STRATEGIC PRIORITIES AND PROCEDURES ON THE MANAGEMENT OF ROMANIA

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Abstract
The profound changes occurring in the economy, organizations and knowledge management is reflected in naturally and in new approaches to organizing strategy. The strategy represents a multi-faceted concept, based on creativity and innovation as a tool for modern organizations as through a complex process of investigation, planning, design, implementation to ensure competitive advantage and sustainability in a hostile environment with profound and radical changes, both at the level of entire societies and at the level of each individual. In terms of strategic choice, this requires the organization to easily adapt to changes in the environment through restructuring. This approach requires that managers have the skills and capabilities to successfully intervene and influence the course of action the organization. Emergent strategy represents an approach that is based on the idea that an organization creates a differentiated behavior that can generate a competitive advantage and can not be planned.

Keywords: management, strategy, success, trening

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1. Introduction

In literature there are many definitions and interpretations of the concept of strategy, what makes this concept to gain a mysterious accent: shades philosophical, economic, sociological, psychological. There are so many interpretations of the concept of strategy. There is a wide definition panel while expressing the evolution of this concept.

Contemporary approaches in the field of strategic management implies that the strategy must be understood as a creation of the future of the Organization and at the same time as a continuous process, being the result of collective activities. In general the strategies are based on assumptions about the future and involves taking into account the uncertainty. Looming the so-called knowledge-based strategy, which is based on new items [7], what is not usually found in classical knowledge strategies: become the most important strategic resource of the learning organization becomes the most important capabilities of the organization.

The strategy defines “arena” (customers, markets, technologies, services, logistics) in which takes place the game implementation [4]. A well formulated strategy determines allocation of resources of the organization in a unique and viable, based on its internal competences, on anticipation of environmental changes and intelligent actions of competitors. The central concept of strategic management, strategy is the defining element of the activity of organizations, as specified in the directions that is oriented to the achievement of objectives and the general way in which they are held. Strategy formulation reflects directly top management concept clarity with respect to the coordinates of its activity and the performance to be achieved. If the organization which has established without the strategy formulated in writing, which makes it necessary to identify strategic components urgently in order to comprehend the essence and its coordinates.

In the specialized literature devoted to strategic management there is a unitary vision of the authors regarding the sequence of actions that give content to the process and the timing thereof. [5]

2. The main strategic transformation of the XXI century - based on knowledge

The millennial history of mankind XXI century is, without a doubt, the century of great changes. Although views on the essence and meaning are many and varied, a growing number of specialists with arguments increasingly stronger consider that occurs transition to a new economic and social system, for the most used name of knowledge-based economy. A reflection pragmatic most important of these developments is the last two development strategies of the EU - the Lisbon Strategy and the EU 2020 strategy - both having as main content, formulated specifically - based economy or knowledge economy smar.
The foundation of the transition to the knowledge economy is the knowledge revolution, essentially through knowledge revolution appoint fundamental change in the economy based predominantly on natural resources predominantly knowledge-based economy. At the core of this revolution is the crucial role that the knowledge they have in the modern economy. AND notified in decades to consider increasing economic importance of technology, information, business processes, human capital, capabilities and organization skills - organic factors related to knowledge.

Each of her individual approach reveals particularly valuable items with large pragmatic implications. But the common denominator is the knowledge, factors constituting in fact, individualisation and operational modalities thereof. Since ancient times, wealth and power were associated natural resources possession.

The knowledge tend to become the main feature of many activities, products or services more than results. The impact of the knowledge revolution is visible in changing the structure of value and product prices, the proliferation of products symbol, market volatility, uncertainty regarding directing economic activities, uncertainty careers and jobs felt by people etc. The result of the knowledge revolution is knowledge-based economy.

It is estimated that in the first revolution of the XXI century knowledge will increase and as a result, knowledge economy will expand rapidly in the area of humanity and gradually developed in the other. Balances started in most developed countries, the knowledge economy is experiencing a rapid and intense development, world-wide. In essence, knowledge-based economy is characterized by transforming knowledge into raw materials, capital goods, inputs essential in the economy and economic processes in which the generation, selling, buying, learning, storing, developing, sharing and protection of knowledge are prevailing and decisive condition for profit and long-term economic sustainability.

