

Features and behavioral principles in the business context

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Abstract: In the contemporary market economy constant improvement of business environment is an important element in achieving business. Digital economy affects business growth, innovation and technological progress became also important instruments in the activity of any organization.

Organizations are trying to find and develop intelligent tools and strategies for the new business models. Managers' major concern is to find intelligent solutions for the business management. In our days being an entrepreneur it is a difficult choice. The entrepreneur must deal with difficult and risky situations which can affect his/her activities. The purpose of this paper is to present those elements which can less or more affect the existing business environment. Today is important how an entrepreneur acts on the potential market. Performance obtained by him/her depends on his ability to apply strategies and to use advanced information systems.

Keywords: digital economy, strategy, coaching, management, communication.

Nowadays literature review shows the importance of the business management in the structure and economy of any organizations from our country. The implementation of an efficient business management can affect the economic and commercial results which are obtained by the firms. We often ask "what a manager does?" and what is the role

he has in leading a company. The most important responsibilities that he can have are to make decisions and to start actions which can lead to achieving the targets of the firms. If we are thinking of the functions management we can say that a good manager must provide, organize, co-ordinate, coach, control and estimate through the management

processes. Managers' characteristics can influence the coordination of any activities. Communication is an essential process which can transmit the necessary information for the good function of the interpersonal relationship between the managers and employees. Communication can be formal, and submits the transmission of information which is strictly necessary for the business activity, and informal, which submits the transmission of information with informal content. Nowadays a company must confront with customers' wishes which are always in permanent diversification. Communication appears like an essential element. Its application in the business context is useful and brings positive results. In business the main forms of communication are:

A). In terms of information flow: vertical communication – from the chief to the subordinate; horizontal communication – at approximately the same competence; mixed communication- with influence from the vertical and horizontal communication.

B). If we are thinking at the character of communication we are presenting the following forms: internal communication- shows the flow of messages, data and information inside the organization, also with informal and formal character; external communication- consist in collecting information from the socio-economic environment; financial communication- shows information and communicational routes which have the following targets: financial instruments which consist in managing the net turnover, managing the budget, the structure and destination of the profit, the value added dimension, finance and credit sources.

If we are thinking of a few behavioral principles in business we can formulate the

following principles: principle of ability and professional competence, principle of business ethics, principle of successful strategies, principle of flexibility, balance principle in the form of mutual respect.

In business is like in real life. The chance is the one who dares and takes the initiative even if he commits mistakes. An essential element which can influence the company' managerial activity is represented by managers and employees resistance towards changing. This process can freeze the communication. Today we can talk about an obvious need for changing in business, where a technological innovation generates visible changes. Managers' activity is influenced both by innovation and globalization, and also by demographic, economic, social and psychological changes. Competitiveness which exists between the companies involves important changes in their activity. The performance is achieved only if the companies adapt their activity to the dynamics of the business environment which is changing permanently. Managers who work in big companies have to face the competition. They can obtain performance only through achieving ethical, competitive, legal and realistic goals both on a short period of time, and over a long period of time. Managers' are training to cope with unexpected changes which appear in the business environment. So, "coaching" is a term which is often used in business. Coaching is an elegant way to raise awareness of the imbalances that exist and to help those who are formed to find a progress way which can bring benefits to their work. Coaching which leads to success is a way through which a disciple is formed by his coach, the main scope being the improvement of the performance at work. The

communication style and relationship between the coach and disciple are the results which are given by the coaching application.

A manager must know how to improve efficient strategies. He must see and analyze the signs of change and must try to transform the potential situations in benefits. These situations can appear during his activity. Romanian companies must identify global strategies for the improvement of the competitive advantage in a dynamic competitive environment.

