

FULFILLMENT OF HUMAN NEEDS AS A COMPONENT OF LIFE QUALITY

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In the context of market economy relations, a special attention must be accorded to human resource management. Nowadays many companies are facing the need of qualified labor, which is caused by population migration, especially in rural regions, low life quality of the population, weak employee motivation, etc.

The Republic of Moldova economy at the stage of transition is not an exception at this chapter. If in case of administrative – command system these problems were considered of low priority, then during the transition to the market economy they gain the highest priority. It's a pity that the majority of economic units consider, as a tradition, that all the work with the staff is reduced to selection and recruiting of labor: once the convenient people are found, they will get the job done. But in reality, staff recruiting is just the first step in labor management.

Many leaders of economic units are trying to increase company's efficiency by reducing the costs, especially those with the staff: salaries, trainings, etc. It is being stated that the low labor price stopped to be a competitive factor and the efficiency may be raised by increasing the results, thru investing in staff but not only in machines and technology – in other words, thru staff development. While a considerable part of resources of an organization is represented by fixed means, which value is being decreased thru amortization, the value of human resources can and must grow in time. This is why, for the good of economic units and their employees, the company's leadership should consider important the development of its human resources, and should assure continuous knowledge actuality of the employees for maintaining high performances.

According to scientist's opinions from European territory Burdus E., Burlacu N., Burloiu P., Caparescu G., Ionita V., Jalencu M., Nicolescu O., Savga L., and so on, and from USA Cenzo D., Drucker P., Kermally S., Mathis R., Robbins A., Schein E., Stephen P. [4,10, 12, 13, 19, 21, 23, 24], the key factor to a successful investment in an organization is represented by the human, and the managerial effort should be directed this way. Careful selection of local personnel is

recommended, according more attention to personal skills and characteristics than to experience which may not be at all.

Manager's activity in this direction requires, in first place, the fund allocation for this acquisition, thru cooperation and understanding of manager's direct contribution to strategic planning of human resources. The managers would cooperate only if they understand the methods that are being used, and they realize the importance of their application. This can be obtained thru increasing manager's knowledge in human resources domain.

Republic of Moldova's officials usually declare that during the transition process they are being guided by the economic model oriented towards the society. Then a question arises, how can such an economy be realized in a more healthy and right way, without facing social struggles like unemployment, inflation, low budget, high taxes and chaos in the balance of international payments?

M. Friedman, Nobel laureate, was referring to both of base problems, as much for theory as much for practice, came to the conclusion that economical politics means are more efficient, more “binging to results”[1, p.170]. M. Friedman was a defender of human liberties in particular market economy, but was and is ignoring the realizing of social justice ideal and stability derived from general system of equilibrium that is stable. Without these two ideals realized in practice, human liberties are unfulfilled for the majority or are reserved too much for some social layers and for other layers too few, it is a state of social imbalance.

About M. Friedman's thinking, it can be said that is simple, as long as his is more complicated and requires several conditions that are targeted to achieve a material welfare for all citizens and long term. M. Friedman's system has been applied in several countries, specifically in Chile, Argentina, Brazil, Israel, and in part tacitly, in USA and England. The result everywhere was bankrupt [1, p.171-172].

Time has shown signs that revolutionary doctrine of C. Marx died, no doubt, but not C. Marx's doctrine as pure science, revolution-based ideology and dictatorship.

Great ancient philosopher Aristotle in his "Politics" says: "True happiness lies in a man's life free development of his talents", which matches Goethe's words from Wilhelm Meister: "Who is born with a talent, for talent, it finds in it the most beautiful life "[17, p. 46, 47].

A group of representatives of the neoliberal school with members like F. A. Hayek and M. Friedman, both Nobel Prize winners for economics and followers of the ideas formed the Vienna School of neoliberal origin. F. A. Hayek believed that the researchers' attention should be the active person in a state of law which aims to provide a range of public services. He is an adept of an active state which limits are strictly determined by law. What are these areas? In his view they are: creating the legal framework for the competition between traders, providing necessary services for the society but which traders derive no corresponding profit, services which include public order and national defense respectively. In this regard he says: A truly competitive system as any other system needs a legal framework intelligently designed and continuously being adjusted. Even the most essential conditions of its properly functioning, fraud and deception prevention (including exploitation of ignorance) provides an important object and still far from fully realized of legislative activity [1, 168-169].

Because the state use order s and regulations that impose the use of the repressive apparatus, according to author raises legitimate question: what is the ratio of freedom preached by F. A. Hayek and the state existence? He says there is full compatibility between freedom and state of law. According to the author, there is no incompatibility between freedom, order in society and law enforcement.

