

THE MAIN PERFORMANCE CRITERIONS FOR BUSINESSMEN

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Abstract: The purpose of this paper is to describe the main performance criterions for businessmen. This criterions are appreciated differently from one region to another or from one social class to another. Businessmen's morality is more important than profit, than the power of their businesses, their organizational structure or their creativity. The company of the future is a moral company, a company where the changes will appear; all the companies will have to keep up with these changes if they wish to stay competitive. But what remains unknown is the nature of these changes, their magnitude and the fields in which they will be most obvious.

Key words: criterion, morality, innovative, change

An businessman's work is based on a complex of theoretical knowledge and practical skills. Through all these, the businessman has the possibility to understand the theoretical bases of the entrepreneurial activity, to collect a fund of expertise documentation, to outline standards regarding performances, conduit and ethic criteria.

In the future the changes will appear. A source of these changes would be the innovative spirit that springs from each and every young enterpriser, their freshness and anticipative spirit in business field. All these qualities always maintain a business at the top. After previously choosing a business idea, which would not be by all means new-after achieving a competent marketing study-which must include information regarding the customers, the company's field and its competitors-after the elaboration of a business plan, the entrepreneur has to further develop the business.

The business system is affected by many forces, both external and internal. The system approach-the viewing of any organization or entity as an arrangement of intereelated parts that interact in ways that can be specified and to some extent predicted-provides a rational means for examining these interactions. Use of the systems approach inevitably leads one to conclude that every organization,indeed every system, is an open system. An open system is an organization or assemblage of things that affects and is affected by outside events.

Top management has perhaps the greatest concern for the external forces, while management at all levels must be concernedwith the forces of the internal environment. Managers at lower levels of the organization, however, confront an internal environment that is markedly different from that encountered by management at more senior levels. Within these complex external and internal environments, the business system operates; inputs are converted to outputs through a transformation process directed and controlled by managers.

Factors that management must consider in the external environment include the labor force, legal consideration, society, unions, stockholders, competition, customersand technology. Managers approach changes in the external environment proactively or reactively.

- A proactively response is takig action in anticipation of environmental changes.
- A reactive response is simply reacting to environmental changes after they occur.

Organization exhibit varying degrees of proactive and reactive behavior. A firm may be either reactive or proactive in any matter, legal or otherwise.

Factors to be considered I the internal environment include the firm's mission, its corporate culture, the management style of upper managers, policies, employees, the informal organization, other units of the organization and unions.

Management's job is to direct the transformation of resources-inputs in an effecient manner to produce desirable goods or services-outputs. In the course of this process, managers plan, organize, influence and

control. They monitor the input and the transformation process and upon analyzing feedback from the output, make the adjustments necessary in the production process to obtain the desired results.

In order to be able to aim high and have high expectations, a young person has to know the features and main characteristics of a successful entrepreneur, to be well acquainted with the environment in which he will carry out his economical activity and perhaps be familiar with other successful entrepreneurs' activity which could be a source of inspiration. In order to refer to the economical environment in which young Romanian entrepreneurs carry out their activities, I will further present a statistic which provides information regarding the most important qualities an entrepreneur should have, from the Romanian's point of view.

The project "Zece pentru Romania" defines the main attributes of a native Romanian entrepreneur. The first three most relevant performance criteria Romanians guide after when judging businessmen's value are of moral nature, according to the survey on which the project "Zece pentru Romania" is based on.

Businessmen's morality is more important than profit, than the power of their businesses, their organizational structure or their creativity- this is the most important conclusion of the study. The survey, which was made at a national level by four important survey institutes (INSOMAR, IMAS, TNS-CSOP and CURS, on a sample of 4.304 subjects), reveals the fact that Romanians evaluate businessmen on similar criteria with those applied to politicians, congressmen or ministers.

Honesty is the most important criterion on which Romanians appreciate businessmen (42%), followed by the care shown regarding the employees (36%) and regarding the community through the payment of taxes (32%). Profit is only occupying the 8th place, with 14%, even if, probably, through businessmen's perspective, profit is the most important measurement of success. The honesty criterion is appreciated differently from one region to another or from one social class to another. In conclusion, honesty and fairness of businessmen are most appreciated in Bucharest (49%) the other southerners do not consider it that important (39%).

Romanians with high social status (classes A, B ESOMAR) appreciate fairness of businessmen more than those with lower social status (classes D,E ESOMAR) – 45% superior social classes, 40% inferior social classes.

The second most important performance criterion – "makes sure that his employees earn well"- is the least appreciated in Bucharest (26%) and the most appreciated in Oltenia (43%). These results confirm, practically, "the map of financial earnings", Bucharest being the financial leader and having at the same time the lowest unemployment rate. Because financial earnings are not a major problem for people living in Bucharest, it is less appreciated here than in other areas of the country.

Finally, the third criterion guiding the Romanians in appreciating the value of businessmen is the payment of taxes. This criterion is perceived differently according to the social status: to educated Romanians with a superior social status, taxes paid by a businessman are more important than to those who belong to inferior social classes-34% to 30%.

This study reveals a very important aspect: for those with superior studies, it is more important that the businessman pays his taxes (34%) than to make sure that his employees earn well (30%). An explanation of the result could be that Romanians with superior studies seem more responsible and more conscious of the fact that taxes paid in community backup projects for more people and scientifically prove that these people have a more developed civic sense than other social classes and, as a consequence demand the same thing from businessmen.

Another interesting conclusion revealed by the study is the fact that donations are a relevant criterion in appreciating a businessman only for 19% of the people interviewed.

Surprisingly, Romanians still believe that the state can administrate the funds that come from the taxes paid by businessmen better than the businessmen themselves could, through administrating the directions taken by the funds for community. An explanation can be the fact that a businessman who is making a donation can be perceived by many Romanians as somebody who is trying to create an undeserved image for himself.

Performance criteria for businessmen are:

1. Plays fair, uses concrete means of obtaining contracts/works 42%
2. Makes sure that his employees earn well 36%

3. Pays his taxes 32%
4. Provides decent work conditions for his employees 29%
5. He creates new workplaces in Romania 29%
6. He is able to solve every problem 27%
7. He helps people in need/makes donations 19%
8. Makes a large profit 14%
9. Works hard for his business 14%
10. He extended his business by his own means 13%
11. He built one or more than one powerful companies 11%
12. He is an organized person 11%
13. He is creative 8%
14. He received national or international awards 1%
15. No answer 3%

To be effective, a businessmen must possess and continually develop several essential skills. Conceptual skill is the ability to comprehend abstract or general ideas and apply them to specific situations. Technical skill is the ability to use specific knowledge, methods or techniques in performing work. The ability to understand, motivate and get along with other people is human skill.

There are both pros and cons in becoming a businessmen.

The pros include:

- An obvious reason to be a businessmen is the increased income;
- Many desire the respect and influence that normally go with a managerial job;
- The manager's job offers special opportunities for accomplishment;
- Businessmen have greater freedom than employees;
- Businessmen have special opportunities to help people.

The cons include:

- Some businessmen think their pay is not too high;
- In addition with their own concern, businessmen must struggle with the problems of others;
- Businessmen are held answerable not just for their own actions but for the actions of others;
- Some managers do not enjoy making the tough decisions that go with the job.

It is not at all easy to become a consummate businessmen, you have to be vigilant at all times, to respond for the consequences of your own actions, to be creative and innovative, to be inspired and informed about financing. However, with the help of scholarships and programs created especially for entrepreneurial development, the sinuous road of becoming "professionally mature" in the business field may be successfully finalized.

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