

HUMAN RESOURCES EFFECTIVENESS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT IN A GLOBALIZED WORLD

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Abstract:

Globalization is a generic concept for a variety of social processes, including internationalization of businesses, the raise of multinational companies, the convergence of business practices. An important aspect when we talk about globalization is that in a world where everything is transforming and growing continuously, we can not keep track of the sustainable development importance, keeping the balance of natural resources and ecosystems. Human resource is the main beneficiary of valorizing systems, natural resources and, at the same time, the main disturbant of integrity or balance of natural resources and ecosystems. The human resource has its own potentialities which can be put at service for development. People have the capacity to receive, process information and knowledge, to generate information and knowledge with commercial value. Human intelligence thus becomes a factor of economic-social development and a parameter of integration in world flows, as a companion to globalization phenomenon.

Key Words: sustainable development, human resources, globalization.

Introduction

The amplification of the phenomenon of globalization must be linked to the activity, sometimes questionable activity, undertaken by global financial institutions. Modern life floats according to global/local hierarchy: globality and locality became contrary and fundamental values, coveted or rejected, but in the center of dreams, nightmares and conflicts of life [5].

Referint to globalization we can say that the majority of the world's countries have an open system regarding international trades, international financial flows, international technological transfers etc., and all these represent irrefutable realities. We are facing today a remarkable progresses in the area of communication and transportation are other factors which allowed the amplification of economic interdependences between different countries.

To reduce various contrasts and ensure a balanced overall development, over time there have been developed a number of strategies and concepts that focus on the economic growth process considered basic progress in all areas.

If traditional growth models were aimed at developing and enhancing wealth created, so as to secure the conditions for rising living standards, in other words, had an orientation predominates, new approaches must be predominantly qualitative growth, which means that the size increase should serve mostly human, social and on the environment. Development should lead to improving the quality of life and extend their ability to shape their own future. Based on these considerations, was defined the concept of "human development" in the first World Report on Human Development developed and published in 1990 by the United Nations Development Programme (UNDP) [6].

General aspects concerning globalization. Globalization'future.

This is a complex and contested concept. Considered by some as a factor of progress and by others as the origin of many insufficiencies, globalization is an unstoppable phenomenon of the current times. International companies are regarded as being the vectors of the globalization process. The

businesses of multinational companies overcome borders, and their investments can be found everywhere in the world and they determine the geographic spread of the new technologies.

From the economic point of view, there are three main trends which can be identified as causes of the increasing of international trade and globalization process. First of all, the one which has the deepest implications, is represented by the technological change. Second of all, more and more governments have promoted liberal policies, in order to open the markets and eliminate the administrative obstacles impeding the development of economic activities. Third, the joint action of new technologies and the existence of freer markets has allowed companies in more countries to internationalize their activity, creating the global economy level as a set of interrelated activities. These trends led to the emphasis of the interdependences which brought together the national economies, creating unprecedented opportunities but also new economic, political and social challenges (Table 1).

Table 1. New indicators of globalization

Economic integration	- International trade, FDI, portf capital flows and investments
Political commitment	- subscription in international organizations, ratification of international treaties and government transfers
Technology connectivity	- Internet users, access to wireless telephony and servers security
Personal contacts	- international travel and tourism, international telecommunications traffic
Quality of life	- access to increasingly broader health education systems. A longer life expectancy

Source: adapted from James Canton, „Provocările viitorului. Principalele tendințe care vor reconfigura lumea în următorii 5, 10, 20 de ani”, Polirom, Iasi, 2010, page 206.

The globalization of the world economy affects, without doubt, almost every aspect of domestic and international business. Its supporters converge on the assumption that no obstacle should block the free movement of goods, services and capital. Many agree that the globalization releases latent economic energies and leads to an efficient use of decreasing world resources, to maximize global wealth, to promote world peace and to economic benefits.

The critics of globalization see it as a triumph of the ruthless capitalist system marked by exploitation, domination and inequalities. Free market ideology has proved to be an excuse for new forms of exploitation. „Privatization", a feature of the foreigners in buying fertile land, mines and oil fields in the developing countries, at moderate prices. Trade liberalization also meant that foreign companies could wipe out the embryonic industries from the Earth, stifling the entrepreneurship development. In fact, capital moves freely but not the same thing happens with manpower, except for the very gifted. Banks are often less interested in lending new industries, but to finance speculative investments, for example, real estate field or to credit governments [3].

