

MODALITĂȚI DE DIMINUARE A EFECTELOR CRIZEI ECONOMICO-FINANCIARE ASUPRA RESURSELOR UMANE

METHODS OF DIMINISHING THE EFFECTS OF THE ECONOMIC-FINANCIAL CRISIS UPON HUMAN RESOURCES

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Abstract: The period of crisis that the whole mankind crosses these days has a profound influence on all the aspects of the economic, social, cultural, political and, last but not least, on the personal life of each individual. One of the realities managers must accept is that the level of the human resources' performance and creativity will diminish during the crisis, and this can determine a decrease in the organization's competitiveness. Everything relies on the employees; they are the company's label. Therefore, the managers must make sure the persons they decide to maintain in the company are the involved, efficient and gifted ones. An economic-financial crisis affects the firm's financial potential, the markets and – implicitly – the company's possibility of selling its products, so the impossibility of keeping the same number of employees appears. For this reason, the managers must focus on employing on projects, in order to assure the necessary of personnel only during the periods of high activity.

Keywords: human resources, organization, crisis, manager, motivation.