

MANAGING THE ACHIEVEMENT PROCESS THROUGH SELFCONTROL

Elenica Sofijanova*, **Violeta Dimovska****, **Mite Ilievski****, **Darko Andronikov*****, **Borce Necev******, **Dafina Ristovska*******

**„Goce Delcev” University, Faculty of Economics, „Goce Delchev” No: 89, 2000 Stip, Republic of Macedonia, elenica.sofijanova@ugd.edu.mk,*

***Goce Delcev” University, Faculty of Agriculture, „Goce Delchev” No: 89, 2000 Stip, R.epublic of Macedonia, violeta.dimovska@ugd.edu.mk, mite.ilievski@ugd.edu.mk*

**** Goce Delcev” University, Technical – technological faculty, „Goce Delchev” No: 89, 2000 Stip, Republic of Macedonia, darko.andronikov@ugd.edu.mk*

***** Graduated Agricultural Engineer-Oenologist, Baccalaureus,NQF VI A, Republic of Macedonia, b.necev@gmail.com*

****** University “Goce Delchev”-Stip, Macedonia Master’s degree, MBA-management, ristovskadafina@yahoo.com*

ABSTRAKT

Responsibility for quality control during the operation of the process of transformation lies in the exchange of process engines. To achieve quality control variables must be controlled, that affect the quality and that may result from the activities of human beings, the nature of the materials, and the results of the equipment. It is perceived by the market research, through advertising and a new approach to workflow. Managers have the control in their hands only when they create the system and have created a climate in which their subordinates may have self-control. Then you can create mechanisms to provide clear standards of achievement in all areas, supported by appropriate training and jobs, to ensure that standards are achieved. Interaction between manager and subordinate means full commitment from both sides to have the realization of the goals to be agreed in the form of "contract" for the level of achievement of results.

Key words: change of quality, accountability, market research, education

Introduction

Clearly, the only point at which responsibility for quality is located is in structural units or the person who actually is doing the work. They are made through organization charts that graphically perceived hierarchical relationship of jobs in an enterprise. The sense of responsibility must be

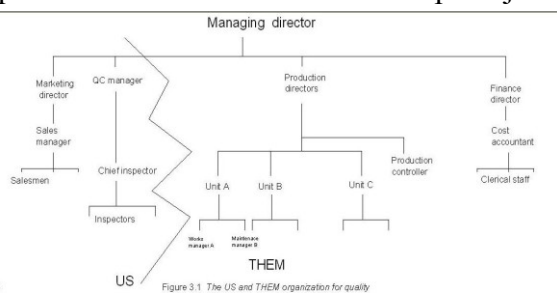


Figure 3.1 The US and THEM organization for quality

encouraged among all employees to follow written procedures agreed, to use the materials and equipment properly and as it is given to instructions to highlight existing or potential quality problems and to inform all the mistakes and problems, to assist in the training of new employees and young people, in particular by setting good examples. So, the establishment of positive goals of quality in an organization must be

accompanied by a clear allocation of responsibilities in the management structure. Responsibility for quality still continues with certainty the quality requirements of customers and continues till the final accept of the service or product by satisfied customers.

A system of quality management based on the fact that all functions share the responsibility for quality provides an effective method for obtaining and maintaining the desired standards of performance. The change implies continuous quality improvement of the quality of inputs, methods and processes of managing for achieving results. The creation of the system and organizational

climate allows self-control through which in turn, create mechanisms which provide clear standards of achievement supported by appropriate job positions.

Achievement incorporates articulated responsibilities, creation and development of indicators of achievement and preparing a plan of action. However, there are distractors (obstructors) in the organizational achievements:

- Inadequate transmission of useful information
- Lack of competence in decision-making and setting goals
- Low integration and inclusion
- Inability to identify and use the systems, methods and techniques for specific activities
- Unrealistic insights on the need and the role of training (training) and research

Therefore, there is a creation of mechanism for accountability and development in the enterprise by identifying the levels of authority, responsibility and mutual interpersonal relationship with all members of the management team.

There is required interaction that leads to mutual agreement, which gives a good exchange of ideas between the manager and his / her subordinates. The results are not a compromise but logical presentation of why such an outcome is acceptable. Talks which are leading to analytical, not on emotion, and that means



Only in this way the goals can be done in order to make improvements in the achievements and significant results, and at the end increased market competitiveness.

