

LEARNING VERSUS „TRAINING AND TEACHING,, FOR QUALITY (LTT) IN AGRIBUSINESS

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ABSTRACT

To many people in business learning means training. They seem to see learning as a frill, with no link to business results (or other desired results). At worst, learning means „taking in information,,-listening to a lecture or reading an assigned text, with no relevance to the future you are creating. Training is the single most important factor in actually improving quality, once commitment to do so is present. Learning always occurs over time and in „real life,, contexts, may be difficult to control, but it generates knowledge that lasts, enhanced capacity for effective action in settings that matter to the learner. That means quality learning and training must be continuous to meet not only changes in technology, but also changes involving the environment in witch an organization operates, its structure, and perhaps most important of all the people who work there. All organizations learn-in the sense of adapting as the world around them changes. But some organizations are faster and more effective learners.

Key words: *learning means training, business results, effective learners, quality approach, learning organization for quality*

Introduction

Every organization should define its policy in relation to quality. The policy should contain principles and goals to provide a framework within which learning and training for teaching activities will be planned and operated. This should be communicated to all levels. A matrix structure is characterized by a dual authority system. In a service-line structure, a single person is responsible for all aspects of group of organization.

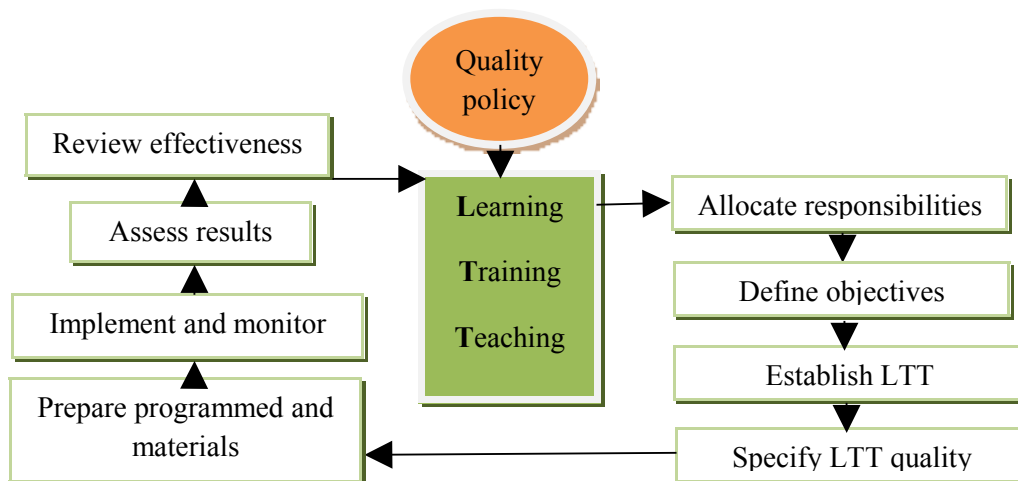


Figure 1. The quality LTT cycle

All managers have a responsibility for ensuring that personal reporting to them are properly trained and competent in their job. This responsibility should be written into every manager’s job description.

A systematic approach to quality LTT

LTT for quality in any organization should have, as its first objective, an appreciation of the personal responsibility for meeting the, customer, requirements by everyone from the most senior

executive to the newest and most junior employee. Quality LTT will not be fully effective, unless responsibility for the quality policy rests clearly with the chief executive. One objective of this policy should be to develop within the organization a climate in which everyone is quality conscious and acts with the needs of the immediate customer in mind. Quality objectives should be stated in relation to the overall activities and the place of LTT in their achievement.

Material and methods of work

The following research methods or technique for data collecting are used:

- Method of evaluation and judging,
 - Method of comparative analysis,
- Method of continuing following.

An interview with the general, top managers

Research analysis which was used in this research represents total of the components which characterize the subject of researching, and it is consisted of questionnaires, measure instruments, techniques and time frame of the research. Standardized interview was done with top managers in 8 organization - wineries in 2010 - 2011

Results and discussion

The research began with a short description of the evolutionary development of each organization individually. Data are presented in the following table, which can be seen during the existence and development of wineries over the increasing number of wines. The fact that a learning process is „known to operate,, in an industry is not quite the same as the consultant knowing what the quality requirements of industry or company are and how they differ from those of other industries.

| Vinery | Years of existence | Types of wine sorts at the beginning | Types of wine sorts now | % of increase |
|--------|--------------------|--------------------------------------|-------------------------|---------------|
| A | 13 | 5 | 23 | 360 |
| B | 2 | 5 | 5 | 0 |
| C | 3 | 3 | 5 | 67 |
| D | 10 | 9 | 9 | 0 |
| E | 9 | 6 | 10 | 67 |
| F | 7 | 6 | 24 | 300 |
| G | 11 | 7 | 25 | 257 |

and development of wineries over the increasing number of wines. The fact that a learning process is „known to operate,, in an industry is not quite the same as the consultant knowing what the quality requirements of industry or company are and how they differ from those of other industries.

