development. Moreover, it should stimulate the students in discovering, reaching conclusions and debating, leading them at the same time towards independent professional productivity. The author of the textbook is therefore faced with a responsible and highly demanding task: how to choose the proper subject, present it in a methodologically and didactically coherent manner, include new media of knowledge transfer and encourage the student towards adopting those sources. Furthermore, the textbook should not lack the activity and channel diversity, bearing in mind thought- provoking, sensory, productive, reproductive ecc. activities. The article for that reason proposes one possible way of addressing the fore-mentioned questions with which the author of a textbook for technical students is inevitably confronted.

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Title: NEW FORMS OF WORK IN NETWORK SOCIETY
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Key words: Work, Internet, Network, Network society, mobility, teleworking, global virtual team, social isolation.
Abstract: The appearance of global communication, Internet, network and network society caused the structure transformation in one of the basic sociological category- human work. Within new society – network configuration as a key of the infrastructure that allows exchanging information and knowledge, we can find forms of work which posses their own, essential and different dynamics, structure and validity with the key feature known as mobility. New forms of work include the high rational, non-birocratic working places and temporary employment. Teleworking- as a work on distance and global virtual teams are the illustrations of work in virtual space characterized by flexibility, geographical dispersion and higher competition. Together with the positive socio cultural aspects of expanding the network referring to the new pattern of social interaction, the authors' stress a negative

consequence such as social isolation, "collapse of communication" and family life. In that context, the future investigations will continue with the researches of insufficiently explored concept of mobility, space and temporal flexibility, and their implications on the forms of work.

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Title: RESEARCH OF ROLE AND MEANING OF ETHICS IN MARKETING DECISIONING OF MEDIA
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Key words: Ethics, Ethical Problems in Marketing, Ethical Code, media etics, market research
Abstract: Ethics in marketing is a theme that opens series of different questions and is an area of an increasing importance. The goal of this work is to illuminate the importance of ethical problems in marketing and help you gain ability of ethical deciding in marketing. If you do comprehend the meaning of ethics in marketing it will ease you the solution of ethical problems of certain firms or media. Problems related with marketing ethics are as old as marketing itself. This work gives insight on role and meaning of ethics and social responsibility in marketing decision making. First we define the ethics in marketing, after what we discuss the factors which influence ethical decision making in marketing. Selected ethical problems in marketing are: It is discussed how to raise the ethical level in marketing decision making and influence of marketing decisions on society is discussed. Also some of existing strategies which involve in work of social responsibility of marketing are shown. The work is concluded in comparison of moral and ethical code. We can conclude that ethics are profitable for a firm on a long term basis. Ethics and ethical behavior are always the result in unique, personal decision. The desire of a certain short run indulgence can make people do some unethical behavior. Unethical behavior could result in a moment success, but it could never be a basis for a long term profitable, truly marketing business. Customers/buyers, business subjects and society, always recognize and judge unethical people, firms and media.