

PROFILE OF THE PERFECT MANAGER – CASE STUDY: MANAGER OF SC ILIANA SRL

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Abstract

Management transformed the economic and social structure of the countries where it was applied, turning them into the most developed countries in the world. The role of management is to form teams that work efficiently together, having common goals, adequate organization, on-the-job training and motivation to work effectively. The manager does managing activity. The more a manager has more qualities, the more business he conducts is more prosperous. Among the qualities that lead the manager to the perfect manager are: his system of evaluation is flexible, inspire others through his actions and behavior, leads the enterprise through the power of personal example, respect the personal aspects of employees, knows its own limits, vulnerabilities, asks for help, encourages innovation, creativity. It is presented in the paper an analysis of the entrepreneur and what it means to be a successful manager. If the entrepreneur is the person who initiates a business and assumes the risk of investing capital in his own business, the manager is the one who organizes the activity, develops procedures and leads the activity of an organization. In the paper are presented the importance of applying management in enterprises, the perfect manager profile and the profile of a successful manager of an enterprise named SC ILIANA SRL - a perfect manager for his successful company because he has all the features of a perfect manager, along with a competent team.

Keywords: perfect manager, entrepreneur, management work, knowledge

Clasificare JEL: M40, M41

1. INTRODUCTION

Managers, most of them, do not know from the beginning of their work how difficult it is this work. They should form teams that work for a common purpose, with people with different qualifications and knowledge, different cultures etc.

Knowledge itself is nothing; it does not produce anything. Engineers, economists, marketing specialists, etc. could not be effective, could not prove their value if they did not work together in an enterprise, led by their managers in their work. We do not know what it was at the beginning, the development of education with the multitude of specializations or management, which united all these specializations, putting all the knowledge to work effectively in an enterprise [1].

At present, because employees are skilled workers with knowledge from different fields, very well trained, the challenge of managers is to manage efficient work teams based on knowledge workers.

At the beginning of the management, the only major organization who implemented management was the army [1]. Its command and control structure has become the model for organizations that have begun to emerge later: businesses, banks, stores and so on.

The Army's organizational model where the hierarchy is running on, has undergone permanent change, and then undergoes major changes with the emergence of knowledge-based employees. Employees based on knowledge generated apparition of knowledge-based managers and knowledge-based management.

2. THE STAGE OF KNOWLEDGE ABOUT MANAGERS AND THEIR ACTIVITY

The world became, at the end of the Second World War, aware of the importance of management.

The management becomes an important activity that will be studied and structured as a distinct discipline. Management is not applied just for business; it can be applied to any organization with various activities by bringing together people with different knowledge. Management has emerged in developed countries [1].

What is management? Management is the activity or art of driving, the science of organization and leading of the enterprise [3].

Management is a specialization, a continuously transforming activity. What was known about management 40 years ago sometimes does not help managers of today in their work. However, the management has helped the world economy grow, to become what it is today. Management is applied to university, hospitals, businesses, etc. Whether he is a business manager, conducting volunteers to raise funds etc., many of his responsibilities are the same: setting goals, defining strategy, developing human resources, quantifying results, selling products and services.

Management includes all the management activities that determine the goals of an organization, determine the resources and work processes needed to achieve them, using appropriate methods and techniques. [3]. Management ensures the achievement, maintenance and growth of the company's competitiveness [2].

