

## NECESSITY OF ADAPTING PROFESSIONAL TRAINING ON SOCIAL AND ECONOMICAL REALITIES OF ROMANIA

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### Abstract

The activities run in the present research were able to inform the target group and the general public on the objectives of training, which encourage sustainable development by promoting entrepreneurial culture among small businesses, their employees and potential entrepreneurs, including young people who want to start a business in urban areas, in towns under 50,000 inhabitants, and to facilitate their active role in community life by supporting their initiation, development and better manage their small business and self employment.

**Key words:** entrepreneurship, professional training, survey

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Moreover, when a person decides to turn into an entrepreneur four characteristic variables need to be taken into consideration: situation variable, psychological variable, the sociological variable and economic variable (Saphero A., 1982). To validate the situation variable is required to show a break in the dynamic forces (whether internal or external) (Merce et al., 2010) that keep a person in the so-called "comfort zone". If, generally speaking, people by nature will act to limit the risks and do not want to leave the "comfort zones" there are also people who believe that the realization of their potential can be achieved only by overcoming the limitations imposed by fear of failure and materialization of their success wishes (Adams, 2001).

Items that can disrupt a persons' balance and thus determine it in finding a new form of stability - including entrepreneurship - are either negative (transfer to another job, another city, dismissal, etc..) or positive in nature (encouragement from customers, friends etc.). In this regard, entrepreneurship can be considered (Toboșaru, Irina, Ileana Modreanu, M. Piti, 2010) as the discovery of opportunities and ideas outside the regular control of a person.

The second variable that determines a person's transformation into an entrepreneur, psychological variable, considers that person's human nature, temperament and personality that manifests itself, finally, the desire to take action

Very simple to overcome the comfort zone induces often feel successful, even if the economic results of business are not as predetermined objectives (Cynthia Hardy, 1994). According to an

European Union study, (European Commission Eurobarometer, 2010), men and young people are more inclined towards an entrepreneurial attitude than women and the elderly.

Sociological variable directly considers the social environment, primarily but not exclusively, of that specific person, evidenced by the reaction and considerations on which entrepreneurship can generate from friends, family, neighbors and society as a whole, motivated, generally speaking by their culture. Key elements of culture that affect potential entrepreneurs include language (verbal and nonverbal), values and attitudes, customs and traditions, material culture, aesthetics and education level (Zeithaml Valerie A., Mary Jo. Bitner, 1996). European Commission studies (European Commission Eurobarometer, 2010) indicate that persons living in an entrepreneurial environment within the family and living in urban areas are more interested to become entrepreneurs.

Finally, the economic variable is a variable that should be considered not only as a possibility to obtain the required inputs - the resources to invest, regardless of their financial, material, information, legislative, and especially human one, experts currently consider that the current business environment, strategic resource is the human capital, replacing the financial (Porumb, Elena, 2001) - but also in terms of their opportunity cost (Key, RD, WM Edwards, Patricia A. Duffy, 2004). European Commission Eurobarometer (European Commission Eurobarometer, 2010) shows that for 24% of Europeans, the lack of financial funds is the reason for not being interested in entrepreneurship.

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Given all the above concept, it is necessary to study not only the social environment (the target population of potential entrepreneurs) but also their social, economic and business acting environment, in order to estimate the current situation of those four variables that offers a person the chance of becoming an entrepreneur, but, especially to find the best instruments that can assure a successful result to this process.

## MATERIAL AND METHOD

Conducting research involved several distinct steps, but interrelated, necessary for a scientific endeavor:

Fundamental and systematic introspection of informational sources regarding the status and trends of economic and entrepreneurial environment in Romania and internal and external factors with influence on it, were necessary to be studied. For this, the most important sources of general and specific documentation were selected and analyzed.

Statistical documentation of the phenomena that manifests in the economic and entrepreneurial environment, scientific analysis and interpretation of specific information provided by national and international databases;

Comparative determination of the specificities of the four regions included in the research area: Central Region, South Muntenia Region, the North-East and North-West Regions.

Identifying characteristics of the four counties, Arges, Bistrita-Nasaud, Mures and Suceava, afford to determinate the particularities of the research subject.

The description of business opportunity and its development in all 18 urban areas with less than 50,000 inhabitants: Reghin, Sovata, Miercurea Niraj Iernut Târnăveni, Curtea de Arges, Campulung, Topoloveni, Mioveni, Ștefănești, Costesti Beclean Nasaud Sângeorz-Spa, Worcester, Campulung Moldovan, Gura Humorului, Radauti, was based on the survey conducted at the local government.

