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PRATARMĖ

PREFACE

Aukštojo mokslo vaidmens išskirtinumas dažnai yra siejamas su žinių ekonomikos, žinių visuomenės augimo, bendradarbiavimo su verslo pasauliu svarba. Įvairių verslo šakų konkurencingumas priklauso nuo jų gebėjimo diegti novacijas ir prisitaikyti prie naujo informacijos ir komunikacijos technologijų amžiaus. Akivaizdu, kad versle reikia aukštos kvalifikacijos specialistų, gebančių naudotis pažangiomis mokslo žiniomis. Todėl teigiama, kad aukštojo mokslo ir verslo pasaulio suartėjimas gali būti traktuojamas ne kaip papildoma

našta akademinėi bendruomenei ir verslo aplinkai, bet kaip iššūkis nusistovėjusioms tiesoms. Taip atsiranda niša aukštojo mokslo ir verslo institucijų bendradarbiavimui mokslo taikomųjų tyrimų srityje. Teigtina, kad ne tik verslui, bet ir edukacinei veiklai keliami vis didesni kokybės reikalavimai, taikomi išorinio vertinimo standartai. Edukacinė veikla turi atliepti poreikį ugdyti profesinei veiklai reikalingas kompetencijas.

Įprasminti edukacinės ir verslo aplinkos bendradarbiavimą leidžiamas mokslinių straipsnių žurnalas „Mokslas ir edukaciniai procesai“.

Šiame numeryje autorių pateikti tyrimai skirstytini į edukacinius ir verslo srities. Edukaciniai tyrimai apima dėstytojų motyvaciją siekti profesinio meistriškumo, mokytojų reputacijos ir įvaizdžio raišką, kompiuterinę vizualizaciją mokymosi paradigmoje bei profesijos užsienio kalbos studijas, turizmo organizaciją kaip besimokančią. Atlikti tyrimai verslo srityje akcentuoja konkrečių įmonių organizacinės kultūros tobulinimo galimybes, aplinkos apsaugos vadybos sistemos veiksmingumą, „mobingą“ darbuotojų santykiuose, streso ir sudegimo sindromo sąsajas, kaimo turizmo paslaugų pasiūlos ir paklausos pokyčius.

Tikėtina, kad atliktų mokslo taikomųjų tyrimų publikavimas praplės verslo ir akademinės bendruomenės bendradarbiavimo galimybes, skatins mokslines diskusijas įvairių mokslų sankirtoje, išlaikant teorijos ir praktikos dermę.

Kviečiame ne tik socialinių, bet ir kitų mokslo sričių tyrėjus (mokslininkus, dėstytojus ir studentus), darbdavius ir absolventus, verslo srities atstovus praktikus pristatyti savo idėjas ir tyrimų rezultatus, inicijuoti mokslines diskusijas, ieškant tyrimų problemų sprendimo ir naujų bendradarbiavimo galimybių.

Mokslinė redaktorė dr. Inga Iždonaitė-Medžiūnienė

The peculiarity of higher education role is usually linked to the development of knowledge-based economy, knowledge-based society and the meaning of cooperation with business environment. Competitiveness of various business areas depends on their ability to implement innovations and adapt to new age of information and communication technologies. Obviously, business requires high qualification specialists that are able to use innovative scientific knowledge. Therefore, it is claimed that close relations between higher education and business environment may be interpreted not as an extra burden for both academic and business environments, but as a challenge for already established facts. So, the niche for higher education and business institutions cooperation in the area of applied scientific research is created. It is affirmed that strict quality regulations are set and outside assessment standards are applied not only for business, but for academic institutions as well. Educational environment has to match and complement the demand of development of competence vital for professional activities.

In order to encourage cooperation between academic and business environments a scientific journal "Science and Processes of Education" is being issued.

This volume of the 1st issue of 2010 contains research results that can be divided into educational and business. Educational research in this issue deals with lecturer motivation to search for professional mastery, expression of teacher reputation and image, computerized visualization in a learning paradigm, professional foreign language studies, and tourism organization and a learning organization. Moreover, business focused research is based on organizational culture development of certain companies, environment safety system management efficiency, mobbing in employee-based relations, correlation between stress and burnout syndrome, changes of rural tourism services supply and demand.