People, - considers the author - are free to determine their behavior, but by rules of conduct which are formed gradually, they get the line because the intrinsic motivation to reach their generalized form of value. Behold, in this way is not violated the individual freedom of people.

"I believed in your meaning, we do not believe in anything", - said Eminescu genius. A hundred years later Eminescu's words not only proved to be true, but also became a milestone between the two scientific worlds, between two methods of research and design of the physical world and of the social, economic, monetary and financial, if we leave aside the arts and aesthetics.

All classical thinkers, both in economics and social sciences and the physical sciences have seen and judged the world having lived in the light of

unity, harmony, in a word, generally stable equilibrium. The economy has dominated the thinking of Adam Smith and the top, that of Leon Walrus, the first who formulated the law of general equilibrium in economics, which is a way of seeing social problems in the context of deterministic philosophy [1, p. 53].

All modern thinkers, both in economics and social sciences and the physical sciences see and judge our world in terms of diversity conflict, in one word, imbalance. The dominant is the economic thinking of J. M. Keynes, P. Samuelson, M. Friedman and others. The idea is to develop the economic world in terms of social and economic conflicts, in a word, economic and financial instability. This is another way of seeing problems in nondeterministic philosophy [1, p.140-142].

Extensive and accelerated use of the fruits of the technical progress in all fields and economic sectors, without exception, in the everyday life of people, is one of the most important features of the age we traverse. Therefore, in effort to acknowledge the new, may be useful to try to serve typical service issues, to advance some ideas about what we could use in these changes, to track developments contradictory dialectics, the factors that put a mark on national and global trends, the paradoxical way that combines and alternates with the protectionist tendencies of cooperation and deepening economic interdependence between states, recent changes occurring in the international division of labor, and on this basis we can foresee deployment future global economic events.

Observation, more or less systematic of global economic crisis, of how its effects propagate from one activity sector to another and from one country to another, in various stages of deployment, may not lead to understanding of a certain order and a rhythm in the succession of phenomena that are more easily and directly perceived, which might be used - at least in part, for basic economic decisions concerning employment in the international division of labor.

If we trace the genesis and evolution of human economy we would see that the values were always created by humans for humans and that only being as consider many researchers, endowed with reason is the creator of all that abide on earth today. It's hard to imagine life existence without this important link in nature circuit [3, p.8-9].

If we consider the profound transformations generated by technical-scientific and ecological process, the expansion of social wealth and of poverty, gross labor substitution with information or knowledge and understanding, sophisticated

manufacturing methods amplification that depend heavily on computers and information, emphasizing crisis and global problems of mankind, they all constitute grounds for reflection and careful analysis of the current movement of Moldovan economy, in the future perspective design.

The emergence of new systems of economic activity undermines the pillars of the old economic system, transforming the life of the individual, family environment, business, politics, morality, nation-state and the very essence of economy, putting the economy on the verge of a profound change, and namely, on the trend of a sustainable economy.

But what does the economy mean. Author's position in the landscape of old economic systems requires the recall of their content.

The economy is a mix of relational activities in which man selects what, how, when and how to produce for its development goals and the manifestation of personality in the community, being itself the product of nature and society.

Economy, together with other areas of social life reflect, in time and space, a constant struggle of man with nature and society in it, to accommodate to organic life needs, the natural and social environment that he is constrained to live. "Without such a system to produce food, process it, package it and distribute it, to produce fabrics and garments, to build houses and furniture, to provide medical services and education, to legislate and maintain order, to prepare the community defense - life would be difficult"¹.

Genesis and evolution of the economy consist of a permanent process of valorization, deliberately made by humans. The economy is therefore true form of human action. It appeared and developed through man and for him, always having human nature. Human economy is not an actual concept, it has a long history and has evolved in stages. The content and continuous transformation of economy reflect the way how people manage to reconcile their unlimited needs, constantly diversifying, with rare resources, but with alternative uses. Depending on the relatively limited resources, people act rationally to choose the most appropriate economic activity in terms of time and space. Resource-needs tension is constant, manifested by human satisfaction or dissatisfaction at the individual and society levels, the inequalities, gaps, jumps or relative stability etc.

