

Two Projects, Two Companies, Two Awards

22 October 2026 – Presentation of the Dolenjska and Bela krajina Chamber of Commerce and Industry's Exemplary Human Resources Management Practice awards for 2025 in Šmarješke Toplice, following an expert lecture on AI psychology and opportunities for digital transformation.

Šmarješke Toplice, 22 October 2026 – As part of the professional and ceremonial event **19th Human Resources Management Day: The Psychology of AI**, the Dolenjska and Bela krajina Chamber of Commerce and Industry presented the **Exemplary Human Resources Management Practice Award for 2025** to two companies for two projects whose innovative and systematic approaches have made a significant contribution to employee development, stronger organisational culture and communication, and the long-term success of their organisations.

The awards were presented to:

- **Krka, d. d., Novo mesto**, for its **MojaKrka** project, which uses a new and effective communication channel to encourage the engagement of all employees, strengthen their sense of belonging to the organisation, and help create a positive employee experience ([award citation](#));
- **Podgorje, d. o. o., Šentjernej**, for its **Leadership Development Programme**, which strengthens leadership competencies through a planned, long-term and systematic approach and supports the development of leaders as one of the key factors in successful business performance ([award citation](#)).

The evaluation committee recognised both projects as exemplary cases of modern human resources management. The projects demonstrate a strategic focus on employee development, the promotion of collaboration, stronger communication and organisational culture, and the creation of conditions for employees' long-term growth and development.

The **GZDBK Exemplary Human Resources Management Practice Award** is presented in the category of human resources management projects to companies whose successful practices demonstrate that employees are one of the key drivers of competitiveness, innovation and sustainable business development.

The award ceremony took place as part of the traditional professional gathering **19th Human Resources Management Day: The Psychology of AI**, intended for managers, human resources professionals and other people responsible for development within companies.

In the professional part of the day, keynote speaker **Dr Željko Ćurić** delivered an in-depth lecture entitled **The Psychology of AI**, examining artificial intelligence through the lens of people and the organisations in which they work. He encouraged participants to reflect on the impact of artificial intelligence on individuals, interpersonal relationships, decision-making, leadership, learning and the future of work. Particular emphasis was placed on how organisations can preserve distinctly human qualities amid technological change: critical judgement, creativity, responsibility, ethics and high-quality interpersonal relationships.

The day's second expert presentation focused on the opportunities offered by [SRC-EDIH 2.0](#), a European Digital Innovation Hub that **provides micro, small and medium-sized enterprises with free support for digital transformation**. Participants learned about a range of free professional services, opportunities to test advanced digital technologies before investing, training, consulting, networking and support in finding sources of finance. The project places particular emphasis on artificial intelligence, cybersecurity, robotics and advanced automation.

The professional programme thus offered reflection on two important questions in modern business development: how to keep people at the centre of technological change, and how to integrate digital opportunities into business practice as effectively as possible.

We concluded the [Human Resources Management Section](#) (SRČV) Day with an in-depth discussion of both exemplary projects. The speakers presented the background to their creation, key results, implementation challenges, and the impact the projects are having on employee development, communication, leadership and organisational culture.

[SRČV Membership Application Form](#)

The event took place as part of the [SRC-EDIH 2.0](#) project.

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