

THE PARTICULARITIES OF HUMAN RESOURCES ANALYZE IN THE COMPETITIVE ENVIRONMENT

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Abstract:

The increase of Romanian economy competitiveness on international markets is decisive for our country to benefit from the integration in European structures, and, in the same time, necessary for the diminution of the differences between development level of Romanian economy and European Union media. The competitiveness of the enterprise is the result of four elements: the quality of goods and services; the presence of efficiency strategy of detachment and marketing; the technological level of the production; the qualification level of the personal. The success of the organization depends, in a big part, of the personal's professionalism, of its capacity to understand better the exigencies from work place, but also implication grade and the desire of making itself the company vision. It is very important that the Romanian enterprises to particularize its politics and strategies in order to adapt them to the market's conditions and Romanian culture. This paper proposes a short analyze of human resources particularities that act in a competitive environment, but also of the mode how these are influenced by the European integration process.

Aspects concerning the enterprises' competitiveness

The economic competitiveness level, in general, depends on the quantity and quality of natural resources, technological level, available financial instruments, professional level, human resources qualification, etc. It is very important the efficient utilization of every component of the patrimony of a country, in order to develop, from the point of economic view of the country, and the strengthen of its position on the national stage.

The practice of developed countries demonstrates that the increase of national competitiveness begins at the level of some concrete enterprises. We usually speak about the economic national competitiveness, but we refer, in fact, at the enterprises' competitiveness that participate in the concurential fight in the intern market, but especially on the extern market. From here we can observe the necessity of centring the economic activity on the assurance of some strong and competitive enterprises, taking into consideration that, the competitiveness of an enterprise cannot be maintained without the continuous perfection of the country's competitiveness determinants.

In the context of economic relations resulted from the integration process, the evolution of every enterprise, no matter the organization form, becomes more and more sinuous, and its activity more and more complex, with repercussions over its management.

The knowledge of enterprise's performances evolution, of the factors and conditions that influence it, is connected by the elaboration of a viable strategy on short, mid or long term.

The complexity of the economic environment generates a serie of fundamental problems with which confronts every enterprise and what concentrates on the aspects connected with its positioning in the economic concrete space in which activates, the objectives on which is focused, the resulted costs and the gaining opportunities.

The enterprises that enter into relations of interconditioning with the existent factors in their ambient environment, such as: contractors, clients, work force, banks, governmental institutions etc. The competitiveness of the enterprise is the result of four elements: the quality of goods and services; the presence of efficiency strategy of detachment and marketing; the technological level of the production; the qualification level of the personal.

Particularities of human resources

Work force represents a common resource, but an essential resource in the same time, vital, of every company, the assurance of survive, the development and the competition success of its. Under this aspect, a lot of specialists from this domain came to the conclusion that "more and more the competitive advantage of an organization consists in the personal". The investment in people proved to be the safest way through what is assured the survive of a company, such as:

- Salarieds number;
- Professional life duration;
- Experience level
- The attachment to the enterprise;
- The come in value level, on the professional categories;
- Length of services (the age pyramid);
- Geographic disponibility;
- Structure;
- Flexibility to the changes;
- Form grade.

The substantial contribution of human resources in the determination and amplification of the competitive advantage is determined by the fact that:

- human resources produce and reproduce the other production factors and assure their combining in an efficacious manner;
- human resources accomplish a decisive role in the transformation process of natural resources in goods and services, representing the only factor of production capable to produce new values;
- human factor is the only generator of creativity and innovation;
- only human resources are gifted with the capacity of admitting and defeating its own limits;
- human factor is the only one capable to assure the coherence and rationality of economic activity and to contribute decisively to the improval of efficiency.

The development of the theory and practice in the human resources management domain (MRU) necessitates the knowledge and the understanding of the role and its particularities in the organization frame:

- *Human Resources represent the organization itself.* The people represent a common source, key resource, a vital resource of today and tomorrow of all the organizations, that assure the survival, the development and the competitive success of these;
- *Human resources represent one of the most important investments of an organization,* whose results become more and more obvious in time. The organizations spent important sums with their employees, and because of the trained costs, not only with the remunerations of the salarieds, but also with the employment, the maintaining and the development of the personal represents one of the most evident investments in human resources. The investment in people proved to be the safest way of guarantee the survival of an organization or of assure the competitiveness and its future.
- *Human Resources are unique in what concerns their potential of increasing and development,* also their capacity of knowing and defeating their own limits, to face the new challenges or actual exigencies. Human resources are precious, rare, hard to imitate and, relatively, irreplaceable.

