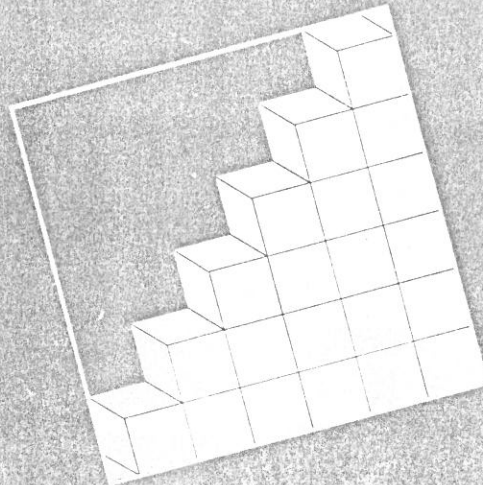


UNIVERSITY OF MARIBOR
FACULTY OF ORGANIZATIONAL SCIENCES

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MANAGEMENT AND ORGANIZATION DEVELOPMENT



COLLECTION OF PAPERS FROM
22nd INTERNATIONAL SCIENTIFIC CONFERENCE ON
DEVELOPMENT OF ORGANIZATIONAL SCIENCES

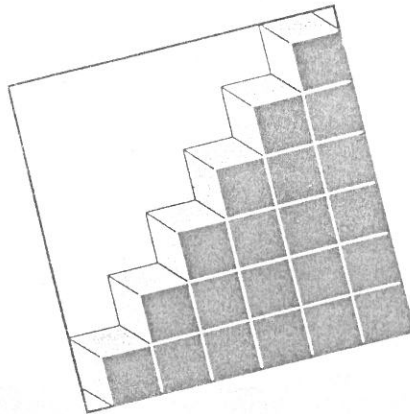
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Title:
Collection of Papers from 22nd International Scientific Conference
on Development of Organizational Sciences
Management and Organization Development

Editorial Committee:

Ph. D. Jože Florjančič
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Publishing house: Publishing house 'Modern Organization'
Printed by: Fleks d.o.o. Medvode
Information support of the conference: Ph. D. Borut Werber

Kranj, March 2003

CIP - Kataložni zapis o publikaciji
Narodna in univerzitetna knjižnica, Ljubljana

65.012(063)
65.01:007(063)
339.923:061.1EU

INTERNATIONAL Scientific Conference on Development of Organizational Sciences (22 ;
2003 ; Portorož)

Management and organization development : collection of papers from 22nd International
Scientific Conference on Development of Organizational Sciences, Slovenia, Portorož,
March, 26th-28th 2003 / [editorial committee Jože Florjančič ... et al.]. - Kranj : Modern
Organization, 2003

ISBN 961-232-151-5
1. Gl. stv. nasl. 2. Florjančič, Jože
122977280

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Impact of Internet and English on Future Managers

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Summary:

The importance of English grows rapidly in all fields of human life, including not only research and education but also marketing and trade as well as entertainment and hobbies. This implies that it becomes more important to know how to use Internet services. But although Internet services themselves are, generally speaking, not very difficult to learn and use, you will find yourself isolated on the Internet if you are not familiar with English.

In this article we will compare students' opinion of the importance of knowing English language and using Internet services and the impact of both to their future career. The research was carried out among the students, future managers, of Faculty of Economics and Tourism (FET) and Faculty of Technical Sciences (FTS) in Pula during the year 2002.

1. INTRODUCTION

Today, we have a world of free markets and of dramatic efforts almost everywhere to build open societies, democracies and economic opportunities for all. The national borders to business are falling fast. Globalization - a system that enables firms to operate in a dozen countries and increasingly integrate their research, their production and their marketing, supported by a financial system that knows no national barriers, is a reality. This reality is moving ahead at a tempo that is breathtaking. It impacts every aspect of businesses.

English and computers have seemed, for decades, to go together. Computers and the programs, which make them useful, were largely the invention of English speaking countries. The hardware and software reflected the needs of the English language. The early systems for text-based communication were unfriendly to accented characters and almost impossible for languages using non-roman writing system, while computer operators interacted with programs using instructions in English.

One of the most important computer-related technologies to emerge in recent decades with implications for language use is, undoubtedly, the Internet. The Internet illustrates the way technologies have been converging: television, telephone, music and document transfer all share the same distribution infrastructure. And new consumer technologies, such as multimedia computers and 'Web TV', bring them together in the home, school and workplace.

Over the last few decades there has been a significant shift towards direct, point-to-point communications, either person-to-person, or machine-to-machine.

