

The Organization's Modern Management

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Abstract

Commercial companies represent for the Romanian economy the engine of social existence, in that they produce and distribute goods or services necessary to meet the needs, expectations and preferences of the people. The results and performance of each economic unit depend to a large extent on how it is organized and functions. Thus, the management role of the economic agents, which, through its planning, coordination, supervision, steering, etc., determines the achievement of sound, durable and efficient consequences through the actions, opinions, objectives and concerns of employees and managers. Management is one of the main factors of economic activities, activities that can generate products and services with increased attractiveness and alternative solutions that improve the performances of the organization.

In order to gain a competitive advantage, the Romanian organizations should pay attention to the objectives that they propose, based on the findings, the relevant market studies and to submit to the national strategies.

Key words: management, organization, effectiveness, brand

J.E.L classification codes: M11, L21, D61, D29

1. Introduction

Improving organization management by determining the directions and ways of action becomes decisive for increasing performance. The management aims at planning, organizing, conducting, guiding and controlling a group of people within an organization.

Improvement of management ensures the increase of managers' competence and effectiveness through: university and postgraduate management studies conducted in universities, managers training, learning through action, and practical activities to improve management. In order to be able to implement these managerial improvement methods, it is necessary to ensure the systematic change of the training programs that give expected results, concluding that the failure is due to the training process. Perfection differs from one organization to another, within the same organization from one department to another, with some firms paying less attention to improvement, but for others being of major importance. Thus, all professional training programs must be correlated with the needs of the company, with the opportunities for promotion, in this respect developing specific programs. The results obtained in any field of activity depend on the use of time, its management, determining the results of the work of the managers and of the subordinates, of the organization as a whole. The start of any improvement program must be correlated with the company's goals to be operational, so any firm must use methods and techniques provided by management science, such as knowledge-based management techniques, tactics specific to local management, as a promoter of economic development.

2. Theoretical background

By analyzing the large and multinationals operating in various areas of activity (services, industry, commerce, etc.), we observe their major impact on national economic performance. The quality and effectiveness of corporate-level management determines increased work productivity and effective organization of activities, these being the strengths of management activity. We also

identify weaknesses: reduced ability to motivate employees in the organization and poor or non-existent tactics and policies.

3. Research methodology

The highlighting of the most relevant aspects of this article, which concern the modern management of the companies, were highlighted by using Romanian and foreign literature, as well as sources on the Internet, for a better investigation of economic phenomena, without which the progress of knowledge would not be possible. Investigation methods have led to the support of economic practice by formulating answers to the presented issues.

4. Findings

Thus, some priorities have been formulated for microeconomic management. (www.economistul.ro)

Focusing on building strong product brands. (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 418)

The branding concept includes a number of specific features that relate to consumer experience and experiences over products or services and the company that offers them, emphasizing the importance of brand-consumer relationships.

A brand is a promise. The services and products, once identified, pass on to the quality guarantee (www.mindlens.ro) The Concept of branding and promoting, the brand being the most valuable asset of a company, causing consumers to remain loyal. It is often associated with various logos or images through marketing campaigns, which stimulates consumers to associate those images with the product, services offered or to the company.

In order to boost branding of Romanian products, companies should consider taking actions such as:

- creating and defining a brand strategy by Romanian economic agents
- promoting Romanian products and services outside and within the country
- improving the overall image of Romanian products and services by participating in fairs and events at national and international level
- organizing, in the country and abroad, the days of the suppliers for the export promotion of the supply of products and services components

Identifying target markets for export and focusing on those with a high absorption capacity. (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 419)

1. Companies should focus on identifying and penetrating new markets while ensuring that they maintain their position on domestic markets. At the same time, maintaining the internal market is an impediment to the emergence of threats such as amplifying competition from external producers.

For selecting target markets, it is recommended to take into account several economic, technical and commercial criteria.

To use the mercies and resources available to promote exports on potentially favorable markets, it is necessary to approach the export of industrial products based on the selection of target markets, through intense participation in fairs, special events, exhibitions, promotion campaigns.

In order to achieve better results, they can undertake and develop public-private relationships, such as those in the European Union.

2. Connection of economic agents from Romania to international distribution networks and channels. (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 420)

This could be done through buying, supplying, delivering and studying foreign customers' needs and adapting product products to them, setting up and endowing sales points that facilitate choice and acquisition. We find that the use and consumption of goods takes place in other countries where the necessities, preferences, tastes and needs as well as the purchasing possibilities are different from the national ones.

Thus, the priorities of the Romanian companies should be the partnerships created with the big distributors and the big networks of shops, especially the ones specialized on certain product

categories, for which they have to have high bargaining capacities and legal competences specialized in foreign trade, the result being the conclusion of contracts based on the benefit-benefit principle. Therefore, through negotiation, it is necessary to obtain rectifying advantages, referring to the terms and conditions of payment, access to certain commercial information, collaborations in the development of new products, etc.