In this process of choice, every man is in transition through life permanently recording joy or bitterness. Economy, being the real form of human action, itself is in transformation and continuous

transition. Economic life is a ceaseless struggle of man with rarity principles, the impossible and unknown, with freedom limits, in order to make them certain elements, possible and known to everyday life, to use them in accomplishing the proposed goals. "The real problem is that in real life, normally we do not have to choose between risky situations and certain situations, but between different degrees of risk and possible outcomes."²

In this normal struggle with our existence limits, the human being and generally the human communities in permanent transition are learning to adapt to the natural environment in which they live making up a specific living environment, in which they are acting, and producing everything necessary for their existence. "The progress of freedom in human history is therefore not the only progress for combating the outer limits imposed, but primarily in the dispute with the limits imposed to us by our nature and which represents one's life struggle with itself."³

It results that two groups of responsibilities are assigned to human action:

- 1) individual responsibility of how the freedom to choose throws back on what must be done over the way to live;
- 2) social responsibility of how everybody's freedom to act on the freedom to choose of those that are interrelated, through the social character of human action. These two responsibilities must be compatible in time and space.

Of course, there are many criteria for assessing the kinds of human activities. In conditions of relatively limited resources, all human activities that are intended to answer the questions, what, how much, how and for whom to produce are known as economic activities, within them, the fundamental problems are resolved related to volume, structure and quality of goods to be produced, present and future opportunities to produce - by whom, where, when and at what cost - and the way we deal with distribution and end use of goods which we have produced, the compatibility assurance of the man-made environment with the natural environment. Through economic activities are produced those utilities that people need for their living needs. Because satisfying the life needs of people is an ongoing process, the production that meets these requirements is carried out continuously.

According to E. Mayo thinking, was created a model based on social assumptions. E. Mayo believes that people can be motivated by social needs, this is why the social force of the members of a group is more important than effective control

through management. This model is part of the four concepts related to individual and organizational behavior of human, environments expressed by Edgar H. Schein 4, in his study on behaviorist thinking.

Economic activity or economy at all times and historical circumstances is the primary endeavor of people, the care to ensure the existence and perpetuation of the species, meet the vital needs of food, shelter, clothing etc.. Once these needs are met, the potential for transition is created to meet other needs: cultural, spiritual, political, etc. of the individuals and the community as a whole. That is why the economy is vital and permanent domain of society, economic activity is directly or indirectly involved in representing the needs of society and represents the general foundation of all human life.

We consider such arguments when trying to sketch an overall picture of human economy evolution, reaching the idea that the transition is continuous in economics, appreciated in the meaning of transformation, it is not complete and any simplistic deal, and insufficiently precise about the transition is counterproductive. The transition is proving to be a permanent form of human evolution and transition costs through life is a field of interest for each individual and social community as a whole.

Let us never forget as the distinguished Nicholas Georgescu-Roegen⁵ appreciated, *"there is an economic myth ... that if the human as an individual is mortal, human species, however, is immortal."*

In conclusion, we can estimate that multilateral improving of labor resources, of the system and process of education, training and development according to the requirements arising from corresponding coordinates of the current Romanian economic development constitutes a fundamental choice and a major imperative of strategy to consolidation of market economy in Moldova.

Interpreting the graph shown we can say that the myriad of individual needs is the motivation, it actually lies in matching personnel needs and interests with the objectives and tasks assigned. Motivation, depending on how the conditioning of staff satisfaction, of obtained performance, is positive or negative.

Positive motivation is based on enhancing staff satisfaction from participation in the labor process, as a result of the completion of assigned tasks, while the tasks required to achieve are accessible to the most of performers.

Negative motivation based on threat and satisfaction reduction of the staff if not doing exactly the objectives and tasks assigned, whose level is very high, inaccessible in these circumstances to a significant proportion of performers.

Currently companies use the positive motivation, whereas the same amount of funds is used to justify a greater part of the staff, which gets satisfaction from participation in the labor process and work climate so the greater are the economic results.

A. Maslow published very many works during his professional life. He conducted numerous researches on primates; however, after completing his doctorate, he decided to focus his research on the human behavior motivations.

In 1943 he published one of his works entitled *"A Theory of Human Motivation"*, in which he exposed the needs theory, known as the "hierarchy of needs by Maslow. The theory is valid today, with only a few changes, serving in understanding of human motivations and is the basic of their study, offering experts in the field the possibility of finding out what are the incentives and motivations of human actions.

According to A. Maslow, we are all motivated by certain needs. These are innate. Maslow presents them in the form of a pyramid with five levels: physiological needs, security needs, human contact and group affiliation, social status and respect, and needs fulfillment and appreciation.