Table 1. Description of evolutionary development organizations

All organizations should establish and maintain procedures for the identification of training needs and the provision of the actual LTT itself. Once an organization has identified the special skills required for each task, and developed suitable training and learning programmes to provide competence for the tasks to be undertaken, it should prescribe how the competence is to be demonstrated. On that way is generated satisfaction in organizational behavior by working. Below are represented data obtained from the responses of managers.

- There is a satisfaction in organizational behavior by working, based on LTT

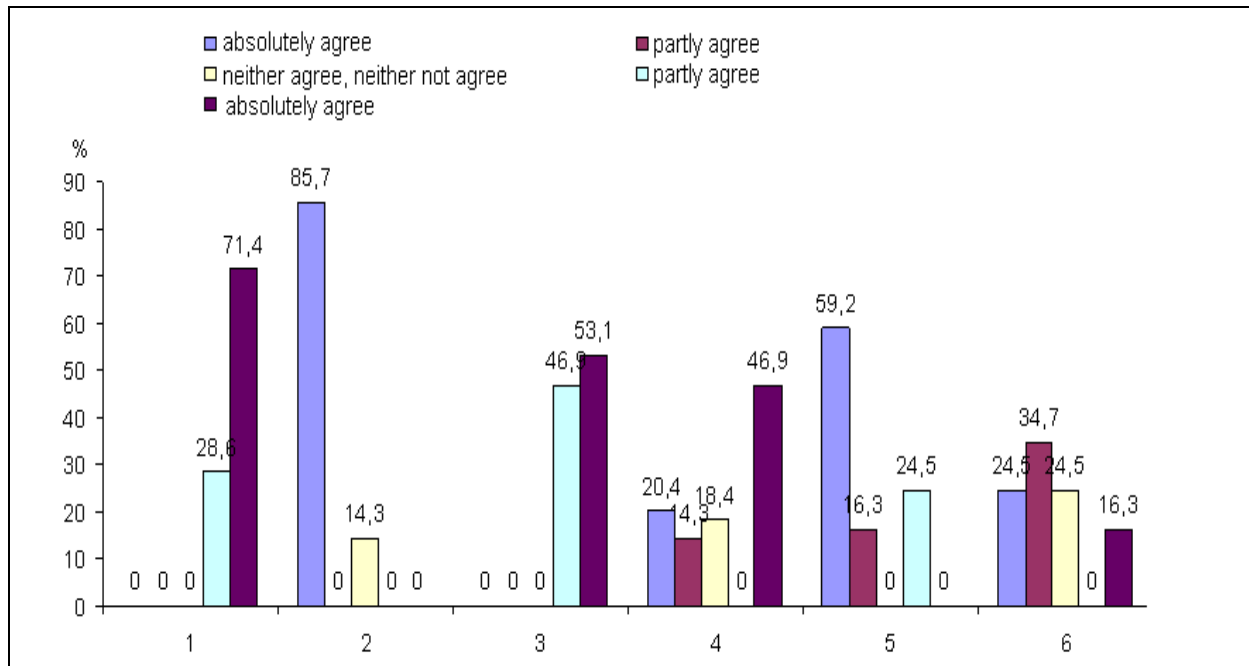


Figure 2 Data for organizational behavior based on LTT

1. I am giving the maximum from myself in order to help to the company
2. My feeling of loyalty to my organization is “low”
3. My values and organization’s values are similar
4. I would not mind if I work in other organization if the type of working is same
5. “I do not have” a lot of benefit from the organization, so I do not have to bind myself lifelong to this organization
6. It is often happening to me not to agree with company’s politics

For the successful implementation of LTT, the learning process must be followed up during the early stages of the programme in many forms, but the managers must provide the lead through the design of implementation programmers. That is connection

There is an emotional connection with the one’s own organization, managers and the other employees, they expense to make it more successful (71,42%), they are loyal to the company and ready to accept any work assignment (53,06%) only to work in their own organization. This is a fact which implies for high connection with the organization, not only the owner, but also the other employees too, because there is a similarity between personal, individual values of the employers and the values of the organization.

Summary

In introducing learning methods of process control, the most satisfactory strategy is to start small and build up a bank of knowledge and experience.

Profitable satisfaction of demand is a driving force that allocates the rare resources in the private organizations. The most effective producers are those which fully and the best satisfy the consumers demand, and they do that by a lowest price. The changes of demand are reflecting in a price change of products. This leads to change in a demand for rare resources. The result of this is a fully satisfying the consumers demand, the production is much effective and this lead to well being of the society.

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