This development is seen in both the telephone and the Internet: a PC on the desk of one executive or academic can connect directly to another PC on some far-off desk to exchange data.

Of course, the majority of mankind cannot use the Internet nowadays or in the near future, since they live in countries, which lack the necessary economical and technological infrastructure. But the Internet causes polarization in developed countries, too: people are divided into Internet users and Internet illiterates, and as the use of the Internet grows and often replaces traditional methods of communication, the illiterates may find themselves in an awkward position. (6)

This means that knowledge or lack of knowledge of English is one of the most severe factors that cause polarization. Learning to use a new Internet service or user interface may take a few hours, a few days, or even weeks, but it takes years to learn a language so that you can use it in a fluent and self-confident manner. Of course, when you know some English, you can learn more just by using it on the Internet, but at least currently the general tendency among Internet users is to discourage people in their problems with the English language. Incorrect English causes a few flames much more probably than encouragement and friendly advice.

2. THE PROCESS OF THE RESEARCH

The research was carried out on the sample of 124 students (72 students from The Faculty of Economics and Tourism "Dr. Mijo Mirković" and 52 from The Faculty of Technical Sciences-Polytechnics in Pula, who have been attending the first year of above-mentioned Faculties.

The students' attitudes were collected on basis of the questionnaire that contained mix of question types. It consisted of three parts: A, B and C.

In part A the students were asked to answer the following question:

Do you use Internet? (yes or no)

The part B contained the following question:

Do you use more:

- a) software in English
- b) software in Croatian.

The part C was made out of five statements:

1. The knowledge of English Language is very important for my future job as a manager.
2. The use of Internet is important for my future career.
3. The use of Internet is helping me in learning and practicing English language.
4. The knowledge of English language helps me to find information on WWW.
5. The knowledge of English language and using of Internet will help me to find a better job.

The students estimated them on the scale of Lickert's type. For chosen answers the following evaluations were predicted:

5 – I fully agree

4 – I agree

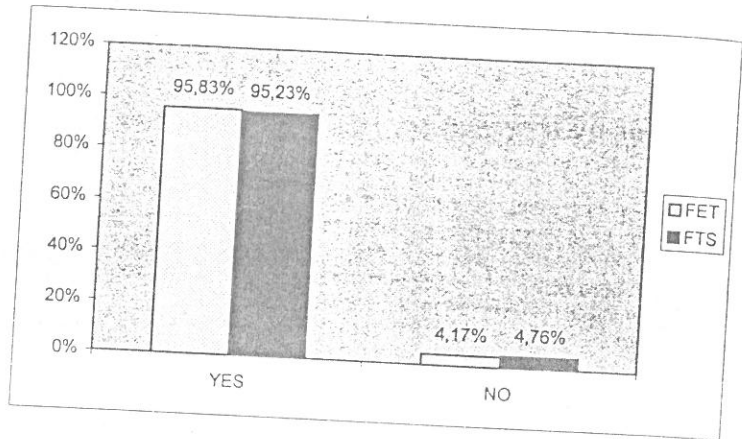
3 – I hesitate to give an answer

2 – I do not agree

1 – I do not agree at all

3. THE RESULTS OF THE RESEARCH

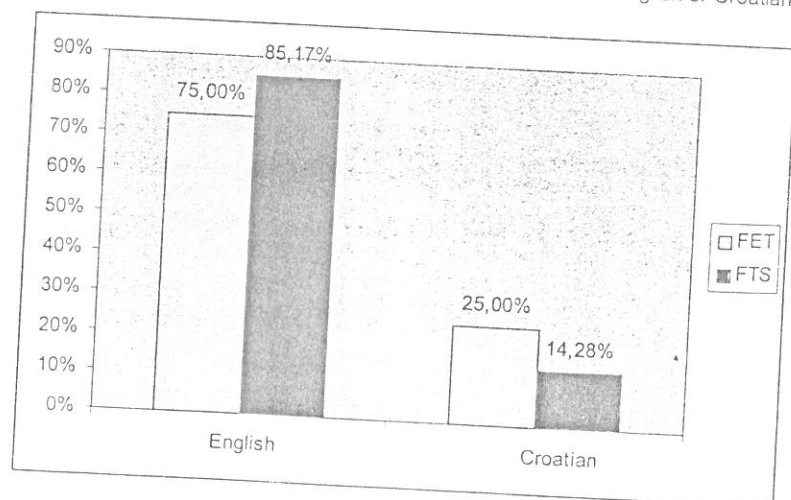
We wanted to investigate if students, future managers, use Internet.