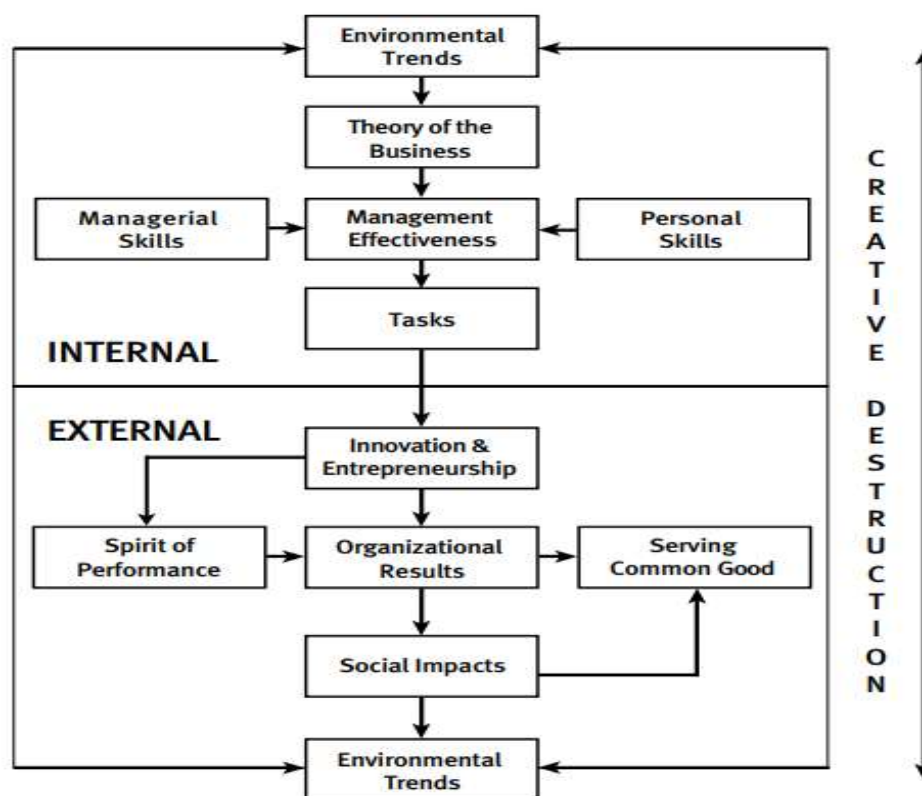


Fig. 2.1. Management as a whole

Source: Peter F. Drucker with Joseph A. Maciariello – Management – Revised edition – HarperCollins e-books, p. ix

In Figure 2.1 is presented the management as a whole, with internal and external components. The most important think for any system is the performance of the whole [10].

In implementation of management is important to take in consideration a set of principles as [1]:

- the mission of the enterprise and its objectives must be simple, clear;
- management is about to people. They must make to work together, to exploit their knowledge, to diminish their weaknesses; our ability to offer something to the society in which we live depends and of the management of the businesses, as much as of our efforts;
- management concepts must be cultivated and developed in internal enterprise culture, for obtaining the desired results;
- the enterprise is as a whole, as a human; its performance must be measured by making more measurements and must be continually improved;
- the enterprise must based on communication and individual responsibility because the employees of the organizations are people with different skills, knowledge etc.;
- the results of any organization must be the number of satisfied customers;
- management allows as the organization to develop.

It is necessary to understand the principles outlined above, because managers will become perfect specialists, perfect managers who will create successful organizations all over the world if they applied and these principles. The managers, in their management work, needs to know and techniques, methods that they should be able to implement.

The perfect managers are those who have a superior human vision, superior capacities of work and understanding of life. [1].

3. ANALYSIS OF THE MANAGER AND THE ENTREPRENEUR. PERFECT MANAGER FEATURES

3.1. ANALYSIS OF THE MANAGER AND THE ENTREPRENEUR

The entrepreneur is the person who initiates a business and assumes the risk of investing capital in his own business. For this he has to have a developed sense of independence, a desire to assume the responsibility to lead his own business. The manager is the one who organizes the activity, develops procedures and leads the activity of an organization.

Entrepreneurial management is based on creativity, innovation, the entrepreneur creating a business starting from an idea. The management applied by the professional manager means organizing the enterprise, ordering the execution of the established actions, all in order to preserve and develop what the entrepreneur has thought and created.

The organization of the enterprise, in the vision and the spirit of the entrepreneur, is characterized by a flexible structure that allows adaptation to changes that to generate the rapid development of the organization.

Applied management means for the manager to have a rigid organization structure that sometimes fails to respond rapidly to the need for rapid change that can generate opportunities for the enterprise.

The entrepreneur, in making his own business decisions, also relies on intuition, on what he feels at a moment. The manager, will take any decision about the enterprise after he has gone through all the stages of a decision-making process.

The organization's mission will be perceived differently by the manager and the entrepreneur. Thus, the entrepreneur will consider that the company he created fulfills a dream, is a vision of reality. The manager of the enterprise will convey to employees the idea that they work for a high purpose, because a product or service created by the organization to conquer the market, will talk about the profitability and efficiency of each employee's work.

The entrepreneur is driven by his desire for power, to earn as much money as possible, but most of all wanting his business to be successful. The professional manager looks at the company where he works, at the results it get, the success the enterprise has on the market, only in financial, economic terms, less about the success of the business itself.

