

ROMANIAN HR PROFILE 2008



- Poziționarea și rolul HR managerilor în companiile din România • Rolul și percepția departamentelor HR • Influențele în procesul decizional privind programele de training și consultanță • Managementul performanței • Rolul și evoluția managerului HR • Devotarea managerială în companiile din România • Tendințe în procesul recrutării și selecției de personal • Sănătatea de management din România și impactul acestora asupra angajaților

Romanian HR Profile 2008 | Executive Summary

Romanian HR Profile 2008 is the biggest HR Survey made in Romania, which is dedicated to the human resources industry. Being to its 3rd edition, it offers us a complex and objective image, based on the dynamic interpretations of the market evolution.

The data collection took place between July 2008 – August 2008 and it was made on an aleatoric sampler, interviewing 485 companies, with more than 10 employees, middle and large companies, having a Human Resources department. The used sample covered the whole country, and assures an error margin of maximum 5%.

The sections of Romanian HR Profile 2008 are as follows:

- I. HR Director positioning, and the role of HR Department within the company;
- II. Learning, and Training;
- III. Recruitment – Selection – Retention;
- IV. Compensation and Benefits;
- V. E-Learning.

The study reveals the fact that, in 2007, just one out of three Human Resources Directors are included in Comex into the Romanian companies, the strategic decision being made, in most of cases, by the General Manager or by Comex, without involving it.

One of two companies operates without human resources budget, the recruitment and the salary management being the activities that appear most frequent in their answers and also being considered by the interviewees the most important activities of the HR Department.

The most used learning method is training, followed by qualification at the work place. More than 50% of the companies had not involved their employees in trainings with the exception of teambuilding. The average budget spent per employee by companies in 2007, including logistics, is 163 EUR/year.

Top 10, national awareness of the local training companies, is slightly modified compared with 2007. This year classification contains the following companies: Codecs, Ascendis, Human Invest, TMI, AIMS, Achieve Global, OK Service, Interact, Corporate Dynamics, HRD.

The most used Recruitment sources remain the newspaper ads, followed by those on internet. Romania is confronted with a high fluctuation of staff, production and sales are the main areas with difficulties in finding qualified staff. The average budget spent for Recruitment in 2007 is 683 EUR per company. The salary and the wish to change the activity type or even the activity domain are the most frequent reasons because of the people leaving the organizations.

The interest of the companies in assessing staff performance is decreasing in comparison with the previous years; in this context, the used rewarding strategies, give an importance to goal achievement but also to the people motivation.

The phone, office food support, like: water-tea-coffee and lunch tickets continue to be the most used benefits given by companies to both managerial and non-managerial positions. The study reveals a decrease in employers' interest in researching their employees and the level of their satisfaction.

Further we see a reduced penetration of E-learning in Romania, just one company out of seven uses the on-line learning platforms for training their employees. This situation is determined by not knowing the benefits offered by the e-learning approach.

As a final conclusion we can say that the recognition of the importance of HR Managers and the importance of a strategic approach continues to be taken into consideration to a low level. From the labor market point of view we are confronted with a market whose major problem is the lack of qualified people and the high personal turnover, especially in production and sales areas. On the long run, the labor crisis contributes to the decrease of the performance and work productivity, even to economy recession.