

HUMAN RESOURCES IN ROMANIA – EVALUATION, EFFICIENCY AND MOTIVATION IN 2012

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Summary: In a volatile environment such as the one we are living in nowadays, we consider that human resources are any country's valuable assets. Our research paper focuses on the role of human resources in the efficient operations of companies in order to create a greater competitiveness and to empower the potential of the companies. One of our great concerns refers to the motivations of human resources, and also on the key methods that are able to generate efficiency in times of great economic crisis such as the ones that we face today. We strongly believe that a good evaluation of human resources in terms of their potential and competences is the essence of all the developed societies. The paper has a complex structure, starting with an introduction in which we motivate our choice in the matter of the subject and state our main objectives, continuing with a relevant literature review in terms of human resources competitiveness worldwide, emphasizing the role of human resources in the great economic picture that exists today in a case study on human resources in Romania, and ending with some relevant conclusions on the importance of human resources and the limitations of our study. In our paper we, as research economists, have gave a big importance to the analysis methods of the efficiency of human resources, in our attempt to generate pertinent data on Romania's economic situation.

Keywords: human resources, evaluation, efficiency, economy, motivation, economic crisis

1. INTRODUCTION

We believe that human resources are any country's valuable assets and by putting an accent on them a country is able to improve its potential and raise the possibilities to develop and much more powerful speaking in economic and social manner.

Our research paper focuses on the role of human resources in the efficient operations of companies in order to create a greater competitiveness and to empower the potential of the companies. One of our great concerns refers to the motivations of human resources, and also on the key methods that are able to generate efficiency in times of great economic crisis such as the ones that we face today. We strongly believe that a good evaluation of human resources in terms of their potential and competences is the essence of all the developed societies.

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In the introduction part we focus on aspects such as the field covered by the paper, the importance of the subject chosen and its main objectives, the methods and means that we are

going to use in order to conduct our study, the state of research in the field and in terms of literature review.

- *What is the field that the paper covers?*
The paper covers the field of human resources analyzed in respect to economic and social issues. The main focus is on the ways to evaluate and make more efficient the human resources aspects and also the way in which human resources can be motivated. The study is based on Romania, due to the fact that we were able to gather relevant data in this respect.
- *What is the importance of the subject chosen and what are its main objectives?*
The subject that we have chosen in terms of debate is extremely important and keeps its validity in all times and places. Human resources is a term that raised many controversies in the last thirty years, mainly due to the fact that specialists worldwide regard this subjects from different angles and in correlation with other related terms.
- *What are the methods and means that we are going to use in order to conduct our study?*
Our study presents in a critical manner the issues on human resources in Romania, in order to evaluate the efficiency and motivation of human resources in 2012, in turbulent times, such as the times of crisis. The article is a theoretical inquiry in this respect, emphasizing the Romanian experience threw already existing studies, articles and books relevant for this field.
- *Which is the state of research in the field and in terms of literature review?*
The subject of human resources is an extremely complex one, and there are many studies in this matter, including on the Romanian experience. Moreover, the literature review part that comes next will underline the importance of human resources in nowadays society.

2. LITERATURE REVIEW

In the economic literature, specialists unanimously accept that the influence of human resources in all the processes that take place is enormous and no economic act can be imagined without human resources.

Unlike the general acceptance of human resources and its role in all the aspects related to economic science, we cannot state the same about a unanimously accepted definition of human resources. Due to this fact, we would like to start our literature review part by showing that nowadays, human resources are regarded in two manners: the microeconomic manner and the macroeconomic manner. Moreover, the degree and the sphere of influence differ according to the level to which we refer to, which we believe is absolutely normal.

Initial information resources were generated by performing a literature review search through academic and research well known data bases, such as ISI Web of Knowledge, Scopus, EBSCO, EconLit, REPEC, DOAJ, Cabell's, JSTORE, Science Direct, SpringerLink, ProQuest. Bibliographies were collected from a number of leading national and international specialists on the topic of education and lifelong learning. The primary source in terms of literature review was professional journals. It should be noted that the literature search focused on studies measuring the impact of lifelong learning and education system improvement mainly on students at the universities. In addition, we focused on papers published in international conference proceedings, which took into account the topic of education and lifelong learning.

