THE HUMAN INVESTMENT IN THE EQUATION OF THE PERFORMANCE QUANTIFICATION TO THE LEVEL OF THE AGRICULTURAL ENTITIES

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Abstract: An essential role in the ensure of the function of the agricultural entities to right parameters is has the human resource, because the durable agriculture needs fundamental changes also in what regards the right to propriety on land the offer concentration but also the professionalism of the agriculture producers so that they can compete to others. The human been represents a key source and a vital resource of any organizatory structure. Without the presence of the people, which know when and how, must do is impossible that the objectives of the agricultural entities to be reach. In this fact we underline the need to consider the human resource as a component of the investment process at the level of the agricultural entities. Also we insist on the idea that to assure the sustainability on long term and the organizatory efficiency that depend on the way in which the human factor is appreciated (not necessary material) at its true value.

INTRODUCTION

The agriculture once invented transformed in an essential human condition and contributed to the acceleration of the social progress in its senses. She satisfies the human needs of which diminutions or absence can determine perturbations in the human organism and social tensions.

Also the agriculture is a income source and creates jobs, being in the position to value the rural life, including the arrangements places of the agricultural territory. Those have as a purpose to put in evidence the places and the landscapes and to protect them.

As is natural in a modern economy, when we refer to agriculture we must take into account a hole complex circuit and distinct of training, achievement, depositing manufacture and detachment of the agricultural production, also the entire products of the industry and services which are articulated in the phases of this circuit.

The agricultural exploitation are complex forms of management of the property through which are put in value the land, animals and the other ways of production, interconnected in a unitary system with the purpose to make works, to provide services and to obtain efficient agricultural products.

Under typological aspect if we report to the economic size and the dimension of the agricultural exploitations we identify: the familial agricultural exploitations and the commercial agricultural exploitations. In their turn those divide in: by the general type of the agricultural activity so: specialized in land cultures, specialized in horticulture, specializes in permanent cultures, specialized in effectives of animals herbivore, specialized in the grow of animals and birds, mixed cultures, effectives mixed of animals different and effectives cultures of animals.
No matter of the form they have the agricultural exploitations must have the capacity to value the local resources and to survive. In order that the development of the agricultural entity to make the object of its persons and those to be correlated with the interests of the future generations and the requests of the environment protection is needed first of all to determine the strategic objectives on long term in which to be specified the economic aspects (the instruments capable to watch and to develop the field of agricultural exploitations), social (are putting the human been in the centre and its preoccupations to capitalize of this), biological (physiological aspects, genetic, taxonomy, to develop species and to protect the cultivated species or of the grown animals), technological (each technology of the specie of plants cultivated (through agro technical researches, pedotechnical and pyrotechnical) or breed animals).

More, is necessary to be active the cognitive component (the intellectual) human, and also the affective, emotional which can offer a source of energy in order to make possible the individual preoccupations orientation to a direction which goes beyond the personal interests of professional affirmation or financial insurance, namely the sustainability on long term through reference to the future generations.

THE ROLE OF THE HUMAN RESOURCES AT THE MANAGEMENT LEVEL

The resources are the represented by the whole social elements, economical, natural of which has at a certain point, used or usable in order to obtain goods or services.

The main role of the human resources at the scale of the entire society is found also at the level of the agricultural entities, fact that is recognized and argued by many people of science from different countries.

The main elements of argument are the next:
- The labor is the only creator of used value, at the level of the entities being created products and services for people;
- The human resource is the only creator, not only under economic aspect, but also under spiritual aspect, scientific. Developing new ideas concretized in products, technologies, management methods administrative solutions are exclusive attribute reported to the human resource;
- The used efficacy and the efficiency of the material resources and informational depends in a decisional measure by the human resources. The training of the economic activity reveals not few situations when the entities with technical aspect- financial and informational obtain economic performances different…

Emphasizing the role of the human resources it does not mean a sub evaluation of the material resources, financial and informational. The systematic developing of the entities implies the approach of the human resources in a tight relation of interdependence with the others resources, starting from the fundamental objectives to which realization are competing together, from the essential connections that are between them. Over requesting the human resources in the favor of the others effects the dynamic equilibrium, which is conditions, the management and its profitable development.