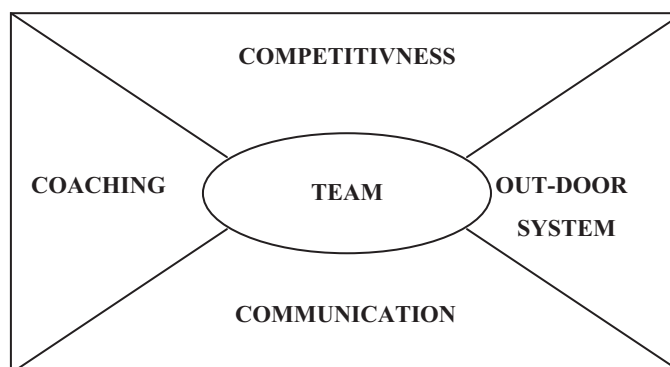
To succeed in any business an entrepreneur, manager or leader who runs a business has to establish the rigorous targets and to implement successful strategies.

In the literature review are presented two types of strategies: global strategies and partial strategies. The implementation of the global strategies on longer periods of time (3-5 years) is an important premise in achieving the partial strategies. Partial strategies must be developed in those companies that want to increase a certain area which has a bigger importance in their activity. Literature review presents the following partial strategies: managerial strategies- their implementation aims to develop the management

system components; commercial strategies- their implementation is used in the marketing area; financial strategies- their implementation could identify the category of profitability parameters in any company; innovational strategies- their implementation aims to develop new opportunities, innovation and technological progress are important elements in achieving companies targets.

Managers' training is a compulsory element for the future of any organization. The most useful tools in business are the strategies and communication principles. In this context, practical training in "out-door" system of the businessmen (managers, leader of the big companies) is to develop their capacity to react and to be ready for any problems which could suddenly appear. "Executive Challenge" from S.U.A is the oldest training center in "out-door" system. Strategies used in "out-door" training are following an important element: "motivation" that leads the company to obtain positive results in his way towards success and profitability. An important place in the managerial activity is occupied by a "team" because the success is not obtained by an only one person.

Performance tools



Source: Authors

It is obtained together with other persons. In these conditions, a businessman must implement intelligent strategies which can lead to achieve their goals.

To summarize, a manager must use intelligent strategies and must have a team. Performance is obtained by a team through adequate processes as is seen in the figure.

Today, when traditional business tends to become an electronic business, digital economy creates changes in the business environment. So, businesses are affected and their complexity grows. Information and technological progress have a significant role.

In literature review business are classified as it follows: traditional business- are carried on the business market by a trader who transacts a tangible product; electronic business- are those businesses that hold the supply and sales processes, and also the economic process; mobile business- are defined by Nicholas D. Evans like "an integration of the business processes with electronic business and wireless communication"; "I"-business- are realized through the mobile business: "I" comes from "intelligence", "idea" and "innovation".

Automation and knowledge have an important place in the business environment. Organizations must adapt their activities to the existing business environment where the traditional business tends to become electronic business. For the best performance an organization must rely on innovation, the new technology and on those employees who have knowledge about business and new technology. Management models for the electronic business must provide tools and techniques that managers can use to obtain performance and success.

Conclusion

Business intelligence depends on the management performance which represents a great solution for the implementation of the management processes. Organizations are using a variety of tools and techniques to obtain benefits and profits. Information technology evolves rapidly. Electronic commerce becomes a necessary tool in achieving "I"-business. For facing new changes and new technologies an organization must be flexible and must develop intelligent strategies. Managers must have teams, must use reliable tools and must define clearly their targets. They should be well prepared for the future.

Improving relationship with customers and suppliers, a good communication in the interpersonal relationship brings value to the business. Innovation leads to the growth of the product quality, and making decision with the help of new technology is a prerequisite for the business future success.

Therefore, the main elements of the contemporary business environment which influence it are:

- competitiveness;
- coaching;
- communication;
- out-door system;
- sustainable strategies.

Through these elements, a company may easily change its behavior from a simple one to a complex one, from a static reaction to a dynamic attitude strongly oriented toward the concrete objectives. Thus, an entrepreneurial behavior may define real features according to the environment for intelligent companies.

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