

SOCIAL RESPONSIBILITY OF ROMANIAN ENTERPRISES

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Abstract

Social responsibility of enterprises is business involvement in improving the quality of life of the community whom it belongs and where it operates. An enterprise operates in socially responsibility if by its actions promotes social interests ahead of the economic interests and outside legislative requests. The difference between corporate social responsibility and charity is that the first involves developing a strategy for community involvement and partnerships in which the company obtain benefits, while in the case of philanthropic strategy of NGOs, is oriented towards solving problems of beneficiaries.

Keywords: social responsibility, quality of life, employee trust, durable development

1. INTRODUCTION

Corporate Social Responsibility is a concept that refers to an alleged responsibility that businesses would have to have towards all parties involved in operations resulting from their business. The concept refers to all types of companies: from SMEs to multinationals. Through the responsibility means that the company must act in accordance with the obligations it has towards the parties respecting accepted moral principles over time [4].

Corporate social responsibility means their responsibility towards the environment (environmental) responsibility to the community (cooperation between business and non-governmental organizations in order to improve the quality of life of people), responsibility for human resources of the enterprise (making actions to improve the living and working environment of the employees) charity.

Corporate social responsibility leads to increased trust of the employees and the community in general, in what is the essence of business. Expectations of employees, customers and the entire community to companies, they changes continuously. To have satisfied employees, they should feel proud of the organization they work for.

Businesses no longer have to spend their financial resources on expensive advertising campaigns. Performing actions of social responsibility can bring greater recognition for the company.

2. SOCIAL RESPONSIBILITY OF ENTERPRISES

Corporate social responsibility is "a business strategy based on ethical principles and elements structured management that, in making decisions take account of social and environmental issues, alongside economic ones, and trying to influence the positive all concerned. Social responsibility of enterprises is a voluntary approach, going beyond compliance to regulations and legislation to "[3].

Corporate social responsibility has two dimensions: an internal dimension and an external dimension. The internal dimension refers to the relationship with the company employees working, and aims to:

- ensuring better quality life of employees;
- ensuring a safe and healthy working environment;
- responsibly addressing the crisis situations taking into account the interests of all parties involved;
- minimizing the impact of economic activity on the environment and natural resources.

The external dimension of social responsibility of the company covers:

- support development of the communities they serve;
- supporting local economic development through partnerships with local businesses;
- respecting the human rights;
- protect the environment.

Corporate social responsibility may cover several areas: education, health, disadvantaged categories, environment and community. Actions of Social responsibility of enterprises are: promoting a cause, volunteering, socially responsible business practices, charity.

3. ROMANIAN SMES AND SOCIAL RESPONSIBILITY

In Romania, the concept of corporate social responsibility emerged after 1990, with the advent of several non-governmental organizations founded with the help of international institutions, whether public or private [1].

Implementation of responsible practices by enterprises has become stronger after EU accession and was driven mainly by involvement of multinationals that have transferred practices and organizational culture from headquarters locally and later the opportunity to access European funds [1].

In Romania, corporate social responsibility is still in early stage. While multinationals and large Romanian companies have gradually developed a culture of responsible behaviour, in many cases it is associated only with social responsibility and focuses on philanthropy, sponsorship and public relations activities. A small number of companies have adopted a strategic approach that to integrating corporate social responsibility into core practices, that influencing the decisions and activities of the company. The concept itself is insufficiently known to SMEs [1].

Areas most often covered by corporate social responsibility initiatives in Romania, are: child welfare, education, art, environment and sport [1].

Corporate social responsibility in Romania until 2008 was a strong motivation for the opportunity to win the trust of customers. Many companies have focused on building the brand and for the consumer. Corporate social responsibility was seen as an added value designed to

increase brand value. After 2008, with the advent of the economic crisis, consumption decreased dramatically and began a "price war" [1].

SMEs are often forced to prioritize short-term profitability and not have often the enough financial and managerial resources to invest in long-term measure of social responsibility without any external support. Many of the investments needed to implement a socially responsible business and cannot be realized because SME does not have the certainty of a solid future. The requirements for the implementation of a socially responsible business when their implementation threatens the very standard of living of those who depends of SME are difficult to enforce [1].

4. MANAGEMENT PLAN OF THE SOCIAL RESPONSIBLE ENTERPRISE

SC Iliana SRL [2] is a Romanian SME whose object of activity is product manufacturing laminated wooden CAEN code 2020 - Manufacture of veneers wood: plywood, boards splinters of wood, fibreboard, and so on.

The company is a medium-sized enterprise with a total of 120 employees, of which over half are women. Headquarters is located in the town of Targu Jiu, Gorj County. Qualified personnel are 70%, with the following specializations: economist-engineer, economist, engineer, carpenter, electrician, fireman, locksmith, car mechanic.

Worker staff is 98% of its workforce.

SC Iliana SRL is equipped with high performance machines used in the manufacture of wood windows and doors (with numerical control machining centres, grinding machines, multiple circular etc.). The products are made of the highest quality and unique design. Most customers (90%) are external customers (Germany, Austria, Italy and France).

SC Iliana SRL, socially responsible enterprise, demonstrated community involvement and working environment by developing a management plan that include and actions related to corporate social responsibility as follows:

- actions targeting the involvement in community:
 - interviewing employees on their interest in volunteering;
 - developing a plan of voluntary activities;
 - community meeting with potential partners;
- actions targeting involvement in the environment in which it operates:
 - establishing teams 'green' composed of volunteer employees;
 - team training in environmental protection, reduce consumption, recycling etc.;
 - measuring the positive effects achieved by the teams "green" cost reduction of the consumption of raw materials etc.;
 - rewarding teams for benefits.

If the management plan is a success, it can be implemented in all departments SC Iliana SRL.

CONCLUSIONS

Social responsibility should be an integral part of the mode of action of an organization that fosters development without jeopardizing its ability to function. Motivations to implement practices and social responsibility programs vary from altruism or personal interest at commercial acumen, competition or a combination thereof.

By their nature, SMEs are closer to employees, customers (implementing as a method of management - Management of proximity), neighbours and other components related than are the large companies that are more impersonal, and therefore may be more socially responsible than big companies.

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