The needs are structured as a hierarchy and have the role of motivating factors. Position in the hierarchy depends on the urgency and individual priorities. "An extremely hungry man, who feels at risk for this reason, is interested by nothing n but food. Dreaming about food, food recalls, is thinking about food, food is emotion, does not perceive anything else, does not like anything else ... For a man affected by chronic and extreme hunger, utopia may be defined as a place where food is plentiful cooked. He claims that if he will be granted with food for the rest of his life will be completely happy and would not want anything else ever. He tends to define his life in terms related to food. Anything else will be considered unimportant... It may be said, without mistaking, that such a man lives only for bread ... But what happens to our human's desires when he has plenty of bread and his stomach is always full? Immediately appears another need (more "elevated"), which will dominate the body more than physiological hunger."⁶

Physiological needs. These comprise the need for air, food, water, shelter, heat and sex. They are common to all human and need to be prevented. If they are not satisfied, there is the motivation to go on a higher level of hierarchy. Most of the individual actions will be oriented to meet these needs. These needs as a whole are individual welfare.

In some poor countries there are many examples of people that strive to satisfy them.

Security needs. Once physiological needs are met, security needs become predominant. They reflect the independence to the physical hazards. At the individual level, these needs relate to the desire to live in a safe environment, to have a guaranteed job, and to save for retirement, etc.

Affiliation and affection needs. Such needs relate to the desire to fit in a group, a family, an organization, in a relationship etc.

These needs are focused on social aspects of working environment and beyond. Any personality cannot exist without society assessment, everyone considers himself a part of human society, the product and important component, member of social relationships within certain groups.

Organizations providing various common manifestations: coffee breaks, planning trips, social gatherings, etc. to correlate these needs with the working environment. Human relationships arise in situations arising during the activity, as a consequence of the same needs.

Outside organizations, we feel the need to make friends, to be part of a club or join a social group, we need to love and be loved. The need for love is not the same thing as the need for sex. Satisfaction of sexual desires is a part of the category of physiological needs. Love implies a relationship based on affection.

If we consider the situation of expatriates and immigrants, we believe that they make up their own communications in 'foreign' countries, both to satisfy their need to feel safe and to meet "the needs of membership", much more important. Have their own clubs, their districts, and so on.

Assessment needs. It's about the need to feel good about yourself. Anyone wishes to excel in his profession. Everyone wants to feel confident in himself and capable. If in a particular situation at work, these needs are not met, people lose confidence in them and acquire a sense of inferiority. If you regularly tell your people that are good for nothing, they make no longer anything really useful, because they lose confidence in themselves and self-esteem.

The desire to be valued and respected is a matter of assessment need.

Self fulfillment needs. "Even when all these needs are met, we often expect (if not always) occur new discontent and unrest, unless people are engaged in an activity that suits them. A musician needs to compose music, a painter must paint, a poet must write, if each of them wants to feel happy ultimately. A man must be what he is capable of being. We can call this need of self fulfillment⁷.

This category of needs reflect the desire to achieve our full potential. It's a complex impulse which manifests itself in forms that differ from one human to another. It is important to take note that these trends characterize only certain people.

The need of personal achievement and self fulfillment appears in people like Leonardo Da Vinci, Abraham Lincoln, Mahatma Gandhi, Albert Einstein and other celebrities. They are defined by the following characteristics:

- have a clear perception of reality;
- focus on issues and see in each of them a challenge which requires finding a solution;
- they are unique and appreciate the independence;
- feel that the goals adopted not always justify the means employed;
- prove compassion and humanity;
- prefer intimate personal relationships;
- accept people as they are, rather than how they would like them;
- have an original and creative thinking.

The people living in poverty or in a dangerous environment are not concerned about self fulfillment needs. They focus on physiological needs and, more importantly, on the security need.

"The need of self fulfillment may impose constraints stronger than any other need. Because of this reason, a person may be dissatisfied of his own performance, while others find them praiseworthy. Like other basic necessities, the drive to achieve self-fulfillment may hide a trap. In extreme cases, it can lead to an obsession that leads to mental or physical self-destruction. In case of a less firm will, that person turns into a difficult employee for a period which may be extended however. This often leads to an egocentric attitude, which others find it alarming or annoying. Desire for personal accomplishment may be manifested by behaviors ranging from perfectionism to the thirst for power"⁸.

But because people are still ever unhappy creatures, not all needs can be met.

According to A. Maslow, these needs are arranged in a hierarchy of "preponderance" residing in emergency of pulse.

The classification of needs was expanded over the years, but the original version is still used by many scientists in the field.