Managing the quality process

Improvements in achievement are managed through specified dimensions incorporated into the usual standards:

Quality change

New ideas and tasks

Taking risks

Introduction of continuous change

On-time resolution of problems

Market research

Initiate activities to which competitors react

“First” in the introduction of new products

Avoiding “fights” with competitors

Advertising

Emphasis on research and development

Education and new approach to workflow

New lines, products and services conducted without resistance

The necessary courage and a wide range of actions to achieve organizational goals

Decision-making in uncertain situations through increased use of potential opportunities

Material and methods of work

For the purpose of this paper was used methodology previously mentioned indicators explored in the wine industry in the country. It was used questionnaire PAEI styles Adizes adapted to the needs of this research, In particular, make a case study in a winery that is present on the Macedonian market for 17 years, with a total of 35 employees When founding in 1998. It all started with just 5 employees, with five wines and honorary 100000litri, as a family business without own vineyards Demand continuously growing, the quality has been recognized by consumers, so this winery today has 1200000litri wine, with 35 species labeled wines. From 2000god. this winery began planting their own vineyards, primarily to control kalitetot grapes, today has 65 acres of vineyards.

Special pride of this winery's wine Dishan - vranac (vineyards is 50 years old is 600 meters above sea level), initially sold 500 bottles a year in 2007. It has reached up to 1900 bottles per year, and from 2008 until today sold 30,000 bottles (limited quantity). Initially the market was only in Macedonia and in several neighboring countries, and today this wine can be found in America, China, Russia and many other countries worldwide.

Results and discussion

Quality is an economic category for which no real progress can occur without the full cooperation, dedication and achievements of all employees. It accepts full share of responsibility through full participation and managerial self-assessment of their own qualities incorporated in the collective quality, which is achieved through measurable achievements.

From the results of the survey, it can be concluded that the management team in this organization

- Pay full attention to “why it is working “and “how it will be done”
- Care about the future of ”what you work” by creating new ideas, new tasks
- Very careful in taking risks or uncertain ventures and therefore rarely doing “wrong things”
- The cooperation is high, in conflict situations is “self-control”

Top management favors a strong emphasis on research and development through technological development and innovation, as suggested by the fact that continually place new quality and kinds of wines (started a 5, and today there are 35 types of wine), is visibly present market productivity. Top managers in this organization have a firm belief that the nature of the environment, will require bold steps and a wide range of actions to achieve our organizational goals. ” When faced with decisions in situations involving uncertainty, our company usually brings a bold, aggressive stance in order to increase the likelihood of harnessing the potential opportunities.” This means that the greater participation in decision-making, as will be more motivation to achieve the desired result.

In this organization results are visible, concrete product - wine Dissan initially sold 500 bottles a year in 2007 with the change of technology (6 months serving this wine in barrels made from Macedonian oak) sales are continuously increasing.

Table 1. Constantly increasing the sales of the wine „Dissan,, on the market

year	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	total
2011	502	1308	482	598	570	506	374	643	1459	996	760	1336	9534
2012	395	199	896	849	759	1046	312	1853	552	740	837	2035	10473
2013	1372	736	645	725	415	614	1179	495	876	1123	777	3895	12852
2014	5344	1675	833	1213	1072	1430	1080	631	1871	891	2392	2691	21123
Average per month	1903,25	979,5	714	846,25	704	899	736,25	896,5	1189,5	937,5	1191,5	2489,25	13495,5

Management in the organization fully understood and applied the processes of achievement through self-control of all employees, he pointed out the impact of marketing or promotion of a product which is not something that will happen overnight, but is a process that takes place.

After analyzes and shifted approach of advertising or direct access to communication with vendors, waiters in the restaurant and often with customers, sometimes with wine criticist, the growth in sales is visible. Namely, product, wine “Dissan” is recognizable by the label, the product is recognizable by the packaging and the product is recognizable by content.

The survey, which were made for the purposes of this paper, suggest that it is very important to keep an eye on where the product is placed in the market, whether it is the appropriate place and whether it adequately heard that shelf is placed, whether ledge on which stands the product is at eye level to the consumer.

Then, the research concluded that this product has a target group of consumers, divided into two parts, the first part is the part of consumers with purchasing power A, and the second is the purchasing power B.

- Customers with Purchasing Power And fans of the product, but can not afford to buy only in the market.

- Customers with purchasing power B can buy the product in the market, but can afford the same product in expensive luxury restaurant where the price is several times greater than that which is in the market.

Required education of employees in the organization and all entities that have some impact on this product, be inferred from the study data. Only in this way will create conditions for development of wine culture, consumption of wine as a healthy and necessary brew.

Summary

Managers in this organization have control in their hands because they have a system and created a climate in which their subordinates can and have self-control. Then, created mechanisms and provided clear benchmarks for achievement in all areas, supported by appropriate training and jobs. Processes for managing accomplishments are composed of clear and unambiguous expression of responsibilities, development of indicators for achievement through open communication and prepared plans for action.

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