

# The role of soft skills in human resources management: self-perception of competences of Croatian managers

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## ABSTRACT

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Managing organizations is a complex set of activities that requires the possession of various skills and knowledge. Changes in the working environment conditioned by the development of new technologies, accelerated digitization, focus on profit and sustainability, the need for continuous networking, generational differences, are just some of the factors that strongly influence the perception of work, responsibility towards oneself and others. The aforementioned also influenced the change of the managerial and communication paradigm in which control (of work, productivity, information) is no longer the only goal, but the aspiration to guide the individual in achieving his own goals, as well as finding a balance.

**Keywords:** soft skills, human resources management, competences, communication, managers.