Hopefully, that publications of conducted applied scientific research will enlarge the possibilities of business and academic community cooperation and will encourage scientific discussions on the crossing points of integrative sciences in tune of theory and practice.

We invite researchers (scientists, lecturers, and students) not only of social, but other sciences as well, employers, former students, and business representatives-practitioners to present their ideas and research results and initiate scientific discussions, which will help to come up with research problems solutions and new cooperation possibilities.

Scientific editor Dr. Inga Iždonaitė-Medžiūnienė

FACTORS OF LECTURERS' MOTIVATION TO SEEK PROFESSIONAL MASTERY AT THE HIGHER EDUCATIONAL INSTITUTION

*Remigijus Bubnys,
Natalija Šedžiuvienė*

Summary

The individual's behaviour in the organisation is determined by various internal and external contradictory and sometimes difficult to explain factors. To motivate employees means to perceive their interests and provide them with the opportunity to implement abilities in the work process (Juozaitienė, Staponkienė, 2003). Motivation is one of several factors determining activity results, namely: abilities, resources and conditions in which the activity is carried out. Theory and practice of motivation analyse the never ending processes, based on the attitude that eventually motivation may "disperse" (Žaptorius, 2007). One of the key elements determining positive human relations in the organisation is *motivation of professional mastery* (Robbins, 2003; Barvydienė, Kasiulis, 2004; Baršauskienė, Janulevičiūtė, 1999). Having generalized research results on employees' motivation in the organisation (Ratkevičienė, 1999; Jazdauskaitė, 2004; Marcinkevičiūtė, 2004; Pakalkaitė, 2007; Paliduskaitė, 2007), the following key factors motivating the individual's activity in the organisation can be indicated: the content of the professional activity, employees' motivation system and its efficiency, satisfaction with the carried out activity, significance and acknowledgement of activity productiveness, promotion and the possibility of professional development, atmosphere in the organisation, and peculiarities of interrelations among employees. **Problem questions:** 1) How do lecturers of the higher educational institution evaluate the means of motivation and ways to seek professional mastery at the higher educational institution? 2) What key factors determine lecturers' motivation to seek professional mastery at the higher educational institution at different levels of the organisation (of the higher educational institution, faculty and department)? 3) What are the main problems that reduce lecturers' motivation in the professional activity? **Research subject:** factors of lecturers' motivation to seek professional mastery at the higher educational institution. **Aim:** to analyse the factors promoting the efficiency of lecturers' motivation to seek professional mastery at the higher educational institution. *Closed-ended questionnaire* was employed for data collection. The answers were processed employing

SPSS (Statistical Packet for Social Sciences-Windows Release 14.0) statistical analysis software, applying *descriptive statistics methods*.

The research was attended by 126 lecturers of Šiauliai College. The article analyses the data of 97 research participants who submitted fully filled in questionnaires.

To sum up the research results, it can be stated that, comparing the motivators that determine the lecturers' professional mastery at the higher educational institution, the gap between the levels of the department and the college becomes distinct. The largest number of activity stimuli manifests itself at the level of the department and less, at the levels of the faculty and the college. More incentives to undertake new activities and seek professional mastery come from departments, less, from the faculty and the college. At all levels there is a concern about the lecturers' professionalism and professional development; however, the respondents doubt as to the certification system and the requirements that are inadequate to the lecturers' abilities and possibilities.

In the employees' opinion, lecturers' motivation to seek professional mastery at the higher educational institution is sufficiently effective and developed. The heads evaluate the employees' professional mastery according to clear criteria, looking for attractive means of motivation, enabling to carry out professional activities more efficiently. Lecturer's motivation to seek professional mastery is determined by *internal* (meaningfulness of the carried out activity, personal recognition and the need to develop and seek career, becoming the specialist in one's field, and thank-you) and *external* (the crucial factor for seeking mastery is inter-compatibility of work pay system, directed to the academic activity load) motivators. Most motivating factors are at the level of the department, less, of the faculty and college. The lecturers are praised and appreciated for the carried out work most at the departmental level. As to the college level, the lecturers who have done something important and necessary feel insufficiently appreciated and induced. Lecturers doubt about the possibility to take part making general decisions at the level of the faculty and college. Main problems that de-motivate lecturers at all professional activity levels in the organisation are insufficient autonomy and freedom to make decisions, a lack of the possibilities to plan time and activities personally.

