



COMPETITIVENESS AND HUMAN CAPITAL - ICT AND ECONOMY

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Abstract

ICT (Information and Communication Technology) sector became the leading driver of innovation processes in all countries of our world in last twenty years. Different levels of innovations are usually supported by different means, but only ICT have multiplication synergy effects on innovation in all sectors of a state economy. Comparison of main ICT sector indicators of new European Community members - Bulgaria and Romania is presented in this contribution. Main identified ICT indicators that are presented here are: share of ICT specialists on economic active population, its structure in two dimensions – Computing professionals and Computer associate professionals, expenses on information technology and on communication technology in economy and investments into the research a development work. Based on these indicators is presented the future probably development of these two countries after overwhelming the financial crisis.

ANALYSIS OF THE MULTICULTURAL OPENINGS IN THE GLOBAL BUSINESS CONTEXT

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Abstract

This paper presents the multicultural openings in the global business context. The advantages of knowing the typical cultural models of the country where a manager is going to develop his future activity are point out. This cognition is helpful for the prosperity of the company's activities and assures the prestige of the firm in a specific cultural background. The following cultural models are proposed for analysis: monochronic or Germanic cultural model, polychronic or Romanian cultural model, Japanese style, American style, model of Islamic countries, etc. Culture is one of the major influence factors for the relationships among human resources in the companies witch are developing business on an international level. The culture includes different value systems, codes, attitudes, traditions, which all have a great impact on the human resources.

FORMATION of ENTREPRENEURIAL COMPETENCIES through EDUCATION in UNIVERSITY POLITEHNICA of BUCHAREST

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Abstract

The goal of the research is to identify a model of formation mechanism of entrepreneurial competencies of the engineers' education in the Polytechnica University of Bucharest.

A competence is an underlying characteristic of persons, which results in effective and /or superior performance in a job. A job competence is an underlying characteristics of a person, in that it may be motive ,traits, skills ,aspect of one's self-image a body of knowledge, set of skills and cluster of appropriate motives/ traits that an individual possess to perform a given task. A job competency model is a description of those competencies possessed by the top performers in a specific job or job family. In effect, a competency model is a "blueprint for outstanding performance". Having understood a competence and having practiced the same in a given situation, one needs to introspect to find out how one's "new behavior" or act of exhibiting a competence has been rewarding greater the benefit , more will be one's determination to continue exhibiting the competence in a variety of situations. The originality of the work is to create a model for supporting change imposed by the reform of academic education - formation of entrepreneurial leadership competences - in accordance with the requirements of Bologna strategy.

Key words: Competencies, entrepreneurial competencies progress, formation mechanism



IMPROVING INTERNAL COMMUNICATION AT THE COMPANY'S LEVEL

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Abstract

The paper presents useful aspects for the organizations that want to improve their internal communication process. Improving the internal communication needs detailed planning, creativity and careful thought. In order to elaborate a successful internal communication plan, the management of the organization has to understand the causes of the most internal communication problems. Starting from a list of possible questions that the management of the organization should answer before developing an internal communication plan, the paper presents the steps necessary to develop, implement, monitor and evaluate it. Different tools were mentioned, that can be used, in order to improve the internal communication process.

Keywords: internal communication process, internal communication audit

MANAGEMENT OF CHANGE AND ECONOMIC IMPACT IN RELATION TO THE PROFESSIONAL RECONVERSION FOR THE PURPOSES OF ADJUSTMENT TO THE EUROPEAN LABOR MARKET

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Abstract

The society as a whole is a continuous transformation and evolution. The same is encountered also with each of the existing markets, starting from the one of the goods and services and to, or mostly, the labor market. Due to the emerged technologies, the requirements, needs and desires of the world we live in, new professions and jobs have appeared (head-hunter, specialist in compensations and benefits, internal auditor, integrated system management head), at the same time, many of the first-rate professions years ago became less important now.

WORK-LIFE BALANCE IN TODAY'S WORLD

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Abstract

Today, in an always changing world, many multinational companies remain open for 24 hours. Their employees need to work in day shifts and night shifts and that can damage their work-life balance. So a lot of people face the problem of balancing work and family life. Based on a research made in the frame of the project "Be Family Friendly! Training and Consultance for the Companies in Bucharest and Ilfov" cofinanced by European Social Fund through POSDRU 2007-2013, the article is focused on the rethinking the work schedule and on the promoting work-life balance (WLB) in today's dynamic environment. Key words: work-life balance, flexible working, gender, strategies.



