

# ASUMPTIONS ON PRIORITIES AND MANAGEMENT STRATEGIES IN ROMANIAN HIGHER EDUCATION INSTITUTIONS

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***ABSTRACT:** IN PARTICULAR, IN RECENT YEARS, THE HIGHLY PRONOUNCED COMPETITIVE FRAMEWORK IN THE ROMANIAN ACADEMIC ENVIRONMENT RESULTED IN THE IMMEDIATE REFORMULATION OF THE ENTIRE MANAGEMENT STRATEGY BY ALL HIGHER EDUCATION INSTITUTIONS, IN THE SENSE OF INVOLVEMENT PRIORITIZATION FIN VIEW TO OBTAIN INDIVIDUAL AND COLLECTIVE PERFORMANCE.*

*BASED ON THESE COORDINATES, ALSO ON THE INCREASING COMPETITION IN THE MARKET OF EDUCATIONAL SERVICES, DECISIONS TAKEN IN THE ROMANIAN HIGHER EDUCATION SYSTEM, ON THE TWO EXISTING LEVELS - TEACHING AND SCIENTIFIC RESEARCH - HAVE FOLLOWED AND WILL FOLLOW, SURELY, INCLUSIVELY PROVIDING EDUCATION REORIENTATION LN A MODERN SYSTEM FOCUSED ON COMPETITIVENESS AND PERFORMANCE. IN THIS CONTEXT, DUE TO THE TRANSFORMATIONS OCCURRED IN THE GLOBAL SOCIAL SYSTEM, BUT ALSO IN THE EDUCATIONAL ONE, THE ROLE AND PLACE OF MANAGEMENT ARE MAJOR, ALL HIGHER EDUCATION INSTITUTIONS IN OUR COUNTRY BEING OBLIGED TO IDENTIFY AND DISPOSE OF SUFFICIENT MECHANISMS, THAT LEAD TO INCREASE THEIR ROLE IN THE ACADEMIC AREA AT NATIONAL AND EUROPEAN LEVEL.*

***KEYWORDS :** RETROSPECTION, INTROSPECTION, ACADEMIC, MANAGEMENT, ANALYSIS, STRATEGY, UNIVERSITY*

## **1. INTRODUCTION.**

At the moment the educational market goes through an extension at European level that will favorize an increase of competition in the plan of education and research services. In this context, decisions in the education and research field in Romania and only to a little extent the adaptation of European education to the concrete conditions in Romania.

At the same time, cultural and social developments in recent years have led to a large extension of the needs of education and research, being acknowledged a rapid and broad diversification of supply and a heterogeneous orientation of those who seek education and research services. Studies devoted to management include numerous definitions of the concept of strategy [2], their essence being that, the development of each organization, efficiency and effectiveness, profitability and maintaining market segment occupied largely depends on strategy.

These will have direct implications on managerial success. In this context, the strategic point of view, universities in Romania, have had the difficult task of becoming modern ones that anticipate and satisfy the needs and societal needs. We also aim teaching and research component - the basics of education in higher education - was and is to provide resources and tools necessary for developing educational processes to high quality standards, to ensure competitiveness in space European Higher Education Area.

From this statement, Romanian higher education institutions must consider, as a priority, some aspects that are to be embodied in a series of actions with a very precise purpose, such as preserving the identity and value of the Romanian higher education and implementation of European standards on academic education, maintaining accredited undergraduate study programs and adapt them to the needs and student through curricular remodeling, diversification and adaptation of the educational offer, according to current and future national socio-economic development and in accordance with the National Register Califications of Higher Education.

## **2. ASPECTS REGARDING MANAGEMENT STRATEGIES AND PRIORITIES IN ROMANIAN ACADEMIC ENVIRONMENT**

We are witness to complex and the most diverse phenomena, with major implications on the human condition in late modernity. In the era of knowledge society and internationalization of information, phenomena such as illiteracy, poverty, limited access to education and resources, capital reduction, delinquency increases.

Education is, to a bigger or smaller extent, responsible for amplifying these phenomena, their function being of direct or indirect effects of education itself. If delinquency, illiteracy or dismantle capital are direct and immediate consequence of the precariousness of education, it is more difficult to detect how a poor education is reflected in poverty resorts detection [3]. A poor child should not be as poor or poorer, when he becomes an adult, and to confirm this hypothesis, if we associate also the notion of access to education, we identify, in fact, a priority of our country, both in social, and educational field.

The 2001 report of the European Commission on Social Inclusion highlights that people with extremely high risk of poverty and social exclusion are in this situation due to lack of skills and qualifications, and reduced opportunities existing in the communities or areas where they live. Between education, on the one hand and poverty, illiteracy, delinquency, on the other hand, there is a strong interdependent relationship, and a causal link, as a family with a low standard of living greatly reduces the chances of the child or children to its access to education, although a large part of education in Romania is free, but those costs are not free complementary.