THE EXPRESSION OF PEDAGOGUES' REPUTATION AND THEIR IMAGE: DIMENSION OF THE ASSOCIATIVE STUDENT'S EVALUATION

Ieva Bilbokaitė

Summary

Organization philosophy is affected by the permanently changes of the cultural values. That frames a particular image about atmosphere in the organization, its psychological attributes. In this context school becomes an insular organization. It's important to recognize the image of pedagogues that displays by dimensions of the associative student's evaluation.

The results. Positive image of the pedagogues by their reputation dimension shows three categories. Students estimates positively pedagogues' ability to prepare them to sit for one's finals. The pedagogical profession associates with their deserts, that displays by their

selfless job results. Learning atmosphere scilicet interesting classes and sensibility for the students needs was evaluated positively.

Neutral pedagogues' reputation was reflected by the student's perception that every educator is an individual person, that's why he can be estimated by the particular specific position. The negative student's evaluation is detectable by their opinion, that some of pedagogues make criminal acts, which show like corruption and violence events. The research result shows that some of the pedagogues are in want of didactical abilities and professional knowledge. Similarly it emphasis law social position of the educators profession for low pays and hard work attribution. It is emphasized a disrespect dimension for the student.

ADVANTAGES OF COMPUTER BASED VISUALIZATION IN LEARNING PARADIGM CONTEXT

Renata Bilbokaitė

Summary

The biggest aim in the education system is consequential going to the learning paradigm. That paradigm is a new thinking way leading to the successful education process. But there is still a problem how to use paradigm correctly and how to make it essential part of human conscious. Postmodern world changed teachers' and student's relations because computers and other technological equipments created new environment. Computers and its possibilities are under discussions in social science and computer based visualization becomes very important research area in education. There is an assumption that computer based 3D visualization could help for teachers and learners to state learning paradigm and to build new education components. *The goal of the research is to enclose theoretically the advantages of computer based visualization in the context of learning paradigm.* The article is grounding by the conception of learning paradigm, also it is influenced but constructivist theory and by life-ling learning conception. There are used review of references and logical induction methods.

The results of research. Computer based visualization in education process could foster lot of advantages that are very important looking from the learning paradigm conception. It is easier for students to perceive and to understand difficult abstract objects and phenomena that become clear after visualization. When students understand themes they are enough competent to reflect and communicate expanding their knowledge because the 3D views are attaching attention and in this process memory becomes more active. Computer based visualization could help students to gain the education goals in the context of learning paradigm. It is obvious that students could organize their learning process and learning load giving more attention to visual perception which is essential for understanding scientific truths. The learners are constructing their knowledge and state the lifelong learning rights. The teacher's role in the context of learning paradigm could be defined as an equal subject with student in education process because teacher is using computer based visualization and explaining only things that are unclear, helps to find out, to reach the goals but never postulates the same for everyone. Teacher becomes also the learner because he must be always competent to use technology and to have professional

skills in the theory of the discipline. Teacher is organizer, consultant, instructor, learner who is not afraid of various education situations and the problem is the a stimulus for creation of education process.

STUDY PURPOSE OF ENGLISH FOR PROFESSIONAL USE AND INTERRELATION WITH OTHER SUBJECTS

Rima Jasnauskaitė

Summary

The study subject of a foreign language for professional use is an inseparable part of well-tailored curriculum of professional training programme as the abilities of using a foreign language for professional environment is a crucial quality for defining competitiveness of a new specialist in the labour market nationally and internationally. In order to improve the educational process of the language the theoretical analysis of the specific linguistic features is rather relevant. A foreign language for professional use is characterised by its specific lexis and specific context of application. The syllabi of the subject are recommended to be based on three fields of activities: to get information, comprehend and sent information necessary for accomplishment of professional activities and situations related tasks. A foreign language for professional use is communicative and functional according to its nature and character of application, so the level of language mastery can be assessed by the level of speaker's communicative competence the significant segment of which is the pragmatic aspect. The communicative competence is fostered via development of language skills; however, in this case each language skill might be given unequal emphasis in educational process.