THE REFORM'S MANAGEMENT IN THE SOCIAL SECURITY SYSTEM AND INTERGENERATIONAL AGREEMENT

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Abstract

The European recommendations on social security initiated by Directive no.2003/41/EC are used for the development of occupational pension schemes. They have emerged as a complementary system to relieve the social security system of a part of the tasks and as an alternative for ensuring an adequate benefit to the replacement income. The unitary pension system reformed by merging-absorption of the military pensions and the Ministry of Administration and Interior's staff pensions system is in disagreement with the current European trend. The suppression of service pensions, pensions of civil aviation career and of the diplomatic staff decreases the interest to voluntary support the redistributive pension system. The seeming contrary short-term interest of active people and the elderly can not be labeled as a disagreement between generations, although the utility functions being presently reported are different. In this study, I illustrate that Management of pensions' reform in Romania leads to widening the gap between the contributions paid and pensions and to increasing the financial imbalance in the Public Pension System.

Key words: *reform, occupational pensions, civil aviation, military pensions, intergenerational agreement, social security*

DEVELOPING AND SUSTAINING EFFECTIVE TEAMS – A SOLUTION FOR ROMANIAN COMPANIES

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Abstract

Dynamic organizations are defined by their ability to reinvent the rules of business for creating and exploiting new opportunities and for adapting rapidly to the evolving environments in which they find themselves. Organizations are becoming more leveled, leaner and more agile; the organizational structures that have emerged do provide flexibility, diversity and better access to information to all members of the organization. The purpose of this paper is to analyze teamwork in the Romanian companies. Based on the analysis of 90 completed questionnaires, we are presenting the conclusion: being innovative and capitalizing creativity and quality more than quantity both for the individual and organization level, Romanian's managers know that an inspired solution for crisis is based on the concept of high performance team.

THE MARKETING DIAGNOSTIC PROCESS AS A KEY NEW ELEMENT IN MARKETING LEADERSHIP

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Abstract

This study highlights the fact that we are facing a matter which investigates and analyses the marketing diagnostics as a new key element in the marketing leadership. The first part of the article, the author draw attention to the nature of marketing leadership as a complex and procedure aspect, with emphasis on the new business model. The second part outlines the special features in the marketing diagnostic process in terms of the content. This is done by using six key zone of marketing diagnostics activities. Taking a strategic viewpoint, the marketing diagnostic process to be developed and updated for the stabilization of the business success today.



CONCEPTUAL AND EXPERIMENTAL APPROACH TO THE VULNERABILITY OF HUMAN RESOURCES IN THE EVOLVING STRUCTURE OF THE NATIONAL POWER SYSTEM TO 2030 PERIOD

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Abstract

We present the causes generating vulnerabilities and propose the models for diminishing the risks and catastrophes based on the education of the human resources incorporated in the evolution of the local power system and not only. We specify the fuzzy structure of the model for increasing the quality of the human factor and of the models for rating the human resources in power plants and the networks of the power systems exemplified on the evolving structure of the Romanian installations subject to dynamic reconfiguring over the forecast interval (2020 ÷ 2035).

Innovative expert systems are proposed to reduce beforehand the vulnerabilities of the structure of power systems with the human resources reconfigured arhemically. This approach specifies both the abilities of the workers and the performance of the managers involved in the transformation of the damages into resource saving generated by the re-engineering of the software applied within the National Power System. These actions involve the training of designers and managers based on the orientations dictated by the project management that appeals to the model of the potential creator of the human resources approached in the design of the operational researches

Key words: the holistic vulnerability of the risk and catastrophe generated by lack of knowledge, stress management and knowledge management

INDUSTRIAL MARKETING ENGINEERING FROM THE PERSPECTIVE OF COMPUTER CERTIFIED STRATEGIC GAMES

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Abstract

Communication develops the following significant problems: the modeling of the engineering of marketing at the level of the companies integrated into the structure of the competitive market, the holistic risk avoided by strategic economic engineering decisions, neurogenetically assisted, the modelling of the decision making processes in the engineering of value, conclusions, bibliography.

Key words: industrial marketing engineering, holistic risk,

MANAGEMENT OF THE AGILE PRODUCTION OF THE COMPUTER ASSISTED INDUSTRIAL SYSTEMS

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Abstract

The essential problems of the communication refer to the following innovative denominations: modelling the agile production systems in the field of industrial engineering, the arhemically models destined to optimize the Japanese concept project management, the reconfiguration of the human resources, in the agile production structure, information neuroexpert destined to the computer assisted agile production systems, the profitable inclusion of the systems into the digital economy, conclusions, references.

The computer assisted industrial systems models can be categorized into quantitative models (Belleman, Pontreaghin, Cost – present value), quantitative models (Laplace and Y Transformed and Leapunov – Thorn functions), statistical and dynamic models, determined and probabilistic models, optimization stimulation models. Below we present a few of the basic models:

Key words: computer-assisted industrial systems, prevention costs, failure costs, anticipatory management



BLAST MANAGEMENT

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Abstract

Blast Management is an integration of human resources management (HRM) principles and concepts and various methods of quality management (QM) with a financial approach. Blast Management is made up of three aspects: hard, soft and concept and BLAST means an explosive shift in organization's mindset and thought and a rapid action against it through combination of various managerial tools and methods. The first aspect, hard, includes a set of managerial tools and philosophies to improve the quality and productivity with a financial approach. The Hard aspect of BLAST includes: BSC, Lean Manufacturing, ABC/M, Six Sigma and TQM. Putting together the first letters of the "Hard" aspect components will give you the word "BLAST". The second aspect which we call it "soft" is made up of the following components: Belief, Learning, Adaptability, Staff and Top management:

