

Mjesto i uloga ljudskih resursa u upravljanju odnosima s klijentima na tržištu nekretnina

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Sažetak - Savremeni pristupi ekonomiji su svi prihvatili snagu i značenje intelektualnog kapitala kao primarnog i dominantnog kapitala svake organizacije. Ti pristupi su potvrđeni i mogu se primijeniti i na agencije koje se bave posredovanjem u prometu na tržištu nekretnina. Intelektualni kapital svoju snagu daje skoro isključivo kroz implementirani koncept inteligentne organizacije. Organizacije bez ljudi nisu integralne preduzetničke strukture u klasičnom smislu. Ljudi su oduvijek fokusirani na organizacije koje predstavljaju, ali su i određeno sredstvo, odnosno alat za realizaciju potreba. Ljudi su ujedno i element upravljanja odnosima s klijentima (CRM). U svim organizacijama, pa tako i zaposleni u agencijama za posredovanje u prometu nekretninama su dio intelektualnih resursa, a ovi neizostavan element CRM koncepta. U radu su obrađena četiri ključna aspekta i sadržaja upravljanja ljudstvom u ovim agencijama: primanje i selekcija ljudstva; učenje u organizaciji; motivacija ljudstva; razvoj karijere. Svi ovi sadržaji se fokusirano sagledavaju unutar CRM koncepta, ali i šire tj. U njegovoj ulozi u kreiranju konkurentne sposobnosti agencija na tržištu nekretnina.

Ključne riječi - Ljudski resursi, odnosi s klijentima

POSITION AND THE IMPORTANCE OF THE HUMAN RESOURCES IN THE RELATIONS WITH CLIENTS CONDUCT IN THE REAL ESTATES MARKKET

Abstract - The contemporary approach to economy are all accepted the strength and the meaning of the intellectual capital as the primary and dominant capital of every organization. Those approaches are confirmed and can be applied on the agencies that are engaged in the mediation in business of real estate market. Intellectual capital it's efficiently is giving even exclusively through the implemented conception of the intelligent organization. The organizations without people are not integral entrepreneur structure in the classical sense. The people are always focused on the organizations which they represent being also certain means i.e. the tools for the implementation of the requirements. People are in the same time an element of the relations with clients conduct (CRM). In the all organizations, so the employees of the agencies for the mediation in the real estate business are part of the intellectual resources, but the resources are binding element of the CRM concept. In this work four key aspects and the substances of the human resources conduct in these agencies are elaborated: admission and human resources selection, learning in the firm, people motivation and the advancement in service. All these substances are brought in focus inwards CRM concept, but even more widely, i.e. in it's role relating to the creation of the competitive efficiency of the agencies on the real estates market.

Key words - human resources, relations with the clients