The risk is assumed by the entrepreneur, the manager of the enterprise is afraid to take too high risks, trying to maintain a moderate ascendant path with the lowest risks assumed.

The entrepreneur is characterized by charisma and manipulation. The manager cultivates a certain culture of the organization, based on value, on achieving commercial goals.

After all, results that there are important differences between the entrepreneur who lead his or her own organization and the professional manager. The perfect manager of an enterprise combines the qualities, the activities of both entrepreneurs and managers. The perfect manager will implement order, discipline in the organization, will have quick responses to opportunities, will be creative, visionary, giving employees the opportunity to react positively to the challenges coming from both the internal and external environment of the enterprise.

3.2. PERFECT MANAGER FEATURES

The management books are concentrates their attention on the definition of management as an activity of the members of the enterprise. The manager to becoming a good manager, he must demonstrate the capacity to lead himself, to prove that he first know himself and lead himself on the way to success [5].

Perfect manager of the future has the follow characteristics [4]:

- his system of evaluation is flexible, provides real-time information for all employees of the enterprise;
- uses the current technology, which he understands;
- he identifies and removes obstacles to the development of the organization;
- has a vision of the organization, gaining respect through his deeds, behavior, knowledge etc.;
- is mindful of change;
- does not use the hierarchical position to lead;
- inspire others through his actions and behavior;
- leads the enterprise through the power of personal example;
- respect the personal aspects of employees;
- knows its own limits, vulnerabilities, asks for help;
- encourages innovation, creativity;
- believes in teamwork and use the information as a common asset of the enterprise.

The organizational structure (the organization of the last hundred years) was based on hierarchical relations (based on authority), but managers in the current organizations, and especially in the future organizations, should prevail in managers who promote mutual understanding.

The perfect manager of the future must continually adapt to the needs the enterprise of the future.

5. ANALYZE PROFILE OF THE PERFECT MANAGER – CASE STUDY: MANAGER OF SC ILIANA SRL

SC ILIANA SRL has as object of activity, manufacture of wood layered products, CAEN code 2020 - Manufacture of wooden layered products: plywood, chipboard, etc. The enterprise is a medium-sized enterprise with a total of 120 employees. The head office is located in Târgu-Jiu, Gorj County. The qualified personnel are 70%, having the following specializations: economist-engineer, economist, engineer, carpenter, electrician, mechanical locksmith, auto mechanic.

Workers account for 98% of the total staff of the enterprise. SC ILIANA SRL is equipped with advanced machines used in the production of laminated wood windows and doors (numerical control centers, grinding machines, multiple circulars, etc.). The products are of the highest quality and have a great design. Most customers (over 90%) are external customers (Germany, Austria).

The results of the research on what a perfect manager for SC ILIANA SRL means are:

- it is a manager in which employees can trust and who also has employees trust;
- knows how to understand their employees;
- facilitating problem solving, telling employees what to do but not how to do, leaving them free to choose the way to realize what they are attributed to;
- trusts in his own intuition;
- is present and close to his employees, taking care of them;
- is a person who has the sense of humor, humor that is used and to relieve the difficult moments in the organization;
- establishes and maintains high standards of dignity and morality, with appropriate clothing, manners, helping employees in crisis situations, etc.
- requires respect for those around him;
- sets high performance standards;
- is a persevering person;
- is a flexible person, open to everything new;
- is mindful of details and has good analytical and synthesis capabilities;
- is creative;
- is a professional in his field of activity;
- encourages teamwork;
- encourages the professional development of employees;
- always makes special things.

To achieve personal efficiency, the manager must have a clear mission and know what is necessary to do, not just what to do. [11].

Manager SC ILIANA SRL is a perfect manager for his company because he has all the features of a perfect manager, along with a competent team.

CONCLUSIONS

For most of the people the word “management” is just business management. But management is applied in all areas, including personal development of life, career etc.

Perfect manager of the future must prove to himself that he can lead himself to success, then he lead the destiny of an enterprise.

If the manager applies successfully the set of principles (in which he believes) in his own life, he proves himself and then to the members of the enterprise that he is the best leader.

In enterprise ILIANA SRL the manager is an aspirant to the title of perfect manager because he implement the principles presented above, managed to overcome several internal economic crises and he adapted to the all situations being all the time a winner.

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