Priority of knowledge in all spheres of economic activity, due to the decisive impact they have on the functionality and performance of organizations, production processes, knowledge is often an important input for performance than land, money or work. Intellectual property holds a considerable weight in the national heritage, growing, and the boundaries between intellectual property and class properties tend to fade as a result of the change in the structure of production factors.

The knowledge economy which is mature, intellectual property will be the majority. Concentration of economic activities, not on the production of goods but on information processing, knowledge accumulation and producing knowledge-goods. The knowledge and knowledge assets tend to become the most valuable merchandise and for businesses. Knowledge capital, the main content of the intellectual capital, capital is a special, intangible, fluid, whose exclusive possession is difficult to achieve and often can be retrieved and reused by other organizations without the consent of its owner. Substantiation of economic activities not primarily on tangible resources (land, buildings, equipment) but on intangible resources represented by the knowledge and the minds of competent people.

The proliferation of symbolic equipment and products, while reducing the relative physical products, products are based on information symbolic value of which is independent of the physical characteristics of these goods. Cards, electronic commerce, electronic banking, computer software packages, project, consulting etc. is symbolic product categories will prevail in the knowledge economy. The division of labor in the economy, traditionally based on possession or access to certain material, of course, with the help of other categories of resources - financial, human, etc. the knowledge economy, which determines the element most often and most intense division of labor at all levels of organization of economic activity tends to be knowledge, outpacing usually material resources. Naturally, the most effective forms of division of labor is based equally and at a high level on the possession, concurrent, knowledge, material resources, human and adequate financial and harmonized qualitative and quantitative intellectualisation increasing work processes in general and economic ones in particular, noted that in some developed countries, intellectual work is mostly on society as a whole.

The core component of the knowledge economy is the enterprise based on knowledge, which can be defined as the enterprise, based on a balanced approach in terms of economic, environmental and social, recovered at a higher level knowledge and other resources and has you attract, generating for long periods, for decades, efficiency and performance multidimensional market validated and recognized by society. Both in the knowledge economy and knowledge across the organization based practice required a new type of management called knowledge management. At its core is a new science - crystallized in the last two decades - the science of knowledge management. Our research, knowledge management science is to study managerial processes and relations based on knowledge, the discovery of regularities that govern them and in developing new systems, methods, techniques, etc. in order to increase functionality and performance of economic, social and environmental organizations, exploiting the great values of knowledge.

Compared with classic management, knowledge management pays much higher share knowledge - become the raw material essential to the organization and, of course, management - moving data and information in the background. A second essential difference relates to the focus, to an extent considerably higher than the previous period on the human. In addition, the human resource of the organization, in its comprehensive - ie relating not only to employees, but the main stakeholders - is addressed primarily from the perspective of treating knowledge, both explicit and implicit.
3. The fundamental objectives of development of Romanian economy in Europe

Contextual developments at European Union level represents a framework for developing Romania doubtless contributory but insufficient to achieve sustainable performance.

Registration of Romania in European developments, his active participation-according to national interests-the essential Strategy of the European Union, and mentioned the implementation of the directives and the recommendations laid down at EU level must be achieved through a sustainable approach., with objectives and long-term routes. Precondition required the development of a national strategy is to build the knowledge-based economy.

Naturally, the European Union, one of the major poles of scientific and economic power of the world, and has directed the development of the economy on the construction of knowledge. In the first half of 2010, the European Commission has put in the public debate and afterwards-in June 2010 adopted Europe 2020 strategy.

Naturally, it has opted for the first scenario of evolution, revolving the Europe 2020 strategy. Europe 2020 strategy proposes three priorities that support each other:

- increase your intelligence;
- Development of a knowledge-based economy;
- sustainable growth: promotion of an economy more efficient in terms of resource utilization, more environmentally friendly and more competitive;
- increase favorable social inclusion: promoting an economy with a high rate of employment of labor, to ensure social and territorial cohesion.