Firstly, taking into account the microeconomic level, the concept of human resources refers to the totality of the employers of a certain organization. Moreover, in the management sector the specialists have even created a distinct discipline called the Management of Human Resources, in which the employers of an organization have their own specificities, such as

their own needs, individualities, behaviour, and so on. Of course, this theory is different from the previous one, in which individuals were seen, in the traditional enterprise, as a compact mass of people.

Secondly, taking into account the macroeconomic level, the concept of human resources is regarded in different ways, but until now there is no general and unanimously accepted definition of this term. In the literature that we have analyzed, we have found several terms associated with human resources, such as “human capital”, “human factor”, “labor resources”, “labor force”, “human potential” and so on. Some of the terms mentioned here are analyzed synthetically below:

- a) In most cases, “human resources” are associated with the general term of “human capital”, but we believe that the use of the term human resources is much broader and the term human capital mainly refers to the skills, understanding, knowledge, and experience of individuals. According to Cambridge Dictionaries On-line, human resources is regarded as the department of an organization that deal with finding new employees, keeping records of their work and being able to solve their problems (Cambridge Dictionaries On-line (2012 a, b), and human capital refers to the knowledge, skills, experience of the employees of a company which makes them valuable to their employer.
- b) In other cases, the term “human resources” can be found in association with the term “human force”, but between them, there are some differences as well. The term labor force refers to all the people in a country who are of the right age to work or to all the people who work for a company.

In most cases, in respect to the macroeconomic level, human resources are regarded as work resources. Due to this fact, some authors define human resources as part of the population of a country, which includes persons able to work and capable to engage in various economic and social activities (Mathis, Robert L., Nica, Panaite C., Rusu , Costache, 1997). We believe that this definition is not complete, because it excludes some important segments of the population, such as, for example, young people who continue their studies and who, according to this definition, are in the impossibility to interact and engage themselves in economic and social activities.

Furthermore, we believe that the term human resources is extremely complex and gives the possibility to include much more characteristics than the term work resources, such as the labor capacity of people, the people engaged in learning and research activities, the health aspects, and so on. In the meanwhile, the term work resources (Adumitrăcesei, I.D., Niculescu, E., Niculescu, N., 1998) implicate the number of persons capable to work which posses the physical and intellectual capacities to conduct a useful activity.

3. RESEARCH AND METHODOLOGY

The research and methodology part of our paper aims to present the fact that our paper is structured in a unitary manner, and is based on data gathered and previously processed by the Romanian National Institute of Statistics from the Statistical Yearbook 2010. The data gathered reflect the time period starting from the year 1960 and ending with the 1 of July 2009, differing according to the topic to which we make reference in the paper.

The paper is mainly referring to descriptive statistics, due to the fact that we analyze previously gathered and analyzed data. The main source of our figures is represented by data published by the Romanian National Institute of Statistics.

4. HUMAN RESOURCES – ROMANIA’S EXPERIENCE IN 2012

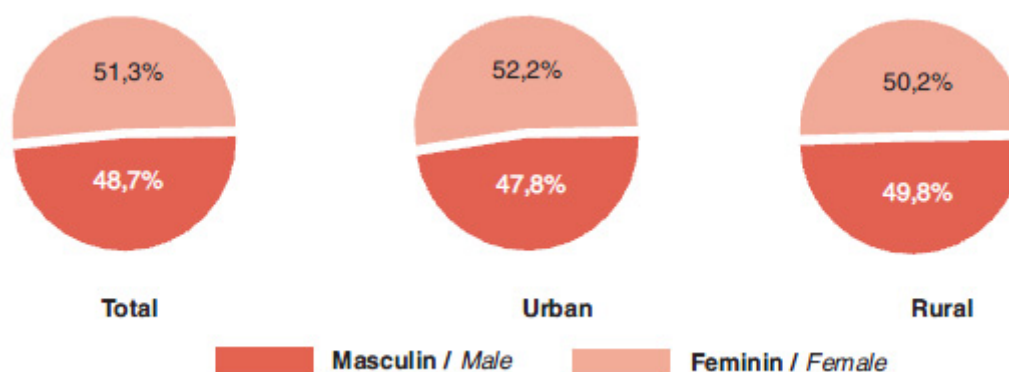
4.1. HUMAN RESOURCES – A SHORT STATISTICAL ANALYSIS

Human resources and their evolution can be analyzed using multiple approaches. Some of these possible methods are presented below.

