IMPORTANCE OF HUMAN RESOURCES TO SOCIAL DEVELOPMENT

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Abstract: The importance of social policies and human resources for social development is a question of special consideration in contemporary globalizing society suffering a number of problems in its social and economic development. Current study makes analyses of the key features of the human resources and the importance of social activity outlining the main factors triggering the change and proposing the application of the model of „collective qualification”. The conclusion focuses on the social system management requirements born by the environment and the need to „release” the unrevealed potentials of human resources.

Keywords: Human Resources, Management, Social Policy, Collective Qualification.

I. INTRODUCTION

The key factor for socio-economic development are people. They are the foundation of social management as a separate managerial area, the goal of which is the management of the interaction between the subject and the object, (having their social character), occurring in a particular social environment. To what degree the actions of the subject and the object, as elements of social management are adequate to the changes in the environment, is determined by their activity. Moreover, the rationalization of social managerial decisions is directly dependent on the social policy carried out [2].

The social policy - as a set of principles, legal norms, institutions and activities, aimed at creating conditions ensuring the quality of life of the citizens of a country, is an expression of the social relations between the state and its citizens. The social policy determines the safety (social, health, economic) and security of the people in the socium. This is why it is defined as „philosophy, ideology, program for influence on the demographic situation, employment of the population, level, way and quality of living of the population, „its income level and structure of consumption of material and cultural wealth,... forms of social security, social services to the population, ... providing targeted state aid to the most unprotected, the most vulnerable and poor layers of the population,... measures aimed at creating conditions for self-defense in order to maintain and improve the level of well-being...” [9].

It is noteworthy that within the scope of social policy a wide arsenal of concepts is included (social protection, social safety, social support, social self-protection, quality of life), defined in the quoted edition. From here, in the content of social policy are differentiated concrete actions of the state bodies, non-state institutions, public associations, related to the implementation of tactical and strategic objectives for the harmonization of public relations. Since the foundation of these relations are the people with their actions and skills, they are a crucial factor of social policy. Inside there are synthesized and multiplied the other components of a country's resources and thus they are transformed into a finished product in the planning of the goals for achieving socio-economic development, making it possible to carry out an effective social policy [1]. Moreover, researches show that 70% of the world's wealth is in the form of human capital - the skills and knowledge of the people and not in physical or financial capital. The strategy of many companies today is clearly guided by the idea of human resources, stressing on individualization, service and innovation [9].

Put another way, human resources are the people in an organization which, by their professional and personal qualities, make it possible to achieve its strategic objectives. Together with the rest of the resources, they should meet the needs of the organization, and the way they are transformed into abilities, predetermines the efficiency of their use. This means that they, human resources, together with others, become a function, a subsystem and an object of management. The reason for this is the circumstance that in terms of goal setting, they are a function of management. The application of the accumulated scientific knowledge on the general theory of systems, basing on the system approach, interacting with other management subsystems, characterizes them as a management subsystem. Through the forward and backward informational feedback, they are a subject to management, influence for the purpose of obtaining certain result. Therefore, human resource management (HRM) is defined as „a system of principles, methods, tools, legal norms, rules, criteria, requirements, standards, procedures, policies, plans and programs of formation and use of human resources in the organization, in accordance with its immediate interests and strategic objectives” [4, 8].
In other words, HRM is an activity resulting from the strategic objectives of the organization, which requires the implementation of a strategic management approach in taking managerial decisions, related to this resource. In this sense, the human resources are a reflection of specific social relations in the interests of social governance, as part of a nationwide management. And in an environment of dynamic changes, requiring the participation of human resources in the socio-economic processes, by maintaining and developing adequate to the changes in the social environment abilities to harmonize social relations, there are demands on establishment of an effective system of social activity, which is also the goal of the study presented in this publication.

II. DETAILS EXPERIMENTAL

Social activity as a factor of change in public relations

The social activity is inherently associated with foresight and proactive actions. Put another way, it is directly related to the change in social relations caused by people, by the individual. From here, social activity is the realization of a particular new norm-measure of the activity, which norm-measure stands out as new in direct comparison with the established one, with that which is considered „normal” by common sense in life. The individual realizes this new norm-measure either in his/her own activities or in the activities of other people, their associations, public institutions activity that generates activity” [6].

What is noteworthy is that the essential characteristics of social activity are the change, the activities, the social subject, the public system, the public relations.

