

STIMULATION OF THE INNOVATIVE POTENTIAL IN ONLINE LIFE LONG TRAINING OF HUMAN RESOURCES

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ABSTRACT

The paper objective is to create a network of 133 online local clubs to promote and stimulation of the innovative potential in online continuous training of human resources in organizations, adaptability and sustainable development meeting in 5 area clubs, with an online human resources center.

We create and develop an network for stimulation of the innovative potential in online continuous training of human resources in organizations, as a result of collaboration among universities, beneficiaries and stakeholders, in order to increase competitiveness and performance, to enhance organizational culture – that sustains society and knowledge based economy, in the context of sustainable development.

Keywords: human resources, continuous training, development, innovation

1. Introduction

Innovation is recognized as an essential component of the economic growth process, where it can be broadly defined as the development, deployment and economic utilization of new products, processes and services. The paper objective is to create and develop an innovative collaborative platform for stimulation of the innovative potential in online continuous training of human resources in organizations, as a result of collaboration among universities, research centers, beneficiaries and stakeholders, in order to increase competitiveness and performance, to enhance organizational culture, that sustains society and knowledge based economy, in the context of sustainable development [3].

In the current European context "Petru Maior" University of Târgu Mureş in partnership with the Employers Confederation of Industry and Trade Services - Office of Mureş County Employers, Club Association „ȘI NOI PUTEAM REUȘI” and Université de Versailles Saint-Quentin-en-Yvelines is implementing the “The clubs network for promoting adaptability and sustainable development” - ReCADD Project, financed by the ESF - SOPHRD 39/3.2/G/37787 [10].

The goal of the project is to establish a viable partnership between four organizations with profiles and skills that are completing each other in a synergistic manner, working actively to achieve the same objectives for developing human resources on the labor market [7].

The project is endorsing increased adaptability, flexibility, training, ensuring health and

safety [6], in the context of sustainable development of European partners making using local synergies and actively proposing ten activities set by mutual agreement.

For this purpose, we are using the [Guide of successful partnerships](#), the contact partners for a future collaboration in a SOP HRD financed project are stored in the database: [Database Partners](#), [Table partners ' contact data](#).

In the same time, we have consulted examples of good-practice from the E.U. and we have contacted the partners involved, accessing the database of [Community Initiative EQUAL](#), [Database EQUAL](#).

During this project we are developing a new mark: “*Welfare now - Entrepreneurs Innovation Clubs Network*”.

2. Methodology of the research

The project was developed based on the proposals and suggestions obtained from a preliminary survey on a sample / relevant group consisting of 300 respondents, at the level of leaders and employees from 30 organizations/ subsidiaries/ departments. The respondents claimed the need for an organized informal setting, in which they can develop applications to promote adaptability and sustainable development, being trained and assisted by experienced professionals, highly trained [6].

It was found that 92% of respondents are interested in participating in this project, out of which 83% of respondents considered that it would participate in one activity per month, lasting 3 hours.

48% of respondents made proposals to improve the project, which were useful for the drafting team.

The project encourages the development of an innovative project in the frame of 2020 Mureş Club, aimed for the sustainable development of Mureş County. Meanwhile, club members will perform studies and creative applications for human resources development for ReCADD Project [10] and for external applicants.

3. The implementation of the project

The partners have found that is useful and necessary to conjugate the efforts to meet the specific needs identified for the target group. These needs intend to promote adaptability and sustainable development of flexible forms of work organization, specific training, ensuring health and safety at work [6]. In this way we are able to create a rich and diverse organizational culture, to overcome the concepts of duality and judgment of our lives, to accept globalization, to develop confidence in a changeable system through personal involvement, development of a platform focused on promoting the adaptability and sustainable development, in traditional activities and Internet.

4. Project relevance

Online Clubs Network is providing:

- a unified environment for harmonious relations between different employees, employers, authorized individuals, managers at all levels, specialists from the medical system, occupational medicine specialists;
- greater opportunities for partnerships between economic actors, social workers and providers of know-how, using the existing knowledge and the performed services [7];
- favorable conditions for integration into relevant projects for local/zonal sustainable development;
- the possibility to develop IT skills, using the website of the project in activities focused on the priorities of the clubs network. The development of the network is continuous based on relevant needs identified locally, in a global context.

