

Services in Knowledge Society and Their Implications in the Labor Market

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Candidate's background

Graduated in 2011 the Faculty of Business Administration in foreign languages, French section, at the Bucharest University of Economic Studies with a general average of 9,21 and in 2013 the homonymous master's program with a general average of 9,28. Also possesses a French translation and retroversion certificate. As the mentioned diplomas indicate, she shows an interest in both economics and foreign languages. Is curious to learn more about today's economy, about the service industries, and especially about the leisure industry in which she activates. Takes postuniversity psycho-pedagogical courses wishing for a career in higher education.#

Brief presentation of the research project

The research project is in early stage and aims to quantify the contribution brought by the increase of the valorization degree of the leisure industry's potential in Romania. The first objective of the research is to synthesize the current state of knowledge regarding the service sector in the knowledge economy, revealing any areas insufficiently explored.

The next part of the research will analyze the evolution of the workforce structure in Romania from the industrial society to the current knowledge and provisions for the next 15 years will be made. Based on the assumption that the two age groups with the lowest contribution to the added value in Romania are young people under the age of 26 and elderly people at the age of retirement, the analysis will focus on the indicators concerning youth unemployment and the dependency ratio of the population.

As mentioned, the service sector targeted by this research is the leisure industry in Romania. After assessing its current state and potential, the third objective is to identify the job creation opportunities and to measure the sector's contribution to the creation of added value.

The next objective is to elaborate a set of measures in order to reduce the problems of high youth unemployment rate and increasing dependency ratio. Regarding the first aspect, the measures will focus on developing the professional and entrepreneurial skills of the young people. These will be based on the European Union's directives and the Romanian Government's recommendations (Guvernul României, 2011) and they will be adapted to the leisure industry characteristics in Romania. In order to keep under control the dependency ratio of the population, the proposed measure is the introduction of a fourth pillar of pensions (Giarini et al, 1996), which will extend the working lives of individuals at the age of retirement. The research will reveal ways to integrate the elderly in the leisure sector workforce on a part-time basis.

Finally, the last objective is to study the impact of the proposed measures at both national and individual levels.

Keywords: *knowledge society, services, leisure industry, unemployment, fourth pillar*

Research methods

In the theoretical chapters, as well as in the introductions of certain other chapters, the research methods used will be: documenting knowledge from scientific literature and synthesizing the current state of knowledge of the subject of study.

The methods used in the workforce study from the third chapter will be: collection and modeling of statistical data, followed by analysis of current trends and finally forecasting future trends for the Romania's workforce structure, with emphasis on the unemployment and dependency ratio indicators.

In the applicative chapters, quantitative and qualitative methods of direct marketing research will be used. To that effect, surveys, investigations and structured interviews will be conducted with the aim of identifying the subjects' attitudes towards the proposed measures.

For the measures that have been already implemented in other countries, comparative analyses will be carried out. Also, feasibility studies for the envisaged measures will be performed, by triangulating the results of the other research methods.

Research outputs and their implementation

Regarding the labor market in Romania, by keeping constant the current economic and legislative parameters, the problem concerning high unemployment rates is estimated to persist and that of the dependency ratio of the population to accentuate. By adapting the employment measures already theorized to the specific requirements of a sector - in this case, the leisure industry - an increase in the contribution to the nation's added value and an improvement of living standards are to be expected. Also, the extension of the working lives of individuals at retirement age, by creating part-time jobs in the service sector, is presumed to lighten the pressure induced by an increasing dependency ratio. The preoccupation for solving labor force issues correlated with the close observation of the leisure industry provides the premises of conducting a rigorous research whose results will probably confirm the expectations.

The intermediate research results will be used as a support for the papers presented in scientific seminars, national and/or international conferences and for the articles published in journals indexed in international databases.

Certain sub-objectives of the research plan like: "Elaboration of a strategic model for workforce training in leisure activities", "Elaboration of a program for the development of professional and entrepreneurial skills of young people adapted to the characteristics of the leisure industry as a means to reduce unemployment", or "Study of the introduction of the fourth pension pillar as means to reduce the dependency ratio" constitute possible topics for future articles.

To this day, the first participation with a paper to the scientific seminar on "Quantitative and/or qualitative methods for analyzing and modeling of economic phenomena in the field of business administration" held by the Doctoral School of Business Administration has been announced for the end of January.

Auxiliary elements that may support the research

Has participated at the scientific seminar on "Organization knowledge and dynamics in business" held by Professor Onete Bogdan, Ph.D. and intends to take part at future scientific seminars, especially those concerning the knowledge society, knowledge economy, services, service industries, workforce issues or any other topic related to the research theme.

This semester, she is also attending the course of *Strategic management* held by Associate Professor Claudia Țuclea, Ph.D., being interested in the macro environmental and sectorial analysis.

The next semester, she plans to take part in three courses: *Development strategies of the tertiary sector* and *Research methods* held by Professor Ioncică Maria, Ph.D. and *Human resources in business* held by Professor State Olimpia, Ph.D.

Also, due to her desire to work in the higher education in the future, she has enrolled in the psycho-pedagogical postuniversity course held at the Bucharest University of Economic Studies.

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