The function of the human resources must have a double end:
- Realizing the integration of the social objectives in the general objectives of the entity, by correlation of the needs of the social and human development with economic restrictions of the entity.
- Coordinating the real parts of management of the human resources
A good planning of the human resource assures the accomplishment of the administrative objectives which does not supposed difficulties of formulation but in order to materialize is needed an appropriate personnel.

There is no doubt that the different activity given by the agricultural entities contributes to the satisfaction of the social and human needs, is dominated by rules, criteria and accepted values as being legal.

Any entity in order to carry on its activity and to realize its goal needs people so she must assure those people to gain their services, to develop their attitudes to motivate them for the higher level of development and to assure it that they are keeping their interest for the organization.

The human been is a product of the nature and of the society. He is a superior human been which thinks and produces.

We consider that any activity, even the ones from the agricultural entities must start from the human been and must offer something valuable to the society and to the environment in which he lives. All though nobody owns the monopole of the wisdom in all the conditions, the exploration of the individual knowledge’s, imagination and human creativity for the agricultural entities and the insurance of the good on long term can be determined by will. The knowing and the power of the human had been to act represents one of the most efficient investments, in the conditions in which the world changes fast.

ARGUMENTS FOR THE INVESTMENT IN THE HUMAN CAPITAL

To the notion of investment it is inherent the time – the defining element in the frame of the investment process. Relevant in this way is the appreciation made by Pierre Masse according to which the investment is “an expense for an uncertain future”, with other words the equivalent of giving up the immediate satisfaction relaying on the incomes and the present savings, in the exchange of a future hope of which the support is the invested value.

The investment represents a investment of the money in order to create an income, a flux of the values which have as a point of start the financial funds, a resource with risk (which implies the knowing of the possible alternatives and the probability of their appearance, with out knowing the probability of the events appearance) and of which effect presumes the function to normal parameters of the entire economic system.

The human capital has the role to stimulate the economic life and to create values, reason for which the dimensions, the moments and the ways of investment in the human capital are very important for any entity.

In a large way the investment passes from the boarders made according to the premise to grow the capacity of production through the component of investment in the human capital.

This is given by the knowledge’s and the productive capacity of work but also by education. Education is a quality of the man concretized in knowledge’s, abilities, professional and general attitudes. So the human capital is characterized by autonomy, reflexivity, auto programming, auto development, efficiency and temporality.

The human capital is a virtual entity installed on a real material support – the human been.

P. Samuleson considers that to invest means to sustain the productive assets available, through financial transactions or portfolio modifications, which have the effect to create the real capital. The investments have the role to stimulate the economy making a determinative factor of the economic increasing, because creating a new capital attracts an increasing of the wealth of society. Buying goods in order to use them on long term, stocks lands does not
make them investments because their use only makes the change of the owner, and it does not produce the grown of the technical capital or of the national wealth.

To invest means to spend with the hope to obtain in the future the wanted effects. Such a decision that depends on the immediate satisfactions to which is giving up in contrapartnership of the useful effects predictable to be realized. The decisive contribution of the human resource to the quantification and to the concretization of the expected incomes and of the predictable costs overseen in our opinion needs to be considered a form of investment.

It is about the dynamic component of the investment process, because the real is given by the technical capital. The last one makes the fundament, which gravitates the creative activity of the human capital. Chronological, the human capital must proceed to the technical capital, because the need to conceive new efficient projects which to be put in the objectives of investment.

The human resources represent one of the most important investments for any organization and are the only capable to produce and to reproduce all the other resources, which are at its disposition. The human resources are important, few, difficult to copy and relative irreplaceable.

The previous aspects allows use to make the conclusion according to which to invest means to spend in order to create new real technical capitals and for the creation of the human capital, the quality of this is the one that makes the difference of efficacy between two objectives of investments of the same dimension, situated to the same technical, for which was made the financial effort.

TO THE CONFLUENCE OF THE INVESTMENT STRATEGIES WITH “THE SET OF THE VALUES ASSUMED” AND THE PERFORMANCE

The strategy is a way of projection of the change and of promoting the new administrative economic, technical and technological inclusively in the agricultural entities.

