

How can private companies become sustainable, not history?

- A perspective on organizational behavior -

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Abstract: *The basis of the success of the private environment and of the organizations that make up it is the organizational behavior. This is the main responsible for the failure or the success of a company or organization. In organizational behavior, the assumed values, the resources involved, the staff, the leadership, but also the external elements, but with which a direct or indirect connection is created, are still involved. The sustainability of a company or organization is given by some elements that differentiate it from the competition, the image of the waters it created on the market, but also from a reputable assumption of what it has done or is about to do in the private environment.*

We will not be able to talk about companies having a successful organization without knowing the results and how it has achieved. Even if the strategies and actions are left in the shadow and known only internally, ensuring only that transparency of things that will be known does not mean that those strategies and actions did not exist. Within a successful company, at their core will be some defining components and elements applied consciously, responsibly, assumed and based on sound knowledge. A proposal to achieve sustainability over time within the organization will be described throughout the paper.

Key words: organization, sustainability, vision, dimensions of sustainability, competitive differentiation

JEL: L1, L2, M1

1. Introduction

The private environment in Romania has seen in the last years a directed lines with European standards, but not enough that no corrections, adaptations or other legislative and economic initiatives in this field are needed. It is true that, at the level of organizational culture, private companies incept have certain values imposed by the European Union, as well as business ethics, national values through legislative and control instruments in this field. Labor on the brink, tax evasion, workplace discrimination among employees began to diminish visibly, but there is still room for a reluctant change.

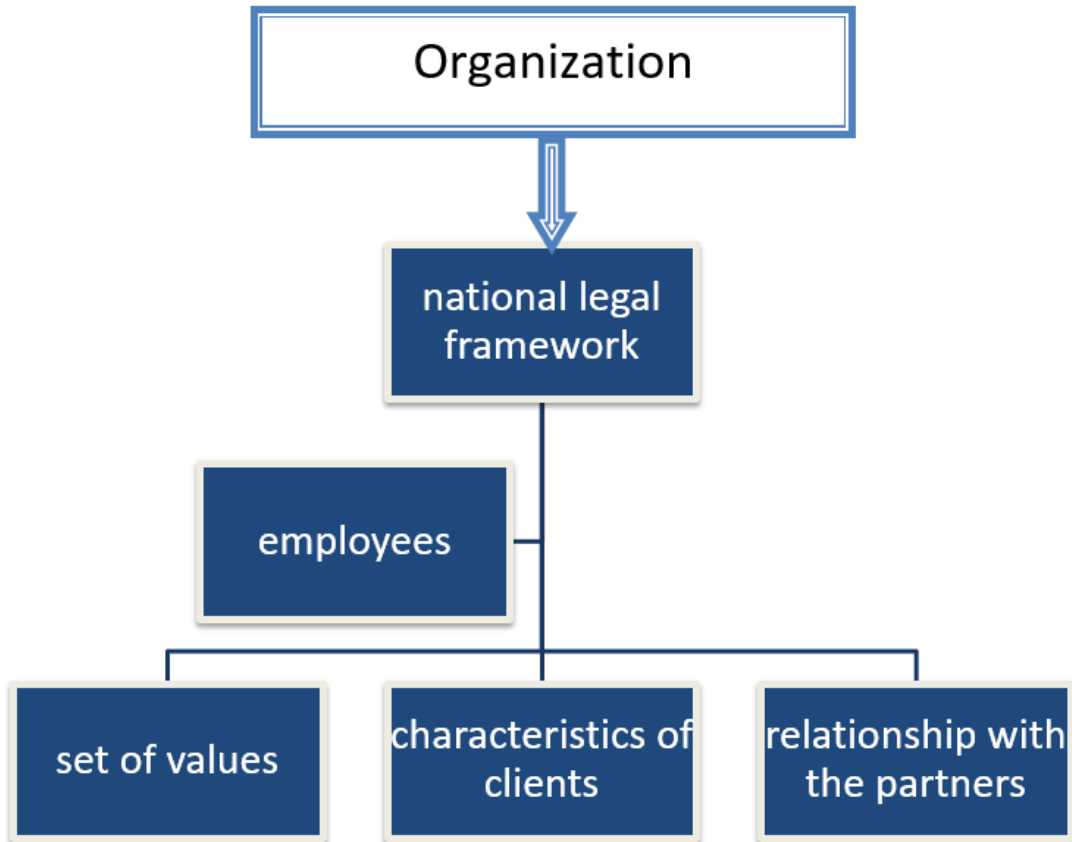
We understand the organization-level change as the set of new values implemented within it to combat conscious competition and make it sustainable in time, socially and economically. We believe that an organization is not sustainable only if it has a great experience on the market, a number of years of its establishment or a long history, but also a large turnover, a set of values that it respects and applies. A company that was founded a year ago but managed to attract the attention of its clients, partners, suppliers through

