

ASIGURAREA SUSTINERII ANGAJAȚILOR PENTRU IMPLEMENTAREA NOII STRATEGII CONCURENȚIALE

ENSURING THE EMPLOYEES SUPPORT IN IMPLEMENTING THE NEW COMPETITIVE STRATEGY

Asist.dr. Cristian Liviu VELE

Universitatea Tehnică din Cluj-Napoca
Centrul Universitar Nord din Baia Mare

Prof.dr. Anca BORZA

Universitatea „Babeș-Bolyai” din Cluj-Napoca

Abstract: Companies need to have now more than ever a coherent and well formulated strategy designed to achieve sustainable competitive advantages. But, having a good strategy it's not enough. In order to achieve sustainable competitive advantages, the strategy needs to be implemented successfully. Following this we wish to stress out the fact that employees have a crucial role in implementing the new strategy and companies need to motivate them efficiently in order to ensure their active implication and the use of their distinct knowledge and capabilities. This paper offers a better understanding of the manner in which human resources can actively implicate in achieving the strategic goals, and ultimately participate in achieving organizational performance.

Keywords: Human resources, competitive advantage, organizational performance, reward systems