The empirical part of the article suggests the combination of qualitative and quantitative research approach. The content analysis helped to reveal the subject purpose and goals of engineering English studies registered by the document of *The Regulation of study area of General technology (engineering) sciences* (2005) which groups English studies subject together with the ones of general education. The questionnaire answered by 845 research participants (college students studying according to 25 programmes of different engineering specialities) gave the self-assessment of the engineering English abilities gained during their studies at college. The research results showed that the educational results were assessed higher when the English subjects was closer related to the subjects of special professional training character rather than in the case when the language course was more linked to the studies of the subjects of general education.

EVALUATION OF REPUTATION FORMATION IN KAUNAS CITY TOURISM ORGANIZATIONS (*INCOMING TOURISM EXAMPLE*)

*Diana Komskienė,
Biruta Švagždienė,
Lina Kaminskaitė*

Summary

Incoming tourism plays an important role in economic life of Lithuania. Foreign tourists that come to visit Lithuania directly stimulate GDP growth. Usually they keep a lot of sectors busy, including food supply, accommodation, transport, entertainment sectors. Incoming tourism gives a positive effect to recognition of the country and public relations' activities that are mostly important while developing reputation of the organizations.

The better is the reputation of the company, the better are business results in the market. Each tourism organization pays special attention to achieve public attention to remind about itself: issuing news, organizing entertainment, making donations, sponsoring events or organizations. These activities promote public interest and form reputation (not necessarily good). As a consequence, it is important to know, how these organizations form their desirable reputation and whether these instruments are efficient. Knowledge of constructive aspects can be adapted by other organizations in formation of positive reputation.

Public relations helping to form positive image of the organization. Various authors separate means of public relations, however, the classification is distinct, in fact, only phrasing differs - all possible instruments are the same. These means can be distinguished into: collaboration with media, (visual materials, publications), public relations' events, news, materials, promoting individuality.

Kaunas tourism organizations and trip' organizers use image and public relations activities for their reputation formation as well. almost half of organizations uses communication with media and publications, less than a half use dialogues, and only a small part of organizations uses public relations campaigns. Most of the organizations believe that it is people that influence reputation mostly. The majority of the organizations think that their reputation is positive and confident. Almost the same part assumes that their reputation is good, a little less consider themselves as positive and trustworthy. The minority of the organizations feel that they are respected. Most of the respondents do not consider their reputation as negative and a little less disagree that their reputation is bad.

RESEARCH OF ECONOMIC MIGRATION REASONS OF UNIVERSITY STUDENTS

*Nida Kvedaraitė,
Aušra Repečkienė,
Renata Žvirelienė*

Summary

Migration of the residents of Lithuania is becoming one of the most serious threats to the country's socio-demographic situation, business development, innovations, competitive ability and preservation of cultural identity as well as actuates the loss of national intellectuality. The article examines theoretical aspects of migration and distinguishes the underlying causes: political, social-economic, cultural and demographic processes and personal factors. Dynamics of statistical indicators of economic migration revealed that the intensity of this process is mostly determined by the need of the migrants to search for jobs in other countries, resulting from the differences of salaries between countries.

Migration of the academic youth is approached as a complex issue that has not been adequately studied in Lithuanian scientific researches. Scientific problem of the research presupposed the need to choose the students of universities as an object of research and to highlight the reasons determining their economic emigration to target countries. The research was aimed at examining the theoretical aspects of migration while distinguishing the main motives encouraging the academic youth to migrate.

The research of economic migration reasons of university students disclosed the determinants of economic emigration. It was established that the following is important to university students in Panevėžys when considering going abroad: salary, better employment and career opportunities in foreign countries, country's economic and business environment, quality of living. However, economic emigration of the academic youth was mostly determined by salary, which is the most significant factor motivating to search for job abroad.