- *Human Resources constitute a special human potential, which must be understood, motivated of trained in order to involve more the employees to the realization of organizational objectives;*
- *Human Resources are very strongly marked by the time factor, necessary to the changing of mentality, customs, behaviours, etc.*

The diagnostic analyze of human resources, periodically effectuated , is necessary for the processes perfection and human resources management. in the frame of these analyzes will be identified and cuantified:

- strong and weak points of the human resources administration;
- the opinions of the employees about the company's strategy and management;
- causes and costs of personal fluctuation;
- costs with personal, visible or hidden;
- training necessities and perfection of the personal;
- necessities of reorganization or restructuring of the company.

The obtained results after the analyze of human resources concentrates in the elaboration of personal politic, which represents the ensemble of preoccupations concerning the organization and the provisional management of human resources. Personal politic are characterized through a serie of demandings:

- to cover all the activity domains of personal function;
- to be in concordance to the legislation in domain;
- to be very clear defined and to determine the active participation to their elaboration, of the personal that is going to apply them;
- to be redacted and communicated into writing;
- to be transparent and attractive in sense of conception, elaboration and transposing into practice;
- to correspond with the ensemble objectives and strategies of the company.

The influence of European integration over the work force in Romania

The integration of Romania in the European Union imposes in concretely way the reevaluation of real performances in diverse domains, and not in the last time, in what concerns the work market, to the microeconomic level, and to macreconomic level.

Thus, Romania faces to a serie of obstacles in what concerns the work market:

- general obstacles (the stopping of demographic decline, the acceleration of the increasing active and busy population, adopting of an economic growth model based on the raising number of the busy population).
- strategic obstacles that are due to Romania in the perspective of its durable development (the need of a new occupation structure based on the growth of productivity and work force cost).

European Strategy of Work Force Occupation had as a start point the Amsterdam Treat from 1997. This document involves the politic adopted in common by the member states on the direction of four principal pillars: the improve of work force occupation, the promoting of the initiative and enterpriser spirit, the encouragement of the adaptability between the activity sectors and their employees and the strengthen of promoting politic of the equality between men and women.

It is desired a reform of work market that to assure a balance between the industry demandings for a higher flexibility and the aspirations of the citizens to a higher safety of work places. Noting that the unemployment affects in special the defavourized categories and the ones less qualified, it is solicited the promoting "of some active former politics of the workers that are in unemployment, less qualified". Also, there are wanted to be applied concrete measures to favourize the young people employment, of the people from

minoritary groups and of the women, for the improve of the carrying networks of the children, for the discriminations renouncing, for a better adapting between the systems of education and enterprises' needs.

The Lisboa strategy, adopted for the first time by the leaders of European Union in 2000, constitutes a measures package whose objective is the improve of European economies performances. The strategy was launched in the time of the European Council from March 2005.

In the frame of European Council from Lisboa from the year 2000, were established the main strategical objectives for the decade 2000-2010. The accomplish of these objectives represents the way through which "European Union must become the most competitive and dynamic economy based on knowledge from the entire world, capable of economic sustainable increase, with work places more and better ad with a higher social cohesion". The aims fix for the year 2010 specific values for the next:

- 70% total occupation rate of the population in the work age (15-64 years old);
- over 60% feminine occupation rate in work age (15-64 years old);
- 50% occupation rate of old persons (55-64 years old).

The realization of these objectives supposes the adopting of some priority directions, such as:

- the creating of work places high qualitative;
- the anticipation of changing and the adapting of work force to the new work environment (the objective is to discover a positive landing and pro changing promoting the adequate information for the companies and for the employees);
- the adapting to the work conditions and contractual relations to the new economy in order to support the relaunching of the equilibrium between security and flexibility;
- the exploiting of the economy opportunities based on knowledge, having as aim the creating of more work places;
- the promoting of the mobility through the abolition of the barriers in the way of the geographic mobility.

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