Keywords: BSC (Balanced Scorecard), Lean Manufacturing, ABC/M (Activity-Based Costing/ Management), Six Sigma and TQM (Total Quality Management), HRM (Human Resource Management)

WORK EXPERIENCES, PERCEIVED ORGANIZATIONAL SUPPORT AND JOB PERFORMANCE AMONG MEDICAL PERSONNEL

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Abstract

The study has examined the influence of work experiences in predicting in-role and extra role performance among medical officers(MO) and staff nurses(SN) working in Primary Health Centres of Tamilnadu(TN). The results indicate the mediating effect of Perceived Organizational Support(POS) in the relationship between human resource(HR) practices and in-role performance. Social support influences in-role performance and extra role performance. The results of the study emphasize the Health and Family Welfare department of TN Government to concentrate on HR practices and to provide adequate social support to medical personnel so as to improve job performance. The results also suggests to understand the needs and expectations of MOs and SNs in order to gain higher levels of POS and thereby to achieve higher performance.

DECENTRALIZATION OF PUBLIC MANAGEMENT

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Abstract

New Public Management (NPM) is a market based public administration, built on the principles of post-bureaucratic paradigm and entrepreneurial government. The transition measures from the traditional administration to the new public management administration, proposed by NPM, correspond to a change of emphasis in the public administration activities - from process and towards results. These are represented by the changes in personnel management and budgeting elaboration strategy, such as program based budgeting, performance based budgeting and accrual accounting. Management decentralization, deconcentration and reshaping public services are coordinates of NPM derived from the post-bureaucratic paradigm. The trend towards management decentralization in public services is part of an attempt to de-bureaucratize the public services. This paper presents some main features of NPM, and the decentralization of public management as part of the public administration reform in Romania.

Key words: public administration, public management, new public management (NPM), public administration reform, decentralization of public management.



OVERCOMING FAILURES IN PLACEMENTS OF PEOPLE FROM PARENT COMPANIES TO A FOREIGN SUBSIDIARY ORGANISATION

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Abstract

This paper draws upon the results of an initial pilot study conducted by the authors, which aimed to investigate factors affecting outcomes when Multi National Enterprises (MNEs) place parent company employees in foreign subsidiary organisations. In addition, the research seeks evidence to support a theory that the involvement of host company staff in the placement process may improve overall outcomes. The research included an employee questionnaire and interviews with managers from a range of industrial organisations with links to India. The survey was able to differentiate between a number of common reasons why foreign placements may be viewed as a failure by both the parent and host companies. This paper distils from the survey some recommendations for avoiding failure in the placement of people from parent companies into a foreign subsidiary organisation and identifies a range of positive and negative issues raised by involving host company staff in the selection of parent company placement people. The authors believe that the results from this research will be of general interest to any organisations involved in the placement of people in unfamiliar cultural environments.

THE IMPACT OF CULTURAL ASPECTS AND INTERCULTURAL CONFLICTS ON INTERNATIONAL MERGERS AND ACQUISITIONS

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Abstract

In the context of international mergers and acquisitions (IM&As), the important aspect of culture is about the way that two different groups perceive, interact with, and react to each other. The subject of IM&As has been treated mainly from a financial or economic point of view and far less from the cultural one. This field of research is also configured like that because till now, most of the studies have been made from a static point of view, even if the process of IM&As is a very dynamic one (except from the normal steps of pre-implementation and implementation, in the process of mergers and acquisitions, the post-implementation step takes a central place in the framework of these processes, as here is evaluated the level of sustainability and maintenance).

Keywords: international mergers and acquisitions (IM&As), intercultural conflicts, cultural elements

EDUCATION AND PROFESSIONAL TRAINING THROUGH SECTORAL OPERATIONAL PROGRAMME HUMAN RESOURCES DEVELOPMENT AS SUPPORT OF KNOWLEDGE BASED SOCIETY DEVELOPMENT

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Abstract

Research aims to identify the influence of Sectoral Operational Programme Human Resources Development in the development of knowledge in knowledge society demands terms. It analyzes the 2005-2007 period compared to before the advent of SOP HRD and 2008-2010 after the introduction of these programs in Ph. studies in POLYTECHNIC University of Bucharest with parameters expressing the influence of SOP HRD on the knowledge development. The study highlighted: the raising of the interest in advanced knowledge (new concepts, new paradigms): accelerated dissemination of new knowledge and results: significantly increasing the integration of doctoral students in developing a European area of knowledge, by multiplying contacts with international research groups due to participation in training courses and representative scientific events; increase motivation to approach the issues in the areas of advanced knowledge. The study has implications for research on human capital development through education in doctoral studies programs in SOP HRD system.