TOURISM ORGANIZATION TO LEARNING ORGANIZATION: KNOWLEDGE AND SKILLS REQUIRED REVIEWS THEORETICAL BACKGROUND

*Rimantas Mikalauskas,
Biruta Švagždienė,
Vilija Bitė Fominienė*

Summary

Tourism in the modern world is identified as one of the largest and fastest-growing and dynamic industries of the world, a significant economic activity of many developed and developing countries.

However, it is noted that workers of this industry often are uneducated, unskilled, and at the same time unproductive. Rarely, tourist organizations are treated as a learning organization, although in the current era of knowledge, a special attention is paid to the intellectual capital that includes human history and experience of the particular organization.

Such kind organization must operate in accordance, what should know employees about the organization, its business objectives, targets, environmental factors, the processes and structures before making their decisions. This is essential for the proper use of their resources to successfully realization the goals and objectives and for clear demonstration of such actions integrity and explanation.

Tourism Organization as a learning organization proceeds when in it is actively applied three groups of knowledge: technical / analytical, problem-and context knowledge.

Technical / analytical knowledge group is fundamental and the main for tourist organization as a learning organization, but at the same time this group without other groups of the knowledge isn't sufficiently valuable or informative. Problematic group of knowledge requires substantial perception of the real problems, which arise for the head or employees of organization. This knowledge group is actually existing and related with decision-making in the organization. Procedural problems usually associated with budget formation, with planning and analysis of activity, with studies of resources.

Knowledge relating with the procedures are more political than technical, and possibilities of its application becomes more theoretical. Contextual knowledge requires not only the organizational culture and perceptions of consumers needs, but also the environment in which employees operate. In fact, it is a form of organization wisdom, in which exist its technical expertise and understanding of business management methods. Contextual knowledge must be closely linked with the other two groups of knowledge in order to effectively solve problems in the organization.

To sum up the various definitions, can be pointed, that the debate on these terms is a regular feature and is not completed, as in this process participate experts of different fields - philosophers, psychologists, linguists, engineers. Therefore, before beginning a specific activity is appropriate to choose a pragmatic model and to keep it in analyzing and evaluating the practical needs and in creation, installation and exploitation of knowledge-based systems.

FACTORS ENCOURAGING SPORTS BRANCH CHOICE OF YOUNG BASKETBALL PLAYERS

Vytautas Padgurckas

Summary

Sports as a social phenomenon and part of the educational system of society, a means for personality self-development covers periods of childhood, adolescence and youth. The choice of sports activities and educational proceeding throughout these periods is highly influenced by age, sex, sports mastership, social environment, individual abilities, value attitudes (Barkauskaitė, 2001; Miškinis, 2002). **The aim** of this research is to estimate the factors predetermining the choice and encouragement for sports in the groups of 12-13-year-old basketball players comparing them by gender. The following **methods** were applied in the research: analysis and generalisation of scientific literature, questionnaire-based survey, mathematical statistics. The questionnaire-based survey of Šiauliai city sports school "Saulė" junior basketball players was carried out in order to find out the factors encouraging junior basketball players to make choices of the sports branch and for going in for sports. The research sample consisted of 38 girls and 54 boys.

After analysing the scientific literature, we can state that motives encouraging active participation in sports activities are distributed by scientists (Ebbeck and Gibbons, 1995; Kirjonen, 1991) into four groups: motives of reciprocity, motives of personal satisfaction, motives of personal image, instrumental motives.

During the research, it was estimated that the main factors encouraging junior basketball players at age the of 12-13 years to choose basketball were striving for achievements, wish to become a leader, popularity of basketball sports branch, wish to

strengthen self-confidence; whereas, medical staff advice, and mass media means did not impact their self-determination of going in for sports. Positive answers covered the range of 50–80%.

The research data allow us drawing the assumption that junior basketball players have particular factors which encourage them for going in for sports. Four most encouraging factors for going in for sports are singled out: wish to achieve good sports results, wish to be healthy and strong, to take part in sports competitions and to enrich free-time with purposeful activities. The following factors are singled out as not influencing their self-determination for going in for sports: suggestions of medical staff, mass media, striving for material welfare.