Picture 1: The use of Internet

From the graph is seen that the majority of students of both Faculties use Internet (95,83% from Faculty of Economics and Tourism and 95,23% from the Faculty of Technical Sciences).

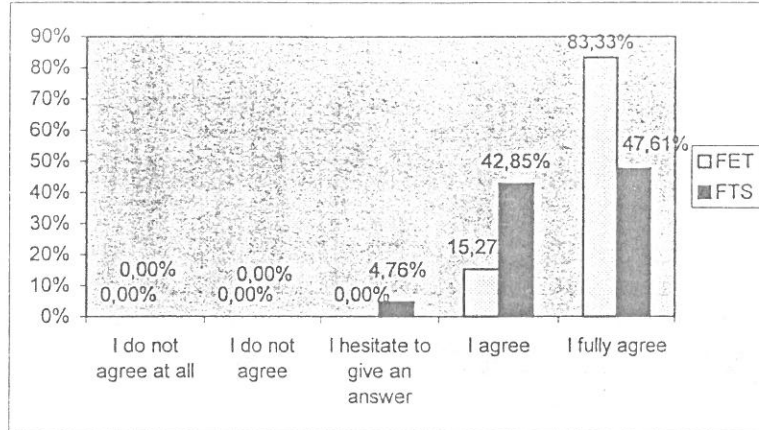
Our intention was to investigate if our respondents use more software in English or Croatian language.



Picture 2: The use of software (English vs. Croatian)

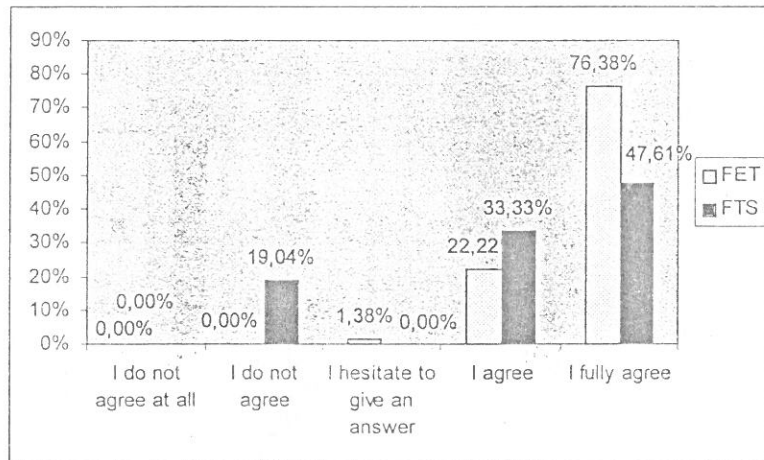
According to the results, a great number of students use software in English language. Only 25% of students who are attending the Faculty of Economics and Tourism and just a few students (14,28%) from the Faculty of Technical Sciences use software in Croatian language.

The results for the part C are the following:



Picture 3: The knowledge of English language is very important for my future job as a manager

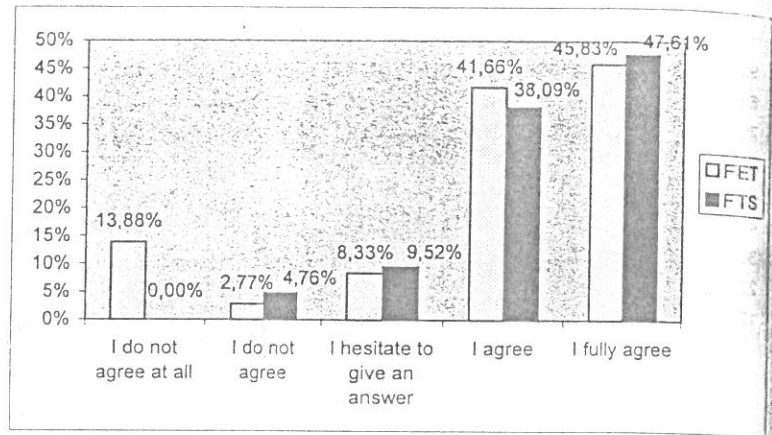
From the Picture 3 we can see that 98,60% of students from the Faculty of Economics and Tourism and 90,46% of students who are attending the Faculty of Technical Sciences *fully agree* or *agree* that the knowledge of English language is very important for their future job as a manager.



