

The evaluation of the human resources in services. Methods of raising the employees's satisfaction and the economical results of a company

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Candidate's background

She graduated in 2011 the Faculty of Commerce at the Bucharest Academy of Economic Studies, specialization: Business Administration in Commerce, Tourism and Quality Management, general average of 9.71. She is working as a Customer Support Representative at Webhelp Romania. The project she is working for is called Louvre Hotel and it is a tourism project. Her daily responsibilities consist in keeping the data bases up to date, booking processes, creating user's accounts, creating the data bases for the hotels that have been recently opened. She is interested in the concept of quality in services and that is the reason why she chose for her Phd project this theme. She will try to propose a model in order to raise the employee's satisfaction and the turnover of the tourism companies.

Brief presentation of the research project

I chose this project because I have noticed that the most important resource of a company is the human resource. I want to discover exactly how this resource influences the financial turnovers of the companies that provide services (tourism services). The human resources are the first strategic resources a company has and they replace successfully the financial resources.

Nowadays, the development of human resources is considered the most suitable way to meet the employees' requirements (the need of developing a career, the need of professional satisfaction).

The main objectives of my research will be:

Objective 1: I am planning to study the methods used in the past for measuring the employees' satisfaction in order to emphasize the connection between the employees' satisfaction and the company's turnover.

Objective 2: I will suggest new methods for measuring the employees' productivity and ways of raising their implication in order to reach the company's objectives.

Objective 3: I will study in what manner the methods suggested by me influence the employees' satisfaction and the turnover of the companies that provide tourism services.

Specialists pay attention on studying the importance of human resource in the companies around the globe. In the last ten years, many books were written on this theme in the world and in Romania too. The most important are the ones written by: Martocchio, 2012; Mello, 2011; Lepak, 2010; Șchiopoiu Burlea, 2008; Deaconu, 2007; Dimian, 2008; Chivu, 2009; Ciocârlan-Chitucea, 2011, Ioncica, 2006, Emilian, 2003 etc. Aspects such as: hiring, labour law, labour planning, recruiting, selecting and training the employees are debated in these books.

Key words: *human resources, employees' satisfaction, motivation, employees' productivity*

B. Research methods

Despite all of these books written in the last years, which pay attention to important matters on human resources, there are many things that should be discussed on this matter.

I am going to use the following methods in my research:

- I will use **documentation** to pick up information from catalogues, reports (written in the scientific studies) and I will study carefully the conclusions of my predecessors in order to

find out what is the actual phase in measuring the employees' satisfaction and how this satisfaction influence the financial results of a company.

- I am going to use the *observation* method: I will carefully observe how managers of the company I am working for handle conflicts, how do they motivate their employees, the relationships between employees and managers and between managers and customers.
- I will also use *interviews, surveys*). This surveys will contain questions regarding the manner in which the company tries to meet the employees' needs (the need for professional development, the social needs – what are the measures used by the company to promote good relationships between employees and between managers and employees, the need for professional recognition, financial needs, etc) and also they will be a good opportunity for the employees to express their wishes and to suggest new ways to improve the aspects that cause dissatisfaction.

I will suggest a statistic model for measuring the employees' satisfaction and I will use this model in the company, and after that, I will notice the way in which this model helped the company to improve its turnover.

Finally, if the model is good I am going to use it in other companies to observe if the same results can be obtained there.

C. At the beginning I am going to start with the theoretical aspects, then I will continue with a case study and finally I will suggest a model that can be applied in a company in order to increase the general level of satisfaction and the financial results and I will observe carefully what will happen after its implementation.

In my work I am going to focus in the first place on the theoretical aspects such as studying the stage of the HR field abroad and in Romania, studying the methods used in the past for measuring the employees' satisfaction and the results obtained, studying the connection between HR and financial results of the companies that offer tourism services, studying the connection between employees' satisfaction and their productivity.

Secondly, I will focus on the case study: I will study the employees' satisfaction in a company that provides tourism services and I will see in what manner this satisfaction influences the turnover.

Finally, I am going to suggest a model in order to increase the satisfaction, productivity and financial results.

Research outputs and their implementation

I am planning to participate in scientific conferences in Romania and abroad in order to find out more about human resources. I want to participate in classes related with the theme I am studying (The management of innovation in tourism – conf. univ. dr. Vasile Dragoş), Human resources in business – conf. univ. dr. State Olimpia), I am going to write articles about the studies I am going to make about employees' satisfaction. I am interested in HR field because I like to work with people, I have a positive attitude and I am very organized. Because I am working in a big company I can tell why it is so important for a company to keep motivating its employees and how a motivated team can help a company to reach its objectives. I think it's mandatory for every business which is involved in an extending process to focus first on its employees, because they are the most important resource an organization could have.

The model I am going to implement in the company will help the company to reach its long term objectives by raising the employees' satisfaction. In this way, the employees will be motivated to work harder for the company and they will consider that they work for themselves, not for a strange entity.

After I implement the model, I will compare the result obtained before the implementation with the results obtained after a while in order to measure the efficiency of the model and I will decide if the model could be implemented in other companies in order to raise the turnover.

Auxiliary elements that may support the research

- I used to be a teacher at The Economic High school “Virgil Madgearu” Bucharest for 6 months (I taught subjects such as: The quality of products and services, The market analysis)
- I am going to participate in the Scientific Seminars organized by the Business Administration PhD School
- I participated in the Scientific Session “Excellence in Business”, hosted by The Bucharest Academy of Economic Studies, April, 2011
- I took part in The National Olimpycs for Economy and Sustainable Developmnet, hosted by “Vasile Alecsandri” University, Bacau, 2011
- I participated in The Tourism Summer School, hosted by The Bucharest Academy of Economic Studies, Tusnad 2008
- I will write an article about my Phd project in “The tourism magazine for research, education, culture and soul – Cactus ”
- I published an article called *The concept of quality in the bakery field* in the **The National Food Congress – SOS Food production**, Baia Mare, 2011
- I published an article *The nutritional education in Romanian school*, in the **Alimedia** magazine, 2013 (ISSN 2247-8078)

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