

THEORETICAL-METHODOLOGICAL CONSIDERATIONS REGARDING THE ROMANIAN ENTERPRISE'S RESULTS AND PERFORMANCES

Boncea Amelia Georgiana

University "Constantin Brancusi" Of Tg-Jiu, Faculty Of Sciences Economic, Tg-Jiu City, Gorj County, street Susita, nr.9, e-mail:boncea@utgjiu.ro, Tel:0723156732

Rabontu Cecilia Irina

University "Constantin Brancusi" Of Tg-Jiu, Faculty Of Sciences Economic, Tg-Jiu City, Gorj County, Street Olari, Bl. 12, Sc. 1, Ap.2, e-mail:cecilia@utgjiu.ro, tel:0743423320

ABSTRACT: Romania has been passed from the centralize economy to the free market economy. One of the crucial reason of this process of transition has been the lack of performance in the socialist economic system . The introduction and certification of the quality management system has important benefits for companies, respectively: the awareness of the improved quality, an increased trasparency of the division of the responsibilities inside the company, leads to a higher involvement of the employees, to an internal efficiency, to the improvement of the company's image, to the attraction of new clients and the attainment of their trust, facillitates the participation to auctions, the simplification of the export procedures and last, but not the least, leads to improvement of the company's position on the market.

Keyword: enterprise's results, performances, free market economy

Romania has transited from the centralized planning economy to the free market economy. One of the crucial reasons of this process of transition has been the lack of performance of the socialist economic system.

After one and a half decade of transition, Romania's economy has been internationally recognized as being a functional market economy, in continual perfection. Romania's fundamental socio-economic transformations are not questioned. Even though, from a structural and functional point of view, there are a few problems, a few questions that the Romanian economical science didn't equivocally answer.

First and foremost, if the reorganization and the modernization of the enterprises from the Romanian economy went, as rhythm and sense, in accordance with the tendencies manifested in the developed countries of world? It is useless to find who's responsible for the existence or non-existence of the convergence between the worldwide tendencies and the tendencies of the Romanian economy. It is important to prove if the orientation was right or wrong and to be able to action in order to find the road towards normalization.

Secondly, if the Romanian enterprises' results and performances, after 15 years of structural transformations, are superior to the 90's, they equaled and they exceeded those performances? The search of the real causes that lead to the Romanian enterprises' modest performances could better fundament the national strategies in this domain.

Thirdly, if the decentralization of the economical activity and its government started to produce benefic effects for the entire society? It is not only about the economical effects, like the business plan and the profits, but also about the stability/instability of the prices, of the purchase power and of the population's prosperity.

Fourthly, if Romania's pre-adhesion and adhesion to the European Union, has minimize the results and the performances of the Romanian enterprises?

Fifth of all, , which is the stadium of the results and performances of the enterprises' from the Romanian economy, reported to other European states which adhered and are about to adhere to the European Union and what should an efficient government do in order to enrich them?

The introduction and certification of the quality management system has important benefits for companies, respectively: the awareness of the improved quality, an increased transparency of the division of the responsibilities inside the company, leads to a higher involvement of the employees, to an internal efficiency, to the improvement of the company's image, to the attraction of new clients and the attainment of their trust, facilitates the participation to auctions, the simplification of the export procedures and last, but not the least, leads to improvement of the company's position on the market.

The management systems' certification (of the ISO 9000 quality, of the environment – ISO 14000, HACCP, OHSAS 18001, SA 8000, the information's security etc.) and the certification of the products represents determinant factors for the increase of the competitiveness of the Romanian organisations and companies, in free circulation of the goods/services, both on the Romanian market and on the international markets, especially the one from the European Union.

If the introduction of the quality management system was perceived as a "passport" necessary for the companies in the commercialization of the products and services, destined to export, together with the closing of the process of adhesion and integration in the European structures, the process of taking over of European standards and implementation should be in the center of the Romanian companies' major concerns.

In other words, the "passport" becomes an "identification card" necessary for the companies in order to be able to exist at "home", in Europe and in the world, in order to correspond to the global market's exactingnesses [1].

The introduction of the quality management still remains a major challenge for the vast majority of the IMMs as long as 78% of the IMMs, according to a survey made by the National Agency for IMMs, declare that they did not introduce this system. The results of the survey show us that the quality management system has been introduced at 12% of IMMs. At just 7,6% from the interviewed companies, this process is in progress.

This situation is even more concerning taking into consideration the fact that the EU integration process' time sheet shows us a more rapid approach to the adhesion moment.

None of the sectors is in a more advanced situation, even though the analysis emphasizes some important differences. The IMMs from agriculture just start to be preoccupied by this problem, taking into consideration the fact that none of the interviewed companies had those certificates of the quality management system, in turn 29,7% of them were in process of introducing the quality management system.

The IMMs from the commerce, hotels, transports and communications succeed, to a short degree, in lining up to those standards. Their successes register under the medium hefts, on the sector's ensemble. In the best situation, identified with the occasion of the survey, are the IMMs from constructions which, in proportion of 22,9%, had those certifications; hereupon is added an important heft of 14,1 % of the enterprises in process of introduction. The results of survey emphasize the fact that only 18,6% of the IMMs from the industry have obtained the certifications for the introduction of the quality management system, resulting from its nature, it constitutes itself in a signal of alarm regarding the competitiveness of those 73,1% companies which succeeded in this respect, in the close context of the integration on the Internal Market.