A survey was conducted in order to identify the perceptions of the target group over the economic and social environment, to identify the entrepreneurial skills and the most frequent difficulties encountered in starting a business or finding a job. A few steps were necessary for a scientific research: to determine precisely the theme, exact and detailed objectives to be achieved, prior documentation, determination of sample, setting investigative techniques and procedures, preparation of working tools; establish the team of investigators, training and allocation of tasks; conduct pilot survey, questionnaires adaptation on pilot survey results, preparing schedule of investigation, contacting local authorities and contacts in the areas included in the survey, field data collection, database

preparation model, encoding information; teaching questionnaires and individual database operators, checking them and keeping valid forms for processing, data processing, analysis and interpretation of data, drafting the report of inquiry; to design, based on comparative analysis of the results of documentation of investigation at the local government and field investigation on the target population, the most effective training; making proposals to improve the business environment and entrepreneurship.

## RESULTS AND DISCUSSIONS

As it emerged from the study, the expectations and wishes of realization of the people are not realistic and not related to volume and quality of effort and specific socio-economic context in which they live, the income they wish for exceed many times the limit of decent self. It is therefore necessary that, through training courses which are aimed to be given relevant information which may succeed to create a positive perception and correct the potential and limits.

The vast majority of the target group work or have worked in SMEs (especially micro-enterprises), and much less experience in large companies. Consequently, they tend to assimilate with the company they run, since the degree of decentralization of decision-making indirectly decreases in proportion to the number of employees, and thus do not properly distinguish between general objectives of the company and the entrepreneur's personal goals, manager respectively, which imposes the need to develop curriculum courses towards clarifying these issues.

It can be noticed the relatively high degree of dissatisfaction regarding the current situation at work and desire to improve, but in general, by changing the workplace in a similar company but not by getting involved in management or entrepreneurship. Taking calculated risks is an important aspect that is not mastered by the target group, which shows the need for training in their field by providing and explaining the economic and human specific tools useful in carrying out entrepreneurship activity.

Factors which have influenced non-participation of the target group to training classes are related, mostly to distance, duration and their cost, but should not be neglected and the perception of their usefulness in the future. Given the fact that the courses could be free of charge, would provide transportation, meals, practical training, and they can also be conducted online and having recognition of the diploma, more than half of respondents would be willing to participate to courses. It thus requires direct publicity campaign

and the investigation was able to partially achieve this, through which to disseminate information on courses free of charge, their spatial proximity and the possibility to reduce the time associated with their progress online. The most difficult aspect seems to start from the lack of initiative at this time within the target group, in terms of involvement in entrepreneurship, but this can be solved by informing the beneficiaries that this qualification provides a stock of knowledge, skills and non-perishable information that can be used immediately, and in the future also.

A high degree of participation (10% and 20% of respondents) can be noticed in specific areas of knowledge achieving and entrepreneurship information such as: preparing a business plan and marketing plan, analyzing a company's financial performance, analysis of the investment project of a company, negotiation, communication management, leadership management but also to a lesser extent, business environment and related fields: finance, marketing, administration, management, insurance, accounting, trade, broker, HR. Therefore, it requires a higher flexibility of lecturers regarding previous knowledge, to integrate the curriculum course to the level of knowledge of the participants and in the same time to motivate students who participate for the first time.

Students' interest in participation decreases significantly if the courses are not held in the locality of residence, although it recorded a rate of almost 15% who would prefer their conduct outside the village. It is important to ensure the possibility of running courses in areas they come from, to ensure a higher degree of participation, even if this would entail additional costs.

It could be noticed that there is a significant desire to participate to training especially in those areas that do not require specific previous technical knowledge: business plan, marketing plan, communication and negotiation management, management leadership. On the other hand, although more than a quarter of respondents' intention to participate, courses covering aspects of financial analysis and business planning are less attractive, although their usefulness is undeniable. It is recommended for this purpose, combining the theoretical aspects of "art" with the technical management, the courses less attractive to a greater impact on beneficiaries.

## CONCLUSIONS

It is necessary to conduct an impact study of courses so that their usefulness can be determined by the changes they have generated on

business and entrepreneurial attitude and which should be conducted in several stages: applying a survey (questionnaire) to all students, before final testing, which would determine the perception of participants on the usefulness of topics, the extent to which lecturers were able to transmit information, the use of materials made available later, and the benefits expected by the practical application of the stock of knowledge, information and skills acquired in the course attended. This will determine whether these courses were appropriately suited to general and specific needs of those localities; applying, at the end of courses, a socio-economic survey within those cities from which students were, in order to determine whether the economic environment had gained (increase in private business, existing business growth, increasing turnover, their market position, increasing the number of employees in private firms, etc.). This will determine whether development of population education was likely to produce positive effects, not only in the perception of the target population, but especially on the economic performance of private business.

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