

## UTICAJ GLOBALIZACIJE NA LOGIKU EKONOMSKE ORGANIZACIJE

### INFLUENCE OF GLOBALIZATION ON LOGIC OF ECONOMIC ORGANIZATION

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**Apstrakt:** Cilj rada je da doprinese saznanjima o uticaju globalizacije na firme i logiku njihovog organizovanja. Ta saznanja uključuju poglede na prirodu i suštinu firme koja su nastala od 1937. i postala predmet interesovanja u ekonomiji posebno zadnjih 30-tak godina, ali i neke aspekte razmatranja prirode procesa globalizacije koja na radikalna način utiče na promjene načina struktuiranja firmi. Svakako problem rada je kompleksan, posebno što u nauci mnoga saznanja u ovom području su nekonzistentna i mnoga pitanja su otvorena. Smatramo neophodnim naučno istraživanje ove oblasti, jer očigledno da praksa odmiče velikim koracima, i da firme traže mnoge odgovore kako da usklade strategiju, organizaciju i okruženje. U radu ukazujemo da je neophodno uzeti u analizu i faktor neizvjesnosti koji je postao ekstremno važan u objašnjenju postojanja firme i njene uloge u koordinaciji i motivaciji ekonomskih aktivnosti. Firma je ustvari mehanizam za borbu sa povećanom neizvjesnošću, koju sve više uvećava globalizacija.

**Abstract:** The aim of this paper is to contribute increasing of knowledge about the impact of globalization on firms and logic of its organizing. That insight includes the views on the nature and essence of a firm which originated since 1937. year and has become the subject of interest economic theory, especially last 30 years, and also some aspects of the nature of the process globalization which has influenced radically the way of structuring a firm. The subject of this paper is complex because of the fact that many issues in this field are opened. A science research is necessary in this field due to a lot of practical question which comes from firms which asked for the way how to align strategy, organization, and environment. We point out that a factor uncertainty has become extremely important in explanation of existence firm and its role in coordination and motivation economic activities. A firm is mechanism for dealing with uncertainty, which is extremely present in the process of globalization.

**Ključne riječi:** firma, strategija, organizacija, performanse, koordinacija.

**Key words:** firm, strategy, organization, performance, coordination.

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