Keywords: *sports activities, factor, basketball.*

DEVELOPMENT OF ORGANIZATIONAL CULTURE IN ŠIAULIAI SCHOOL OF LANGUAGE DISORDERS

*Regina Ragaliauskienė,
Irina Žalienė,
Linas Žalys*

Summary

In a modern society every organization has to appropriately represent itself; then, organizational image becomes the main value. Image formation is a long-term process based not only on outside relations, but advertising consultants and an organization itself. While developing organizational culture, it is not enough to formulate aims and objectives. Mission and vision becomes also very important elements.

Culture is a complex of regulations, behaviour models, histories, myths, and metaphors. These elements form a culture and identify the meaning of being a member of an organization. From the historical and anthropological points of view scientific literature presents organizational culture as a centre of a group or an organization. That is all that can describe interpersonal relations and relations with outside groups, as well as the ways of how to reach aims.

Special schools are also organizations. Their organizational culture is also very important in society, because they are still not treated as normal organizations.

The research problem context is that the definition of special schools in Lithuanian society is almost one-to-one accordance: they are for students that are not able to be real members of society. Therefore, the problem itself is how to create an appropriate status of such schools through developing their organizational culture. The object of the research is organizational culture of Šiauliai Language disorders school.

The research helped to reveal the ways of how to regulate applicable status of such schools in modern society while developing organizational culture.

The research data is collected using questionnaire, which helped to analyse the school workers opinions about organizational culture.

EFFICIENCY FACTORS OF JSC „AURIVITA“ ENVIRONMENTAL MANAGEMENT SYSTEM

Olga Vlasova

Summary

The factors of operation of the environmental system of a construction enterprise as well as rising problems are considered in the present article. The possibilities of solutions of various ecological and natural resource issues by the management of environmental protections as the element of an industrial organisation in the sphere of economy are presented. The substantial objective of ecology management is emphasised – to reduce the impact of construction activities on environment especially in such organisations, which are engaged in industrial production. The management of environmental protection determines not only the increase of ecological safety of production but also the raise of financial production indicators. At present, various quality standards are widely used. Having implemented such standards, an enterprise would start working under the principles of general quality management.

International standards used for environment cleaning are designated to provide organisations with the elements of the system of efficient environment protection. Such elements may be connected with other elements of administrative management in order to help organisations in achieving their economic targets. Thus, the system of environmental protection based on ISO standards of the 14000 series is a part of the general system of administrative management, which includes an organisational structure, planning, liability, methods, procedures, processes and resources necessary in order to implement, realise, analyse and etc. the ecological policy.

An enterprise's concern about the policy of environmental protection makes positive changes to the image of the enterprise: both in respect of clients and suppliers. This proves that socially ethical performance of the enterprise (and the environmental policy is obviously a part thereof) may give not only moral satisfaction, but also may be useful to the enterprise – in the form of good image in society. Enterprises, which have implemented the system of ISO 14000 are treated as steady and reliable partners.

RESEARCH OF MOBBING IN EMPLOYEE RELATIONS: FEATURES AND EXPRESSION OF ATTACK

Jolita Vveinhardt

Summary

None of the informants interviewed during the research named the term of mobbing, although the victim's portrait perfectly corresponded to the classical portrait of a mobbing victim. This shows insufficient dissemination of information about the mobbing phenomenon among professionals. It was found that despite the obvious evidence of the harm of mobbing in theoretical and empirical studies of foreign and Lithuanian researchers the problem of dysfunctional relationships and psychological terror in Lithuanian organizations is not addressed in practice. Although the idea of a socially responsible organisation has been propagated for some years, managers of organisations still do not associate employee relations with the responsibility to the person and the society, and not all organisations consider the costs of minimization of conflicts and improvement of psychological comfort to be necessary. The specialists providing assistance to persons who