Picture 4: The use of Internet is important for my future career

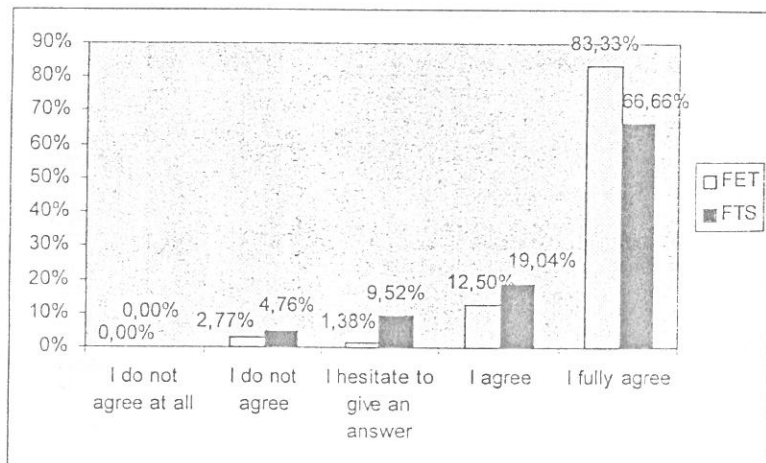
According to the results the students from both Faculties think that using of Internet is important for their future career.

We have to say that 98,60% of students from the Faculty of Economics and Tourism *fully agree* and only 1,38% of students *hesitate* to give an answer to the above mentioned statement. On the other hand 80,94% of students of Faculty of Technical Sciences *fully agree* or *agree* but a number of them (19,04%) do not think that to use Internet is going to be important for their future career.



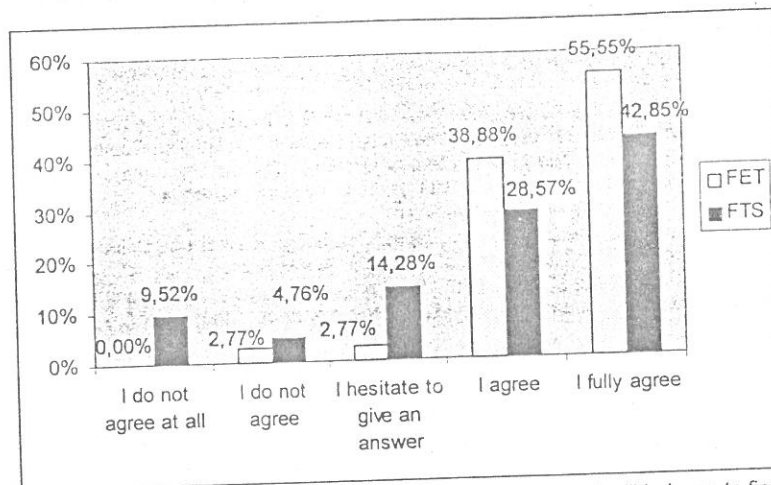
Picture 5: The use of Internet is helping me in learning and practicing English language

The results to this statement are very interesting too. We can see that 87,49% of students of Faculty of Economics and Tourism and 85,70% of students of the Faculty of Technical Sciences *fully agree* or *agree* with the statement that English is helping them in learning and practicing English language.



Picture 6: The knowledge of English language helps me to find information on WWW

As we expected, the majority of students (95,83% from the Faculty of Economics and Tourism and 85,70% from the Faculty of Technical Sciences) *fully agree* or *agree* that the knowledge of English language will help them to find information on WWW.



Picture 7: The knowledge of English language and the use of Internet will help me to find a better job

The majorities of students (94,43% from the Faculty of Economics and Tourism and 71,42% from the Faculty of Technical Sciences) *fully agree* or *agree* that knowing English language and the use of Internet will help them to find a better job. It is interesting that 13,28% of students who are attending the Faculty of Technical Sciences *do not agree* or *do not agree at all* with the above-mentioned statement.

4. CONCLUSION

English is the language of globalization. It is the language of the critical medium of our new era - the Internet. You can get prices from the Internet. You can see rivals spreading across nations and into markets that before seemed hard to penetrate. You can see much faster the impact of exchange rate movements on your international competitive position. You can harness technology to make you more efficient and strengthen your alliances with foreign partners.

According to the obtained results we may say that there is a great influence of Internet and English language on our respondents, future managers. The students from both Faculties are conscious that the global spread of English over the last 40 years is remarkable. Nowhere is the effect of this expansion of English into new domains seen more clearly than in communication on the Internet and the development of 'net English'.

To conclude our students are pretty sure that the knowledge of English, the language of international communication, and the use of Internet will help them to find a better job.

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