The fundamental objectives that incorporate them into the EU strategy are:

- increased from 75% in the employment rate of men and women aged between 20 and 60 years of age, including pr, employees and older workers with low qualifications and by better integration into a larger participation of legal grantable;
- the improvement of the living conditions research and development, taking into account in particular the amplification levels of this sector to 3% of GDP; the EU Commission will develop an indicator to reflect the intensity of innovation;
- public and private investments in reducing greenhouse gases through the show with 20% compared to 1990 levels and increase the share of renewable in final energy consumption to 20% and amplification of energy efficiency by 20%. The EU is determined to adopt a decision to erect a 30% reduction of greenhouse gases, conditioning a global and comprehensive international agreement signed until 2012 with similar commitments;
- improving levels of education taking into consideration in particular the decreasing school drop-out at least 10% and at least 40% the percentage of persons aged 30-34 years- and system completes the tertiary preparation
- promoting social inclusion, in particular through poverty reduction, with the target that at least 20 million people to no longer be threatened by poverty and social exclusion.

At European Union level is integrated orientation will include the scope of the priorities and objectives of the European Union. Each Member State should be addressed specific recommendations.

In the case of an improper response, can issue warnings. Presentation of reports on the fulfillment of the objectives of the Europe 2020 strategy and the assessment of the stability and Growth Pact will be carried out simultaneously, making it but further delineation between these instruments and maintaining the integrity of the Pact.[7] As a result of the evidence presented, the first priority of the strategy is the development of an economy based on knowledge and innovation to economic growth and development of intelligence that is based on knowledge.

Analysis shows stringent necessity for Romania to address the uneasy aspects associated complexes and construction of economy based on knowledge in a totally changed, optics, if desired, the operational mode, eliminating gaps we separated from non-European countries and adequate performance.

In substantiation of this strategic consideration in optical sight two essential elements:

- construction approach based on knowledge economy in Romania;
- existence of unique chances for Romania represented by carrying out the revolution of knowledge.

On the content, pace and performance development of the Romanian economy in the period 2014-2020 and the national management, will have a major impact on allocation and absorption of EU funds that have been earmarked. Strategic elements on the allocation and use of these funds are formulated in the framework of the partnership agreement between Romania and the European Union for the period 2014-2020.

As a result of the analyses carried out, taking into account the different categories of funds providing the financial resources allocated to Romania, established resource allocations on thematic areas.

4. Important policy decisions on management of Romanian companies

 Romanian agriculture competitiveness will lead to the forming of the international identity of firms with great potential. Simplification of legislation and of the procedures for granting EU funds may encourage more complex initiatives on the part of entrepreneurs, but also a rapid development of their.
An efficient e-Government will enable firms to pursue easier goals but also to redirect part of the expenditure on public services to other needs.

The Governing Programmed of a country can thwart or may facilitate the activities of existing companies in that country. Thus, in Romania, the current Government program affects management companies, depending on the specifics of each. Hence, what actions are intended to be done in agriculture, the development of organic farming products traditional and can generate an entry of new manufacturers/entrepreneurs on this nice, but an “improvement” of those existing on the market.

At the same time, supporting young farmers through various measures will generate an increased interest from them to put up a business thrive. Also, the revitalization of rural areas could be the starting point for companies wishing to expand throughout Romania but haven’t done it yet.

To foster young entrepreneurs with artistic sense and with a high dose of creativity to "exploit the resources”, may constitute an important step in the creation of real “jewels”. Each person has a different dose of creativity and unique, which is a real asset in shaping the business. According to this, the company can take you to the heights of success, or the opposite of their. Therefore, to encourage these types of initiatives and the appearance of new competitors on the market, train companies into thinking "out of the box" for finding new ways of highlighting in the crowd. On the other hand, the research is considered to be the main source of development of States and, therefore, greater attention is given to this branch. Thus, companies benefiting from support from the State, will be able to develop and innovate working together with universities and the Government.

For competitiveness in the area of energy, the program proposes that business support measures to improve energy efficiency. It also wants an increase in investor interest and a confidence on their part for Romania.