- 1) One method that might be used in respect to human resources analysis in our paper refers to the population’s structure by gender and area. In this matter, our sources were the data available from the Romanian National Institute of Statistics, and the last version of the data is from 2010. The sources used by the Romanian National Institute of Statistics for the statistical survey were the population censuses; statistics from current evidence of population and registrations from civil register evidence.

According to the data provided by the Romanian National Institute of Statistics for the year 2010 (see, in this matter, Figure no. 1: Population’s structure by gender and area in Romania, year 2009 (part I)), we can state the fact that from the total of population, 51.3% are female and 48.7% are male. Furthermore, if we analyze the data provided by the Romanian National Institute of Statistics for the year 2010, we can continue by stating that in the urban area, from the total of the population living here, 52.2% are female and 47.8% are male; moreover, from the total population living in the rural area, 50.2% are female and 49.8% are male.

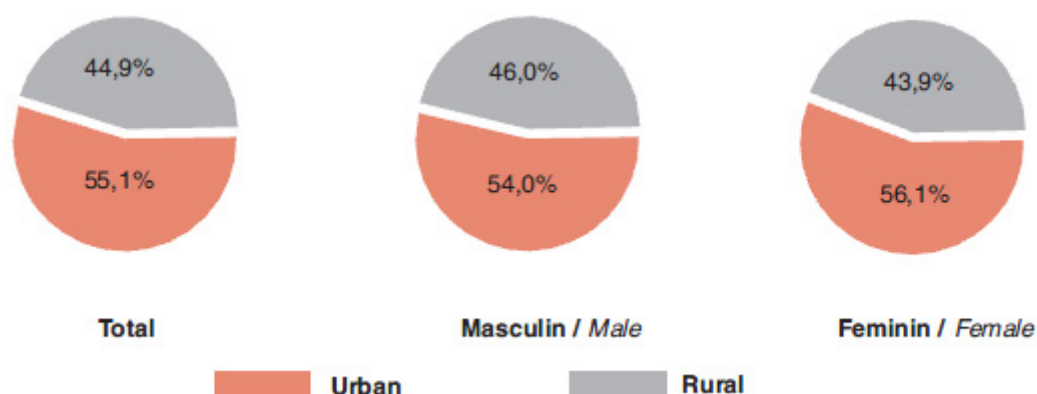
Figure no. 1: Population’s structure by gender and area in Romania in 2009 (part I)



Source: Romanian National Institute of Statistics, Statistical Yearbook 2010, Section 2: Population, pg.2

The figure below (see, in this matter, Figure no. 2: Population’s structure by gender and area in Romania, year 2009 (part II)) presents the percentages of population as a whole, and according to these data, 55.1% of the population live in the urban area and 44.9% of the population live in the rural area.

Figure no. 2: Population's structure by gender and area in Romania in 2009 (part II)