3. Intensifying development research activities (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 420)

Research - development must be better prerequisites for improving the performance of an economy. It is therefore imperative to grant aid for R & D and innovation, aid for access to finance for small and medium-sized enterprises (aid for start-ups).

For the sustainable development of the economy, the regions within it must develop, so the industries of these regions must be promoted: the fisheries and aquaculture sector, agricultural production, the processing and marketing of agricultural products, the steel industry, the tourism sector, the financial activities sector and insurance, business and management consultancy, etc. (www.poc.research.gov.ro)

At the same time, Romanian companies should make the most of the state aid schemes aimed at promoting cross-border cooperation in the field of research and public-private research partnerships. (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 421)

4. Giving importance to sustainable development, sustainability. (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 421)

The introduction of sustainable development policies in an organization guarantees value creation, thus giving importance to environmental protection and sustainable development by cutting environmental costs and increasing the number of eco-innovative products, thus creating a competitive advantage for an economic agent by providing innovation opportunities through the penetration of new markets and increased compatibility by streamlining renewable resources by reducing waste quantities and protecting natural resources by creating and developing a free market for deployment technologies and services.

5. Improving human resources (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 421)

The human resources are the active and determinant factor of any economic activity, their efficient use having to make the most of the other resources provided by the permanent adaptability to the change of the current economy.

The improvement of human resources contributes to the increase of labor productivity, which is why the Romanian economic agents should carry out defining strategies on the costs of the production factors, especially the labor force, giving more importance to the improvement of the management of the rewards, a perceived and rewarded employee bringing added value to the organization, thus increasing the efficiency of its work.

Of great importance, specialized training should be achieved through a close collaboration between the educational system and the business environment (vocational schools, technological high schools, industrial high schools, etc.).

6. Intensify innovation (Nicolescu, Popa, Nicolescu and Ștefan, 2017, p. 421)

The innovation process has a broad scope, being the result of a long-term experiment, focusing efforts on the realization of the novelty from several factors, not just about products and technologies. They target information systems, economic methods, organizational structures, etc.

The change is the one that assures the prosperity of the company, meeting the requirements of the customers through minor changes to the product being essential for this.

The success of a business is due to innovational management which has the following principles: categorical answers to the needs and expectations of the clients, carrying out an innovation process at the level of all the departments of the company, creating partnerships, creating a passion for change, coordinating the organization's staff to achieve a good idea strong impact on all company functions.

Innovation can be a manager function. It invokes the following elements for all those involved (employees, clients, shareholders) to be satisfied with their mucus: staff training and improvement, organizational structure, informational system, decision making system, motivation system, managerial style. (www.moodle.usm.md)

Rules for enhancing innovation:

- Maintaining a permanent relationship between managers and executors;
- Not knowing and encouraging workers with an appreciable creative capacity;
- Setting up an ambitious, permissive atmosphere;
- Protecting and maintaining self-confidence of creators;
- Creating the ability of creators to work independently;
- Tolerance to creators' failures;
- Rapid evaluation of new ideas by managers;
- The moral and material motivation of creators to achieve the performances generated or facilitated by the application of innovations (www.moodle.usm.md)

Although the greatest and many innovations are found in the code of high technology industries, innovation is not technical and technological, it can also be produced in terms of distribution channels, management, adopted strategies, etc.

Thus, innovation arises from a necessity, that's why the novelty comes as a change for the better of what the need already exists; this improvement is based on the experience of the Old Man, increasing the standard of living.

5. Conclusions

Organizations, dynamic and open social systems involve a correlation between people and primordial purposes, being the interactions between people and the relationship of each participant with the overall structure of the organization.

The organization's management must encompass ways and means of action to achieve long-term national managerial priorities through complete and professional strategies that will indicate evolution and future development.

It is imperative that Romanian economic agents base their own strategies to meet their criteria by developing plans and budgets that will bring them national and international performances, taking into account the European Union's recommendations for the building of the knowledge-based economy, the organizations should also modify the great opportunities offered by EU integration, internationalization of actions, contacting professional management system firms that lead to efficiency, efficiency and performance, and to recover the gaps in improvement over European business agents. In order to create a modern and friendly business environment, the legal framework should be improved to consult organizations and evaluate the cost-benefit of small and medium-sized enterprises, stimulate the development of entrepreneurial culture since primary school, continuing with high school, vocational school and then university, the use in all types of organization of modern management systems, methods and techniques for encouraging efficient regional development, indigenous as a promoter of the economic, social and political program.

6. References

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