Establishing major objectives on long term and correlate those with the modality of realization and the engaged resources bring more close to the concretization of the responsibility to the future generation.

Elaborating new strategies of investments that refer to the human component leads to the diminution of the change, and it makes possible to plan the measures regarding the efficient use of the human resources, to sensitive the personnel with the problems that regard the strategic development the increasing of the reaction capacity and to adapt the entities to the changes determined by the market.

The set of values assumed is composed by the base requests, which consist in the respect of the interests of desires and aspirations of the personnel, stimulant with the right use of the potential. The importance of the human resources is pointed out in the reference to the series of values which we mention: the desire of equity or justice, information and communication, the personal realization in the frame and out the frame of work, the desire to safety, and the social relations.

The success depends on the efficiency of the human resource engaged. The human feels to act and to react in different ways but is essential the flexibility to promote the team spirit and competition, to stimulate the initiative and of the creativity. It is told that a founding principle is the next “act as you expect the others to act with you”.

The most explored way to satisfy the need to success is the improvement of the human resource. The finality mentioned must be made through the individual performance with the social one.
At the individual level the performance must express the value pulse given to the goods and services produced in agriculture. Under social aspect the performance is transposed in intensity with which the man contributes to the development of the entity, by reporting the objectives and standards established.

The professional knowledge’s the quality of work, the promptitude; the communication and adjustment are the essential competences in order to assure the request of performance at the level of the agricultural entities.

In this context we to know each employee and its potential are the premise to realize the objectives, which any entity assumes. Also we must not underestimate the power to know how to make a thing good and to make it from passion or intension.

CONCLUSIONS

Any entity even an agricultural one makes a system of which efficiency depends to maxim by to coordination of to human components.

“The human is the measure of all things”, states the Greek philosopher Pretoqoras, which means that the man is capable to integrate in any present or future solicitation having as a goal the man, which has to make it. Essential is the effort according to which the similar action of those factors and the capacity of the human body must realize a permanent equilibrium.

We live in a society in which the changes succeed rapidly and in which for the business world the challenges and the need to change are normal. Without the human resources, capable to change and to adapt and to create and of its multiple professional components the corporations of any type will fail. In this context the humans represent a vital resource today tomorrow of all the corporations, which assures the survival development and success of those.

The human invention has proved to be the safety way to guarantee the survival of a corporation and to assure the competitive and the future of this.

The word performance is the one of a ideology in progress in effort to make always more better. The organizational performance shows the capacity of the man to progress grace to the constant efforts. To be performing means to be good to be the best and to fight to be the best.

The performance of an organization is directly correlated with the performance of the man and of the team. The men from an organization must understand the direction in which is this, the culture of the organization and must be rewarded for the results and for the behaviors that are in line to the key objectives.

All the organizations imply man, which must gain their services to develop their attitudes to motivate them for higher levels and to assure their loyalty to the organization.

The efficiency reported to the human resource means to take better decisions compared to others based on the same information’s, observing the opportunities and the threats to cultivate inter-human relations in this time in which the free time seems to be the most precious for professions in which are build starting from the standards as they are: solid scientific training, accuracy in thinking justice between the peoples fluent expressing professionalism.

In nowadays is trying at least in theoretical plan a reconsideration of the importance of the investment in the human capital, being accredited the idée according to which a complex motivation determines the improvement of the performances in work with positive effects on the results of the activity of the employers. In the future the increasing of the complex
motivation in work under the conditions of the amplifications of the needs of the superior human will gradually force the trend of the Romanian employee to receive to a lower level but sure the benefits on short term letting place to the assuming of some great risks through which the initiative and the spirit to be promoted.

We express our statement to get to the goals; any organization no matter its field in which she has the activity must take into account the next:

“The competitive advantage of an organization lies in its peoples” (J. Pfeffer, E. Lawler).

“If you don’t know were to go any way will lead you to the same place” (L. Carroll).

“The success stays in the wish so let’s try and try” (Seneca).

Finally we remain to the acceptation to which the philosophy that the management pointed to the people does not mean “only the fact that people represent the organization” but “the respect for people” for “the competition through people”.

REFERENCES

7. Decision No 85/377/CEE establishing a Community typology for agricultural holdings.