The world is engaged in a contest between economic growth and population growth, and population growth seems to prevail until now. As the percentage of poor population decreases, the absolute number of poors increases. 40% of the world population lives with less than two dollars a day and a billion people with less than a dollar a day. From a historical perspective, Africa is the region most exploited by globalization [2]. It is argued that the most important result of market globalization is the triumph of the market on the nation-state and, consequently, the end of national economic sovereignty. Economic policies and the welfare state are slaughtered in the name of corporate profits and international competitiveness.

The reason why international trade agreements have been unsuccessful is their imbalance: advanced industrialized countries were allowed to impose tariffs on goods produced by developing countries or which were four times higher than the tariffs applied on goods produced by other advanced industrialized countries. Although the developing countries were forced to abandon their subsidies designed to help the emerging industries, the advanced industrialized countries have continued to benefit from their large subsidies in agriculture, which led to the decrease of food prices and disruption of the living standards in developing countries. Prices are an important source of government revenues in less developed countries. Their cut brings negative effects in the amount of education funding, infrastructure and social benefits.

Table 2. The future of globalization

Economy based on innovation
Poverty
Higher life standards
International commerce
Changes in the population - global manpower
Cultural diversity
Terrorism
Global security

Source: adapted from James Canton, „Provocările viitorului. Principalele tendințe care vor reconfigura lumea în următorii 5, 10, 20 de ani”, Polirom Publishing House, Iasi, 2010, page 191

The globalization process requires the countries to create a strong image, a brand, in order to be better position for global competition. In some cases these images are stereotypes, extreme simplifications of reality that are not necessarily correct [1].

The globalization phenomenon is unavoidable. Besides the economical and political globalization there is also the moral globalization to consider. Generally speaking, the globalization should be based on moral principles. Irrespectively the changes being implied in the foreign trade field as well, the basic principles of the commercial policies will keep on remaining valid for long time forward, despite the large scale of technological progresses going to be achieved.

The principles of promoting, sustaining and protecting the individual and/or group interests should remain valid within the globalized market.

Effectiveness and sustainable development of human resources

Concerns about the future of humanity, and from this perspective the assurance of sustainable development leading to improved quality of life in a balanced and global, are more frequently mentioned in many international summits and meetings where progress is analyzed human

development progress is assessed and signals persisting weaknesses in different areas. Significantly into the international community responsibility were formulated and adopted specific objectives whose achievement provide new dimensions of sustainable development, and thus human development.

The efficiency of human resource is capitalized as two levels: the personal interest (gain, professional affirmation, etc.) and the social interests, of the effectiveness of the company, the area, the country. Common indicators for the effectiveness of human capital are known, that is: GDP/habitant, productivity, working time rendered in a year, the active professional period; the unemployment rate, the retirement age, the number of inactive people besides the unemployed (not employed, penitentiaries, handicapped). In the last 20 years the knowledge economy was shaped (knowledge society), that has other personal indicators characterizing efficiency. In the latter case, the generating information and knowledge- with commercial value – underlines the human contribution. Professional training, talent, innovative spirit, start to be the prevailing criteria for assessing the human activity.

And, finally, another set of indicators may relate to the effectiveness with the man put in good use the natural resources. It is not only about the quantitative aspects (outputs, losses, degree of revaluation, etc.), but also quality aspects (pollution, affecting the quality of the environmental factors).

A new and very discussed globalization dimension refers to the way it influences sustainable development. Is a notion of social efficiency or the extent to which the human resource intervenes in nature, in society, in order to imprint an ascendant trend to the evolving process, which is transformed step by step into a trend specific to development processes, this way giving a meaning to the place and role of human in nature, in human habitats, in modern society. The human contribution to the formation modern society.

Conclusion

In conclusion, in order to talk about human resource effectiveness in a world of globalization and in the context of sustainable development, human resource investments should target these issues:

- developing a strong research sector with its green virtues;
- quality of education - school and university curricula to adopt sustainable sectors with economic potential and social perspective;
- training specialists in holistic system for reconstruction / construction of sustainable economy;
- Preparation makers in holistic system for managing sustainable economy.

Only a human resource connected to global flows of information and knowledge and ready to deliver commercial knowledge, accompanied by a valuable cultural capital and are able to recalibrate / build a sustainable economy.

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