5. Project objectives versus identified needs

We know that there are many people willing to get involved in projects, the potential level of individuals or groups can be materialized more quickly using communication modules and applications focused on creativity in participants' priorities. Using the "learning by doing" method in a formal and informal frame, focused on participants priorities, prove to be beneficial. Consultancy, assistance and mentoring are highly required. We encourage the local synergies by working in teams. We develop new information/research activities for

needs and proposals of the participants in the fifteen organizations/subsidiaries/departments selected from urban and surrounding areas. The used instruments are interviews and questionnaires, along with existing data studies from the previous experience of the partners.

6. The Europe 2020 strategy and national context

The Europe 2020 Strategy to go out of the crisis and prepare EU economy for the next decade identifies three key drivers for growth [8], to be implemented through concrete actions at EU and national levels: smart growth (fostering knowledge, innovation, education and digital society), sustainable growth and inclusive growth (raising participation in the labor market, the acquisition of skills and the fight against poverty) [9]. This battle for growth and jobs requires ownership at top political level and mobilization from all actors across Europe. Five targets are set which define where the EU should be by 2020 and against which progress can be tracked.

In order to meet the targets, the Commission proposes an Europe 2020 agenda consisting of a series of flagship initiatives. Implementing these initiatives is a shared priority, action being required at all levels:

- Innovation union - re-focusing R&D and innovation policy on major challenges, while closing the gap between science and market to turn inventions into products.
- Youth on the move - enhancing the quality and international attractiveness of Europe's higher education system by promoting student and young professional mobility [5].
- A digital agenda for Europe - delivering sustainable economic and social benefits from a Digital Single Market based on ultra fast internet.
- Resource-efficient Europe.
- An industrial policy for green growth – helping the EU's industrial base to be competitive in the post-crisis world, promoting entrepreneurship and developing new skills.
- An agenda for new skills and jobs – creating the conditions for modernizing labor markets, with a view to raising employment levels and ensuring the sustainability of our social models, while baby-boomers retire.
- European platform against poverty - ensuring economic, social and territorial cohesion by helping the poor and socially excluded and enabling them to play an active part in society.

The ambition of Europe 2020 means that leadership and accountability must be taken to a new level [9].

The Sectorial Operational Program for

Human Resources Development SOP HRD

The Sectorial Operational Program for Human Resources Development 2007-2013 SOP HRD has been elaborated in a large partnership process [7].

The SOP HRD objectives

The general objective of SOP HRD is the development of human capital and increasing competitiveness, by linking education and lifelong learning with the labor market and ensuring increased opportunities for future participation on a modern and flexible labor market for 1,650,000 people.

The specific objectives of SOP HRD are:

- Promoting good quality initial and continuous education and training, including higher education and research [2];
- Promoting entrepreneurial culture and improving quality and productivity at work;
- Facilitating the young people and long term unemployed insertion on the labor market;
- Developing a modern, flexible labor market;
- Promoting (re)insertion on the labor market of inactive people, including in rural areas;
- Improving public employment services;
- Facilitating access to education and to the labor market for the vulnerable groups.

The priority axes of SOP HRD

7 fields of activity are financed through SOP HRD, also known as "Priority Axes". Each of these priority axes is split in several sub-domains, also known as "Key Areas of Intervention".

Partnership and partners in SOP HRD

The relevance of the partnership principle in implementing SOP HRD consists in the multitude of existing challenges, but also, in the opportunities regarding the modernization of educational and training systems, lifelong learning, promoting active measures for employment and social inclusion.

From this point of view, various problems derived from the necessity of harmonization of the educational supply with the demands of the labor market, promoting adaptability and flexibility of the workers and enterprises [6], modern organization of the labor, sustainable participation of the vulnerable group on the labor market, need solutions that can be achieved only through partnership.

7. Project presentation

The overall objective of the project is to create internal capacity for companies in the Central Region of Romania, to develop their human resources in relation with the market needs and economy restructuring. *The operational objectives* aimed to create a network of local clubs in order to promote adaptability and sustainable development, gathered in five zonal clubs [4], with a Central resource center. We are focusing on using the international experience, starting from communication and innovation in networks, improving the adaptability of

enterprises and employees, disease prevention campaigns, modern labor organization, harmonization of professional activity with private life, active aging, women's participation on labor market.