The middle sized companies are in the vanguard at the introduction of the quality management system, because 33,2%, of the interviewed ones, had already introduced it and 18, 5% are in the certification procedure. The worst situation is registered in the micro-companies category, were 80,5% of them didn't take any steps in order to introduce the quality management. Then again, the results of the survey show that the direct correlation between the size of factory and the success in the introduction of the quality management system is respected. Taking into consideration the fact that the management and the quality assurance will become sine-qua-non conditions for the operation on the Internal Market, in the integration's perspective, it clearly comes into evidence that the micro-companies from the industry remain the most vulnerable in what concerns the disappearance from the market.

Even of those 12% IMMs which succeeded the introduction of the quality management system, have obtained these certifications in majority at a standard category and are left far behind at the environment management category. Thus, the vast majority of the certifications (75,3%) have been obtained at standard category (respectively ISO 9000), while only 4,7% of the IMMs obtained certifications from the environment management category. To note that a high enough number of respondents (12,4%) didn't know how to respond to this more technical question.

The IMM, no matter which is the domain of activity, had obtained, to a small extent, certifications from the environment management category (ISO 14000, only the active companies in the commerce, in a proportion of 9,5%, followed by the construction sector with a heft of 5,5%). The IMM which succeed in introducing the quality management system, no matter which is the domain of activity, are situated in the general characteristic mentioned overall, obtaining certifications from the standard category with range which varies from 100% for IMM from transports and telecommunications to 75,1% for the industry sector and, respectively, 71,9% for those actives in the Other Services sector.

By size categories of the IMM, there are no significant differences as compared to the general characteristics previously emphasize. The dates also show the fact that there is no direct correlation between the size of enterprise, the domains of activity and the degree of introduction of some certifications from the superior category, respectively the one of the environment management. Thus, the small enterprises have reported, in a percent of 6,9%, the introduction of the ISO 14000, while only 4, 3% of the middle sized enterprises succeeded this, the same with the micro-enterprises. To be honest, in the situation of the interviewed from the micro-enterprises category, a high percent (13,6%) didn't know how to make the difference or didn't answer. This fact proves that all IMM, irrespective of the size class, are overdue in obtaining these certifications, either because they aren't well informed, or they are still adverse in what concerns the contractual approach in the business development.

The middle sized enterprises have bigger chances to obtain a sub-command, as compared to the small sized enterprises or the micro-enterprises. Even though, the general note remains the lack of access. The overwhelming heft, which varies from 92,7%, in the case of the micro-enterprises, to 85,6% for the middle ones, comes to sustain the previous statement of the IMM that didn't obtain the position of sub-contractor in a public acquisition.

The very low participation of the IMM on the international market. 10% of the IMM has participated on the international market as importer, only 6% as exporter and, respectively, 6,9% as sub-contractor of some foreign companies.

On this general background of the low participation, nevertheless, the IMM from the industry detach themselves in the front of participation on the international markets, both as importers and exporters. Another characteristic is that the number of the IMM from the Industry which participate on the international market as exporters (17,6%) slightly surpasses the number of the ones who participated as importers (16,7%). As expected, the analysis on sectors brings upon important differences. Another particularity is recorded among the IMM from transports and telecommunications (14,1%), followed by the ones from constructions and other services which, in percents of 8,5% and, respectively, 11,4%, present superior hefts to the overall mean participating on the international markets as sub-contractors of some foreign companies, phenomenon known as "outsourcing".

The participation on the international markets looked upon from the perspective of the IMM size category, show a cleat between micro-enterprises and the ones from the small and, especially, the middle categories. Thus, the fact that the micro-enterprises from Romania are not involved, ready and, in the long run, capable of capitalizing the advantages of the economical globalization, remaining preponderantly oriented towards the Romanian trade and services' market is emphasized. We note the correlation between the size category and the degree of participation on the international market. Thus, only 4,5% of the micro-enterprises had been put in the position of being an exporter, while the heft grows up to 14,1% when it comes to small size enterprises and to 27,9% when it comes to the middle sized ones. The same tendency is also observed by analyzing the enterprises' participation as importers by size categories. Taking into consideration the character of question with multiple variants of response, we can also obtain an indication with reference to the fact that very few of the IMM were in both situations of participant on the international market, as importer and, respectively, exporter, thing that proves a stratification of the market, respectively, the orientation of the bigger companies towards the externalization of some activities to micro-enterprises and small enterprises[2].

Among the most frequent obstacles put in front of the exporters, were mentioned the lack of information about the external markets, to which was added the lack of capital in order to action on the external markets and financing for the activities destined to export. To all these observations we must add the fact that an important number of companies never met obstacles which would make impossible their participation on the international markets.

In the activity sectors' structure, we can observe that the lack of information, in what concerns the external markets, constitutes a fundamental obstacle for the firms from the commercial intermediation, while the lack of capital and financing was the most important obstacle for the firms from Transports and communications. The lack of qualified expertise and competences was an untraceable barrier for the IMMs from Constructions. In the case of the firms from the industry, the causes of the more difficult access on the external markets were multiple[3].

Irrespective of the size category, the very multiple character of the causes that lead to the reduced participation of the Romanian IMMs on the international markets gets remarked. More than that, in 2002 Romania signed, together with the other candidate countries, at that point, The Declaration from Maribor, in which it engages itself to harmonize the competitiveness sustaining politics of the autochthon companies with the stipulations of the Lisbon Chart. As an expression of this international engagements assumed by Romania, the directions and the measures which define the National Strategy of Sustaining and Promotion of the IMMs, for the horizon 2004-2008, reflect the small companies' internal needs, and also respond to the preoccupations at an international level.

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