the tools and mechanisms that are defining: values-culture-success-financial power and which may even have been bought with a sum of money the importance can be considered as a sustainable company due to its high financial power over the short period of time and its development and the drawing of new lines of direction by another third party.

2. Adopt dimensions on the sustainability and sustainability of an organization

Success, sustainability, sustainability and even the vision of an organization are largely dependent on five dimensions that should be established just before it is established: the national legal framework, the employees, the characteristics of the target group (clients), the relationship with the partners / suppliers, the environment organizational (set of values). The relationship between the five proposed dimensions that can define the sustainability and vision of an organization and their importance is given in the figure below:

Figure 1: The five dimensions of a sustainable and sustainable organization



Source: Author's own processing

Of course, not only compliance with these dimensions brings success in the private environment, companies and private organizations, but observing some conditions we have called "the conditions of the five dimensions of sustainability and sustainability." We identified these conditions as follows: understanding and understanding the five dimensions, understanding the relationship

that should exist between them, interacting permanently with all five dimensions simultaneously and not successively, adapting the organizational environment and other components that enter into the organization of the five dimensions, adapt to change at the economic and social level, adapt to internal changes.

Tabel 1: The conditions of the five dimensions of sustainability and sustainability

Conditions	Explanations
Complex understanding of the five dimensions	The first step is defining all five dimensions: Why should a legislative framework be taken into account? what are the characteristics of the organization, what values do I have as an organization, what were the criteria that gave birth to them, how flexible can they be in observing or not respecting them? who are the clients I'm interested in arriving? What features do they have? Why do I have to keep in mind the motivation of my employees to have the best results, results that will be translated into the turnover of the organization? What are the partners and suppliers that interest me and why? On the basis of which criteria do they differentiate between them?
Understanding the relationship that should exist between the five dimensions	Besides understanding the five dimensions in more detail and understanding how they interfere and intersect is very important. The relationship of the organization as a stand-alone element with them and the relationship between them will dictate the whole trajectory of their observance and the best results in their field. Identifying the most important dimensions is the starting point for the following visions, strategies and projects at the organizational level. For example, if you do not take into account the legal framework and customer requirements in developing a new product or service or altering an existing one, its success could be an undesirable one, the investment in it could turn into a huge loss, and the road the organization is much shorter than planned just for the simple fact that we did not understand the importance and the relationship between these dimensions
Adapting the organizational environment and other components that make up the organization to the five dimensions	It is clear that a legislative change at national level that implicitly targets the private environment or the field of activity of the organization, a change among the clients, a change of employee behavior requires adaptation of the entire organization's work to these proposed new changes. Otherwise, the profit, existing on the market, the life span, the turnover will be those that will feel the results of the non-adaptation to the changes in the five dimensions.
Adapting the organization to economic and social changes	An inadequacy of the economic and social requirements will make the image of the organization suffer both among customers and partners and suppliers. An organization or company that demonstrates that it is unable to meet the required economic and social standards demonstrates an organizational inefficiency and a serious management fault. Often these are put to the attention of the management, not of the staff that makes up the entire organization.