The project focus is:

- interactive activities in order to change social attitudes and stereotypes towards vulnerable groups at the workplace, promoting equal opportunities, improving adaptability of workers to technological and organizational innovations [1] (particularly women, older workers, persons with low qualifications and vulnerable groups) etc.;
- specific campaigns for the prevention of disease risks in order to maintain an adequate working environment etc.;
- training employees, entrepreneurs, individuals, managers at all levels, specialists from the medical system, occupational medicine specialists in large teams for innovative activities;
- support measures to ensure favorable context conditions involving enterprises, social partners and other relevant stakeholders to promote the principle of equal opportunities and develop/implement appropriate organizational models etc.;
- support for networking among enterprises to promote quality and sustainable development;
- raising awareness and strengthening policies on quality standards, including the transfer of best practices for sustainable development;
- offering prizes for enterprises that promote flexible work organization and services;
- disseminate flexible economic organization models able to reconcile the requirements of companies competitiveness;
- support for implementation of "family friendly" contractual forms adapted to the working program, including flexible work program schedules for elderly employees;
- support to ensure an adequate and safe working environment;
- designing and implementing five complex projects;
- networking services which provide promotion and support for developing, implementing innovative methods for flexible organization of work;
- creative/innovative solutions to improve communication in organizations.

The project provide for the clubs:

- training the trainers and the local tutors/animators within three courses, accredited by Ministry of Education, Research and Innovation and supported by experts group: Project Management, Human

Resources Management, Management of optimization production processes and services;

- Support/assistance for development and implementation of a local project, using complex procedures for the clubs network;
- A conference and a classical debate - information and awareness campaign to identify the needs and local achievements/experiences;
- A conference and an open on-line debate, to identify the needs and local experiences;
- Four classical applied trimester activities (Workshop), at the local club during the twelve months, supported by the Expert Group;
- Eight classical applied activities (Workshop), at the local club during the twelve months - online support by group of experts for the development/completion of four trimester activities;
- Participation in two stages of three days, to develop flexible organizational models useful in enterprise and achieve a statute of clubs managed by a Honorary Board of Directors;
- A project site www.recadd.ro [10], Forum on-line “Communication and innovation for adaptability and sustainability in organizations”, Trimester Synthesis, Integrative Activities on-line on topics of local interest etc.;
- Classic and online tutorial/consulting for at least twenty members of the local club during the twenty months of activity by the Resource Centre using complex assessment procedures for the local potential in a global context;
- Support for promoting transnational exchanges of experience to increase the adaptability;
- Access to innovative interregional and transnational activities, to promote adaptability of workers and enterprise and including the establishment of the “Association for the promotion of adaptability and sustainability”.

8. Conclusions and results

The results in online activities

The 133 clubs, which include an online human resources center, are designed to stimulate innovative potential of participants. These clubs were distributed in 5 areas as follows:

- Clubs of innovators (56)
- Clubs for adaptability and sustainability (40)
- Clubs for human resource development – innovation and communication (11)

- Clubs for simulations and applications (5)

Web site statistics show:

- Total Members: 2275
- Total Clubs: 133
- Total Discussions: 710
- Total Albums: 165
- Total Pictures: 1767
- Total Videos: 151
- Total Bulletins: 36
- Total Assets: 10,005
- Total Posts: 3480
- Total Male: 910
- Total Women: 1360

The ReCADD project outcomes are [10]:

- contributes to increasing the skills of employees and foster the creation of new jobs;
- promote liberal professions;
- includes innovative activities;
- helps to develop new methods for combating discrimination and inequalities in the labor market;
- lead to the achievement of a higher level of qualification or to create new jobs;
- contributes to carry out additional activities which could not be funded from other sources in the next period;
- helps the development of self-employment;
- transforms/adapts best practices.

The project generates a positive effect on short, medium and long term because is using:

- innovative methods for flexible organization of work, new working practices;
- professional illness prevention, health and work safety facilitation, providing a friendly working environment and encourage reconciliation between work and private life;
- information and awareness campaigns to change social attitudes and stereotypes towards vulnerable groups;
- efficient training in new methodologies, ICT, environmental protection and pollution control, promoting trans-national exchange of experience regarding the adaptability;
- quality certificates for companies that promote flexible work organization and facilitate reconciliation of work and family.

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