In the absence of an improvement in the level of education and health of the poor, the poverty trap will be unavoidable, meaning that the vast majority of children from poor families will remain poor in the future. Investments in education and health, which are well done in order to benefit poorer segments of the population from them, will not only reduce inequality, but will also provide a satisfactory long-term economic growth [4].

The three-dimensionality of extreme poverty in Romania is made up of children, youth and urban residence and is relational interdependence of unemployment, homeless people. Political changes after December 22, 1989 were intensely felt in the education system in Romania. First, in record time, it has moved from an excessive authoritarianism

to a state of disorganization and mess, partly cultivated and maintained in order to to distract attention - as in other areas – from the essential issues.

Challenging rollers (in most cases were challenged people who had occupied positions of leadership, guidance and control, political functions, and demanding teachers), vendetta, revengeful spirit, even violent, have occupied space in schools and universities. Blind obedience and total dependence were quickly replaced by prolonged protests and excessive voluntarism. As well as the social system whose component is, the education system has undergone major changes being (in some parts) even restructured [5].

Certainly, after about 25 years, those changes have given way to others, some of these amateur consequence of a political flavor, and a legislation unable to cope with the continuous transformation of education at all levels, including higher education in Romania. Above all, it is necessary to modernize and increase the efficiency of the teaching process, and this can be achieved by identifying and diversifying methods of knowledge transfer and check fixation (feed-back teacher), through a connection with occupying didactic positions with professors, we but also by revitalizing continuous improvement of teachers with outstanding performance, holding or associated, domestic or from abroad.

Over thirty years ago, in 1984, the Professional Public Oversight Board in Public Higher Education Sector in the United Kingdom, was asked to formulate a best practice management guide in this sector. Thus, at the time, management in universities was defined as "the planning and use of resources for which universities have the greatest opportunity to improve efficiency and effectiveness" [6].

Also, another requirement is the further development and modernization of infrastructure, accommodation and in terms of a real improvement of workshop activities is welcome to their practicability and applicability, and providing educational materials and enough current for all discipline of study. We must not neglect the need and importance of developing cooperative relationships with higher education institutions in the country and abroad, and each university integration in European and global academic programs.

### **3. SOME ISSUES ON THE KEY DIMENSIONS OF A MANAGEMENT PROGRAM INSIDE A ROMANIAN UNIVERSITY**

Any academic community must be increasingly responsible, with respect to obeying the University Charter, regulations and laws in force and through corroboration with ensuring total transparency and streamlining decision-making information, in order to talk about the success of any management strategies in the field of education.

It is indisputable, the importance of coordinating the financing of higher education institutions in the context of a management strategy, as essential changes in the strategic approach involving a reassessment of the process of financing and organization of accounting at their level. In France, in 1993, it was introduced a new model of financing of higher education named SANREMO (Analytical System Partition Monetary Funds) [7]. In the state universities, there was a relative financial autonomy, as a consequence of global finance system, and the growing role of accounting information in making management decisions.

Until three decades ago, higher education institutions were permanent and foremost, publicly funded because their main mission was to form an elite able to govern

the state. This work was visible, as opposed, in European countries that have adopted the Napoleonic university model [8]. For example, public institutions of higher education in France are mainly funded by the state. The allocation of public funds in public higher education is based on the annual budget approved in parliament by the government proposal [9].

Recent trends of financing higher education are associated with changing perceptions on the role of higher education. Basic features of higher education as "free right", "public good", "social investment" completely ignored the role of the state in higher education being heavily debated [10].

The objectives of any management strategy must be real in the sense of reflection ability and opportunity to achieve effective, mobilizing, to ensue that purpose of selfimprovement of the personnel involved, and stimulating to be considered institutional interests, and individual interests of those involved in this activity). Strategies, national programs and recent projects have been designed and aimed to improve learning conditions in schools and reduce inequalities in Romanian education and beyond, but nonetheless, Romanian education reform record still negative aspects that are consequential on performance and quality education.

#### 4. CONCLUSIONS

No institution of higher education can neglect improving its position and its programs of study in the rankings, and this requires a real and total mobilization of the entire academic community, imposing the development and inclusion in the development strategy of each university in accordance with the directions set by classification evaluation methodology in order to rank university and study programs, developing an effective strategy for quality assurance of the university and its implementation.

For the fulfillment of all aspirations, besides responsible involvement of the academic community, it is necessary also the implementing of a participatory management by engaging in the act of driving, with precise objectives and tasks. Also, existing reality has led to a continuous improvement of financial management by increasing resource efficiency by attracting new funds, international cooperation projects through scientific research contracts.

A particularly important role in ensuring the success of management in higher education institutions is the way of strategy making in the higher education institution in the short, medium and long term. By analyzing and considering the specified requirements and needs of success at a university, we can say that the relationship university strategy - academic success depends heavily on long-term goals and objectives of universities, the means in their fulfillment, establishing the resources necessary for the activity and their mode of allocation and timescale for achieving the objectives.

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