Adapting the organization to internal changes	Internal changes are the ones that focus on human resources management, financial, organization chart, values and set of beliefs of the organization, the purpose and objectives proposed, the strategies, the projects, the future actions. An inadequacy of the organization as a whole for all these listed items will give rise to visible gaps between what is on paper and what is in practice. This may be considered a violation of the law but also a violation of its own requirements. Often these gaps arise because of the inadequacy of employees to change within the organization. These can be combated through a system of training, motivation and evaluation based on standards that correspond to new internal changes.
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Source: Author's own processing

3. How does a sustainable and sustainable organization differentiate?

At the previous point of the paper I described the dimensions that an organization should respect in order to become durable in time and sustainable. In the following we will identify the elements underlying the differentiation of such organizations from other organizations. The differentiation elements are.

1. Differentiation from competition and market innovation

2. Competitive Components: Adapting behavior to the needs and needs of customers, employees and the external environment; responsible mode of consumption; strengthening the trust of external factors in the organization; permanent interaction with the entire external organizational environment and with the external factors-clients, suppliers, partners, permanent interconnection; interdependence with the external environment: legislative, economic, social, cultural.

3. rethinking and permanent adaptation.

4. Knowing the human resources within the organization that contributes most to the success of the organization or can contribute;

5. Respect the values initially identified,

6. Incentives and Innovative Manners of Employee Behavior,

7. Employee liberation and freedom of movement within the organization - treating them as human values not only resources, as initiators and visionaries in relation to the organization's path,

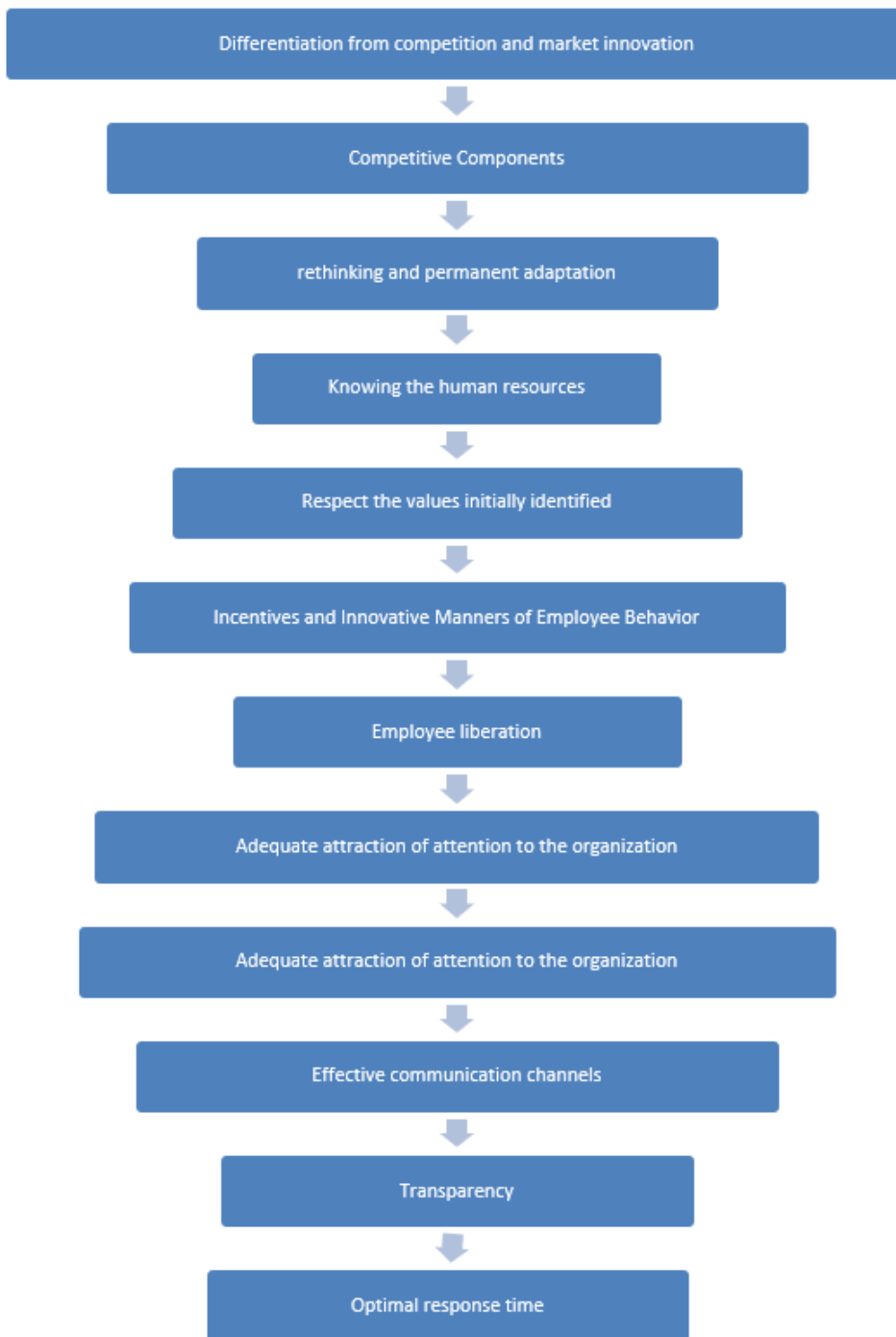
8. Adequate attraction of attention to the organization, especially to the clients and potential employees with vision, able to innovate and reach objectives,