In all his/her actions, „the individual intentionally makes changes in the activity and its results (his/her or someone else’s activity) and thus causes social change and creates conditions for change (progressive or regressive)” [7].

Social activity is objectively and subjectively conceptualized by the individual as his/her activity for the development of society from the position of the adopted by him/her specific team interests, ideals and ideas. Social activity is (1) a purposeful effort on the part of the individual (2) for a significant personal contribution to this development, (3) through the available forms and means (4) to the possible extent [6]. And this determines his/her public predestination, the expression of which is the alignment of the social system and public relations with the dynamic changes in the social environment.

Since, in the basis of these projections and activities stays the subject, the human resource, led by the private and public interest towards change, the social activity is associated with the concept of the term interest, motivation, desire for satisfaction of needs that depend on organizational changes, the intensity of these activities is directly dependent on the factors of the social environment. All this resides within the scope of social management as part of the general managerial process and in connection with the management of human resources [10]. In order to have efficient management of social processes, it is more than ever necessary to observe certain rules, principles which in scenes are also principles of the human resources management (HRM). This concerns the following [4]:

- predictability, expression of which is in synchronizing social management with the long-term strategic requirements and social needs;
- integration, the relevance of which is in the integration of social management in a unified framework, which to consolidate the planned strategic goals of social policy on the basis of fair treatment of the individual;
- synchronization, expressed in planning, organizing, coordinating the activities in social management;
- protection of information, consistent with the requirements for personal data protection, integrity and security of information, related to the individual and the social processes;
- empathy, guaranteeing the identification of the needs of the individual and their satisfaction in a real social environment;
- flexibility on the basis of which social management to adapt to changes in the social environment.

And all this is in the interest of the objectives and tasks of social policy, the achievement of which is a result of the activity of the human factor, understood as an individual, a team, the society, and the relations between the people in this team, in this society on the basis of self-awareness [3]. And this activity, social in its nature, is determined by certain factors- general and specific [5].

Amongst the general factors of social activity, special attention deserve:

- the common culture, which is important for the behavior of the human factor in the team, in the society;
- the special-functional culture resulting from the behavior of the individual in the realization of professional relationships;
- the motivating factors relating to the stimulation and consideration of interests of individuals in the team and in the society.

The specific factors of social activity include:

- the way of taking management decisions, while leading are these two moments - one, when it is necessary to ensure the participation of the team, the society in the execution of the decision, and the second, when it is important to act immediately and in a short time to achieve the intended purpose;
- the way of managerial communication, while extremely important is the managerial
Importance of Human Resources to Social Development

Responsibility, manifested by the so-called „Ruling Five“ [9], illustrated by the fingers of the hand. Through this approach the following questions receive their answers: greater pressure (the thumb); who is to blame (the index finger); whose is the choice (the middle finger); whose are the instructions (the ring finger) and who is in control (the little finger).

The application of this approach to managerial communication is essential in the implementation of managerial decisions in the social sphere, which too often should be taken depending upon the particular situation and the implementation of which is a result of the contribution of each member of the team, of the society and their team wise interaction.

Achieving motivation in the individual sometimes determines the practice the answer to the questions of the Ruling Five to be given „face to face“. Therefore, the understanding and consideration of these factors for the social activity of the human factor is in the basis of the formation of managers at all levels in the managerial hierarchy of the social system (strategic, operational and tactical levels) with established leadership skills on the basis of collective qualification and team work [5]. This means forming ability for:

- management of change in the social environment by bringing together experts with different backgrounds in the realization of the set objectives;
- linking the goals with the personal interest;
- motivating highly efficient communication between the individual experts;
- merging the collective, the social with the personal responsibility in the tasks execution;
- optimal use of the skills of the members of the team, corresponding to the nature and complexity of the executed tasks.

CONCLUSIONS

Without claiming to be exhaustive, we believe that the application of the model of collective qualification allows the disclosure of the potential of both the individual and the team, and the society as a whole, in achieving the end results, united by the global objective of social management. This, according to the theory of leadership, is the basis of focusing „on the release of human talent and realizing the potential of the people“ in managing change in the social system, in public relations, in accordance with the changes in the social environment.

Adaptation of the model of collective qualification and team work allows defining the role and place of the human factor in social management by the dependency „goal-results“, which is the basis of management by result and rationalization of managerial decisions.

REFERENCES