Building a strong private sector, autonomous vis-à-vis the political powers, must contribute to the economic development of the country in a more sane. Thus, the companies have a duty to contribute to the fulfillment of this.

In terms of small and medium enterprises, will transpose into Romanian legislation European law concerning small enterprises in Europe. Thus, the enterprises concerned will be forced to comply with the provisions in this law.

At the same time, simplifying legislation for the promotion and approval of projects in Romania will generate initiatives on the part of several entrepreneurs. The State wants to subsidize, for the period determined, jobs in the private sector. It could be a boon for some businesses, but it is possible a reverse reaction on their part, if constrains will be in a kind of State to adopt this measure.

Another area in which the investment growth is that of infrastructure. Thus, a better infrastructure can influence the economy in a certain area and the degree of its development.

To support the business environment, the program has a series of facilities in order to create jobs and to develop and stimulate the SME sector. An impetus which state you give SMEs, in terms of creating jobs, is represented by social contributions exemption if labor contracts are concluded for a duration of at least 2 years, the subjects of these contracts being represented by young people aged under 25 years of age and persons aged greater than 45 years.

All measures provided for by the tax-budgetary Strategy influence in one way or another management firms, with consequences in particular financial management decisions.

Synthetic management of Romania's priorities is:
- building a business environment contributory;
- sustainable economic relaunch of Romania;
- amplification of the GDP per capita;
- design and implementation of strategies of professional branches and sub branch economic regions;
- professionalization of management practiced nationwide in both the political and the economic.

Building a business environment development firms. contributory The practice of the economic and social activities and studies conducted by numerous specialists shows that the pace and efficiency of economic development are influenced decisively by the characteristics of the business environment. In terms of nature, the impact on performance, functionality and economy specialists delineates three kinds of business environment, such as the environment, enabling environment, disadvantaged environmental contributory.

5. Conclusion

In strategic policy development need to be considered equally realities in Romania and placing in the forefront of international developments strategies, guidelines and recommendations of the European Union. They should be designed in view of the EU 2020 strategy centered on building a knowledge-based economy, divided into seven strategic initiatives.

The location in the forefront of building a business environment must be a contributory priority for national management for class politics, public administration and social partners. Evolution of perceptions of the business environment from Romania, determined on the basis of field research conducted by the National Council of Private small and medium-sized enterprises from Romania, on representative samples is the most powerful argument.
In the foreground is management alleged that absolute priority for building a business environment a predominant contributing. It is a priority in the long term, because the mentioned is a complex and difficult process, which requires a minimum period of 2-3 years, with numerous decisions of legislative actions in fiscal, financial, commercial, institutional, provided the existence of a strong political and management skills.

Setting national priorities for long-term management in general and those specific to integral and effective absorption of EU funds allocated to Romania within the 2014-2020 management cycle are not sufficient. They must be accompanied by the determination of directions and ways of action.

Such an approach is recommended at all levels of society and the economy, starting with the highest national and continuing with those at the sectoral level, regional, district, and local-but not least-of businesses. Depending on the priorities need to be comprehensive and professional strategies design for periods of 3-5 years, which Japanese the evolution and future development. The strategy should be conducted primarily at the national level, then "cascade" and the other components of the economy-branch, region, County, commune and economic agents. It is essential that those over 470,000 of economic agents that work in Romania to draw anime their own strategies, based on the macro systems strategies of national, sectoral, regional, to build and maintain a business environment that is predictable, functional and user friendly.

Important theme is that management through strategies must face new challenges, in the conditions in which organizational change is a new and complex task. A company survives as long as market through its strategies to respond adequately both external clients and internal clients and employees. So all the time it follows the strategic management. Management practice and science provides us numerous directions and modalities for carrying out national management priorities over the long term. Below we present a selection of them. Please note that in order to facilitate understanding and implementation thereof, taking into account the State of the economy and management, some directions are more ways that are of the same nature and/or Interlocked. The business environment is more contributory, it cause a social and economic development of more intense and more performance and vice versa.

6. Bibliografie