9. Effective communication channels - with press-clients-employees-partners-providers-public institutions,

10. Transparency assumed and decent in the actions of the organization,

11. Optimal response time-avoiding hesitation and too short response times, without specific analysis, depending on what is required.

Figure 2: Characteristics of Sustainable Organizations in Time and Sustainable



Source: Adaptation after Jack Canfield; *Principiile Succesului*; p.50

The dimensions identified in point 2 of the paper and these presented elements can not be taught without a practical assimilation, a conscious experience and assumption at the level of the leaders within the organizational environment at the level of the private environment. The question remains how can they be understood, how can their application be taught and how can they be understood more easily?

A solution would be to learn from the potential mistakes throughout the experience of manager or leader of an organization or private company by copying examples of good practice already existing either at international level or at the level nationally or during attempts to succeed. But this path is one that lasts, which implies not only patience, perseverance, continuous learning and practice, but also frequent financial investment, with the new attempts to succeed and with the failures that may occur. If a manager can assume all of these aspects, employees, clients, partners, suppliers, or other collaborators are not required to do so, and they will also suffer as an indirect part of the entire process.

The shortest path to acquiring and learning these elements is school. But not the school at the national level, the one focused on the theoretical knowledge of information and its non-alignment with the new requirements in the professional field. We are talking here about the new Romanian education system, which should take into account the "five dimensions of the school", namely: systematic thinking, personal mastery, reconsideration of mental models, building a shared vision and team learning.

This would be a first step towards the development of successful leaders and

managers who can then sustain a sustainable and sustainable organization, and hence a healthy, fully developed national private environment that will also help to develop national economic development and increase national employability.

Conclusions

The challenges for the new private environment at the national level are multiple: from adaptation to internal changes of the organization, to external elements, from efficient motivation of the human resources involved in the whole process, to maintaining good collaboration with clients, to learning and permanent adaptation of leverage to success. This road is not necessarily long but still uncertain for our national business system. Certainly, because without educational training that meets these criteria and with the "learning of things", evolution will not be the one you want or imagined, or if it is that, certainly the waiting time will be higher. As a result of this, sustainable and sustainable development of the private environment could help the education system to develop the things required by employers for future employees but to prepare their leaders, successful managers for the future .

Thus, a first actor responsible in this process is not just the manager / leader - as a direct part, but also the school as a preparatory institution, within which the qualities at least required by the new private environment can be acquired.

Another recommendation, based on the above, would be that the Romanian school and the entire education system look their attention in the following years towards non-formal learning, the development of

forecasting capacities and the fight against the gaps in the national economic system and to try to assume a repository and increased assimilation among young people, even from secondary and high school teachers, as tools for proper personal development, the higher ones being meant to be a career / professor.

Along with the education system that already provides peived leaders, founding organizations and prosperous companies, who know what and how to make things work another important item is the legislative framework. It is recommended that it be

a stable, self-supporting one that supports the development and entry of such organizations, not the aggravation and stagnation of their cycle. Along with the understanding of the five dimensions of a successful organization and the elements of differentiation between it and the others on the market - as internal elements and the other two external elements - the school and the legislative framework contribute to the path of the private environment and not necessarily only the national one.

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