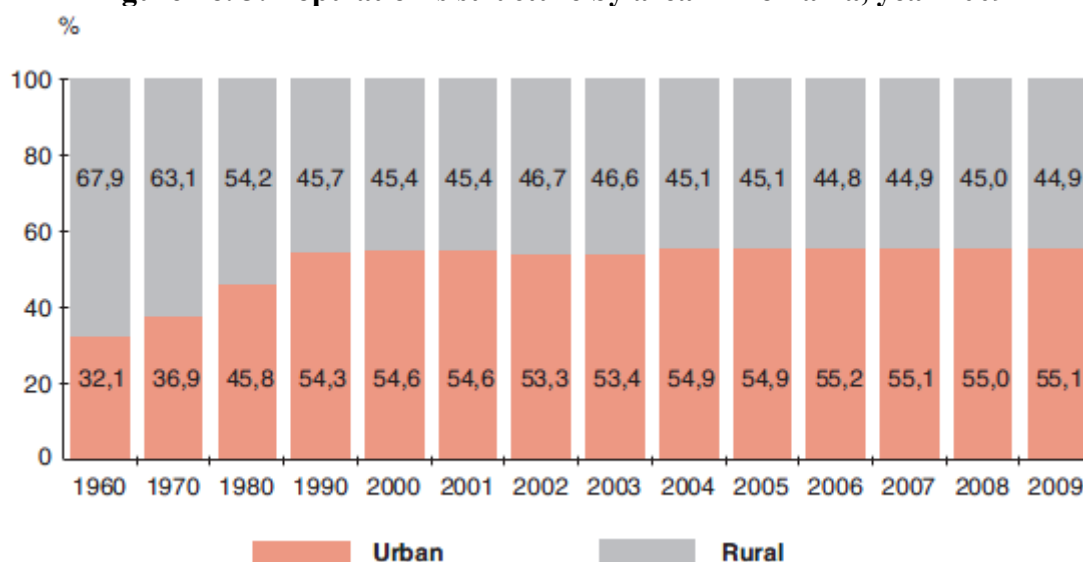


Source: Romanian National Institute of Statistics, Statistical Yearbook 2010, Section 2: Population, pg.2

Out of them, 54.0% male live in the urban area and 46.0% male live in the rural area, while 56.1% live in the urban area and 43.9% live in the rural area.

2) Another method that we can use refers only to **population by area**. The Romanian National Institute of Statistics stated the fact that the population breakdown by area was calculated as follows: a) for the time period 1960 – 1966, the data gathered included municipalities, towns and 183 localities assimilated to the urban area; b) for the time period 1966 – 1967, the data gathered referred to municipalities, towns and 238 communes assimilated to the urban area; c) starting from the year 1968, the data gathered referred only to municipalities and towns (*see, in this matter, Figure no. 3: Population's structure by area in Romania, year 2009*).