experienced the attacks do not have even statistical information about psychologically stressful situations and the extent of psychological terror in Lithuania in their disposition, because no special monitoring system was developed. This shows the lack of state involvement in dealing with the problem of mobbing. Victims consult the specialists when ingrained conflicts affect the mental health, depression develops. In order to minimize the mobbing phenomenon in organisations it is necessary to create state-wide monitoring and analytical systems; to increase public awareness of the mobbing phenomenon and develop the early assistance for people suffering from conflicting relations; to develop the system of maintenance of favourable climate in organisations, in this case the state and professional organisations play an important role. The specific characteristics of attack of victims in Lithuanian organisations are distinguished: the attack on the social and working planes, the lack of responsibility of managers; isolation of a victim, lack of assistance, unhealthy conflicts and long-term stress, negative social consequences conditioned by the development of dysfunctional relations. During the research the expression of attack on employees in interrelations was found: unhealthy communication, additional workload exceeding the possibilities, the intimidation of losing the job; the absence of moral and social responsibility for conflicts escalated in the workplace; the problem of assistance both inside and outside the organisation; suffering of employees exposed to psychologically stressful situations, inadequate attention of the organisation and the state.

LINKS BETWEEN STRESS AND BURNOUT SYNDROME IN THE WORKING ENVIRONMENT

*Jolita Vveinhardt,
Virginija Lušienė*

Summary

Many authors, having studied the burnout syndrome, agree that not all components of the burnout syndrome which were described by them are equivalent, i.e. some components are more frequent and more significant in comparison to the other ones. The steady, unique, harmonious understanding and development of self identity is the task of the whole life, otherwise, a person does not improve and he also experiences mental symptoms of regression, i.e. when he faces serious problems in his work a person as if returns to the behaviour model experienced in the childhood – when a person waits for help. The research performed by scientists shows that such help comes rarely in the working environment. The article is based on C. Maslach's, G. Grinberg's, H. Kohut's, E. Erikson's research and theories, the nature of the burnout syndrome is analyzed through the prism of emotional exhaustion, depersonalization, a person's self-evaluation, introspection and other factors. Analyzing the links between stress and burnout syndrome in the working environment, the work content, conditions, reward, a person's relationship with the head and colleagues, his feeling in the command, organizational climate is discussed as well as the influence of individual qualities and the appropriate behaviour on the communication and environment is presented. The method of the accidental sampling was selected for the survey. Questionnaires were distributed in various Lithuanian organizations of the public

and private sector. 107 respondents were polled during the survey. The results of the survey confirmed the hypothesis, i.e. permanent stress can become a reason for the burnout syndrome in the working environment.

CHANGES IN THE SUPPLY AND DEMAND OF RURAL TOURISM SERVICES IN LITHUANIA

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Summary

Separate Lithuanian regions, as in other countries, are not similarly developed in economic and social contexts. Several conditions determine different levels of region development such as unfair geographical area, historical conditions, industry recession, and market changes. The supply of rural tourism services depends on many factors such as social, economic, demographic, and natural; therefore, while developing tourism business, it is vital to evaluate influence of these factors on rural tourism service development. Especially, it is important for new farmsteads.

The research object is changes of Lithuania rural tourism supply and demand. The research aim is to investigate the changes of Lithuania rural tourism supply and demand. This research is completed using such methods as scientific literature analysis, comparative analysis, systemizing.

This article presents research of 2004–2008 rural tourism statistical data. The main source used in this article is Statistics department of Lithuanian Republic Government and statistical network of the EU (Eurostat). Annual data was used in order to evaluate macro-environment factors, because Eurostat presents annual macro-economic statistical data.

The research of rural tourism supply and demand has shown that 546 farmsteads offered accommodation services in 2008, and that is 1.5 per cent more than in 2007. The increase in rural tourism companies is obvious since 2006. More than 100 per cent increase is noticeable in the period of 2006-2007. The highest increased in number of farmsteads was in Alytus, Klaipėda, and Utena counties during the period of 2004–2008.

321.7 thousand of tourists visited and stayed in farmsteads in 2008: 33.5 thousand of them came from abroad. In 2007 farmsteads accommodated 9.6 per cent more customers than in 2008. 11.2 percent of them were local and 2.6 percent were foreign tourists. The analysis has shown that tourist number has tripled during the period of 2004-2008.