Figure no. 3: Population's structure by area in Romania, year 2009

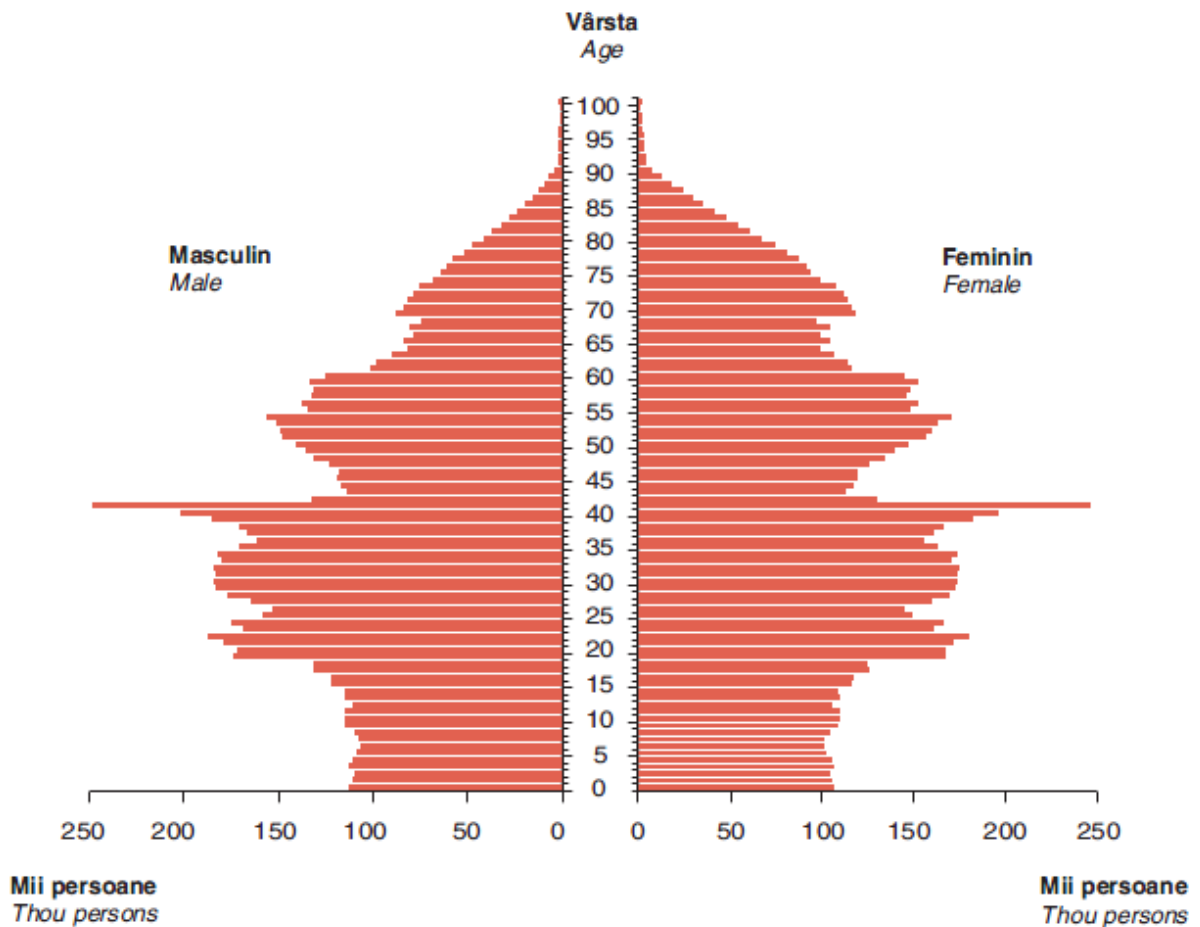


Source: Romanian National Institute of Statistics, Statistical Yearbook 2010, Section 2: Population, pg.3

By analyzing the figure above we can notice that the population by area in Romania maintains a normal evolution between the time period 1960 and 1 July 2009, and after the year 1990 we can even state the fact that the trend maintains almost a constant evolution.

- 3) In addition, we can also use the method of population analysis taking into consideration **the age factor**. According to the Romanian National Institute of Statistics, the age is expressed in the years reached during the year.

Figure no. 4: Population's structure by age in Romania, year 2009



Source: Romanian National Institute of Statistics, Statistical Yearbook 2010, Section 2: Population, pg.3

Taking into account the three possible methods of human resources analysis presented above, we can conclude that in a country human resources can be referred to by area, age, gender. We believe that all these three forms of characterizing the human resources are relevant and in the end can influence human resources evaluation, efficiency and can generate concluding motivation for its members.

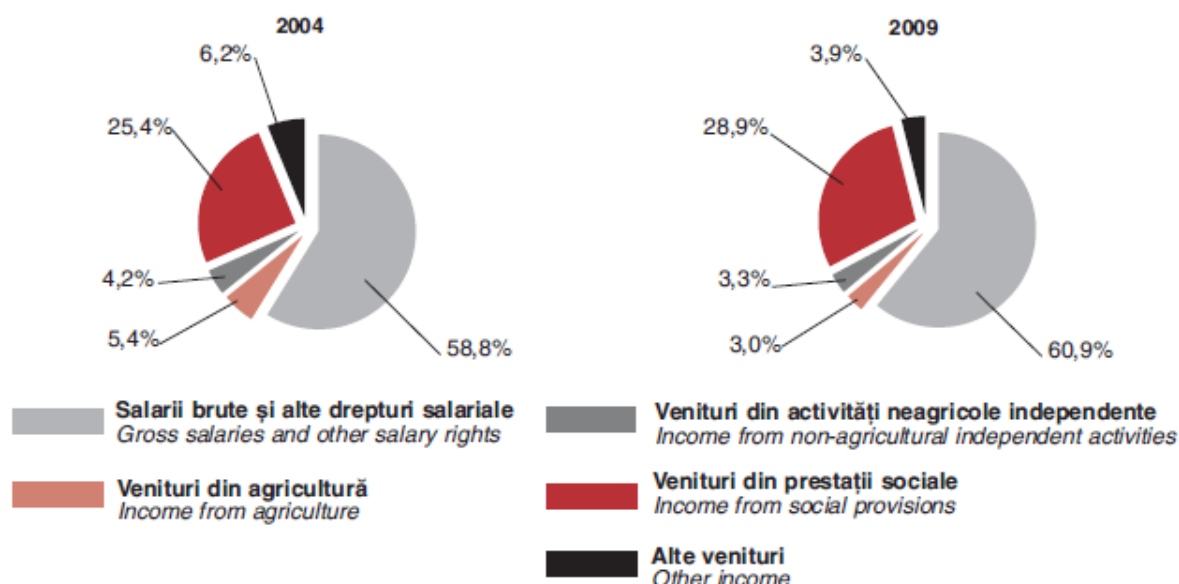
4.2. HUMAN RESOURCES – EVALUATION, EFFICIENCY AND MOTIVATION IN 2012

Specialists believe that there are several ways in which a country can motivate the human resources and also in which human resources can be evaluated and influenced in order to become more efficient.

For example, a well-known motivation for human resources is the level of income. Moreover, the level of income for a person should be according to the level education, the level of knowledge, the level of implication in a company, the degree in which that person spends the time in order to attract greater benefits to the company or the one who offered him the job. In most cases, and due to lifelong learning programs, employers offer the possibility for their

employees to have access to specific training programs, in respect to the needs of the company and the market trends. So, due to this fact, the employees can also be rewarded by facilitating their access to free or partially played training programs.

Figure no. 5: Structure of money income, 2004 versus 2009



Source: Romanian National Institute of Statistics, Statistical Yearbook 2010, Section 4: Section 4: Income, Spending and Population's income, pg.11

In the figure above (see, in this matter, Figure no. 5: Structure of money income, 2004 versus 2009) presents details concerning the family budgets. The data were collected by the Romanian National Institute of Statistics under the form of a survey, which allowed collecting information on household consumption, income, expenditure and so on. According to the Methodological Notes belonging to the Statistical Yearbook 2010, the survey had been carried out in 780 survey centers, distributed in all counties of Romania, and also in Bucharest Municipality sector. From the data presented the differences between the years 2004 and 2009 in respect to the gross salaries and other salary rights is very small, from 58.8% in 2004, compared to 60.9% in 2009. The income from social provisions has slightly increased in 2009, compared to the year 2004. The income from agriculture represents 5.4% from the total income in 2004 and 3.0% from the total income in 2009, which shows a decrease of 2.4%.

5. CONCLUSIONS

In conclusion, the paper "Human resources in Romania – evaluation, efficiency and motivation in 2012" emphasizes the aspects bellow:

- The human resources are the main asset of a country, due to the fact that they are the most implicated resources in all aspects connected to the economical and social parts of life. Their evolution influences the countries development.
- According to the articles, books, studies and research existing today, the term human resources can be generally associated with other terms, such as "human capital", "human factor", "labor resources", "labor force", "human potential" and so on. However, none of these terms is as complex and as well defined as the term of human resources. Moreover, due to the complex evolution of this term, there is no general and unanimously accepted definition of the term human resources.

- In our acceptation, human resources should be regarded in strong connection to the competitiveness of a country and its capacity to provide competitive advantage from other nations. Moreover, human resources must be seen also in close connection with the degree of knowledge and its ability to motivate and generate efficiency at all levels.
- There are many ways in which human resources can be delimited and defined, and probably the most common ones are by means of age, gender, area evolution.
- A well known way to motivate human resources is through the aid of money, so income is a key element that can show the level of satisfaction in a company, or in a country.

The paper was strongly connected with the situation existing in Romania and the data that the study was based is mainly the one provided by the Romanian National Institute of Statistics and published in the Statistical Yearbook 2010.

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