Criticism of Maslow's theory. A number of researchers have found such a hierarchy, although not denying the existence of needs. According to the author, among the factors that make the debates A. Maslow's theory can be mentioned the following:

- In practice, the needs are overlapping: people are dominated by several needs simultaneously;
- Maslow did not take into account cultural differences that are found in human needs;
- Some have argued that if you take into account the political conflicts in Afghanistan and Iraq, you realize that people are fleeing from their homes to find safe and secure life for themselves and their children a better future;
- In some cases, certain personalities like Rembrandt, Van Gogh, Michelangelo Buonarrotti (XVII century), renounce their lifestyle to meet their need of self fulfillment, while still struggling to meet the physiological needs;
- If we follow the development of children, noted that as they grow, do their utmost for their personal achievement. The self fulfillment needs concept as defined by A. Maslow, is very limited, being applicable for only two percent of the total population. Studying some personalities, by example, Nelson Mandela, we can realize that it was decided to satisfy the need self fulfillment where its security needs and affiliation were not satisfied;
- In conditions of unstable economics or crises, job security became a concern, in these circumstances the need of security and personal achievement of staff occurs simultaneously.

Lessons learned from Abraham Maslow:

- Making abstraction of the methodology and hierarchy criticisms, Maslow's theory had a significant impact on people dealing with management;
- This theory helped us to realize the existence of different types of human needs, which are as valid today as they were on theory development;
- In the XXI, century the century of knowledge emphasizes the importance of sharing and creating knowledge. If it meets the needs of the employees, they are eager to create and share knowledge.
- Knowledge workers need appreciation and respect and the needs of self fulfillment to be met. It

is possible that needs do not manifest as a hierarchy, but it exists and we know this thanks to A. Maslow;

- In the context of knowledge management, talk also about "communities of practice." One reason for their establishment is a sense of affiliation and discretion their members need;
- A. Maslow's theory draws attention to the question: "What happens if we do not meet the needs?" In an organization to achieve effective management of human resources we should take into account the consequences of unmet needs and learn how to cope with such situations. Ignored needs lead to conflict and frustration of interests, and as a consequence persons involved do not use their potential at maximum;
- Counseling and training techniques allow us to look inside the mechanism that puts people on the move. We strive to understand their needs and behavior and to provide appropriate guidance;
- Management today should not dismiss this theory, considering it outdated or incompatible. Like any other theory, is useful if adapted to fit in a constantly changing context.

Figure 1 shows that a lower order need must be met before the next, more intense level to be able to show up. Progressive nature of motivation is required by the limited volume of material resources used for motivation.

From the schedule assessment is clear another very important conclusion, namely, that the only needs that are not exhausted in time are those of self fulfillment, those directly related to the process and results of their work, their social recognition, the manifestation of personality in all its glory of respective employees.

Maslow's theory allows us to conclude in general that it tells us about the quality of life. Specifically, the first two steps to allow their needs met taken as an indicator of quality assessment of vital conditions. Third and fourth steps of determining the level of importance needs met life different from person to person. Satisfaction degree of social needs determines the comfort in life and is the basis to satisfying the needs of self fulfillment that characterizes the importance of life only for some individuals. At last, meeting all the needs relative to provoke a state of mind can be called a state of happiness / satisfaction and quality of life.

Table 1 shows the characteristics of economic indicators that are logically linked with the human needs.

Table 1. Classification of indicators for assessing quality of life in relation to needs.

Objective needs	Economic categories expressing the objective needs	Economic indicators characterizing the objective needs	Quantitative characteristic of economic indicators
1. Physiological Needs	a) Living conditions b) Medical Conditions c) Food consumption d) public services provided	a) Degree of insurance with housing; b) The demographic situation in the country; c) Quality of food consumed; d) The quality of public services provided to population.	1. Housing area per capita; 2. The amount of families who need to improve living conditions; 3. Average life expectancy of people from birth; 4. The coefficient of natality and mortality of the population in the country; 5. Share of State Budget investment in medicine,% 6. Share of private investment in medicine,% 7. Degree of standardization of products and services; 8. Average annual consumption and consumption structure of goods and services per capita.
2. Security needs	a) human freedoms; b) environmental conditions; c) social insurance; d) medical insurance.	a) political conditions in the country; b) the rate of breakdowns Social Fund; c) rates Health Insurance Fund breakdowns; d) the degree of environmental pollution.	1. Number of laws and decisions adopted by the Government, aimed at achieving human rights; 2. Share of State Budget investment in education,% 3. Share of private investment in education,% 4. Share Social Fund in the state budget; 5. Medical Insurance Fund Share in the state budget.
3. Needs for affiliation and affection	a) Studying degree	a) Degree of standardization of studies and correspondence to the European requirements; b) Working conditions; c) The development of the productive sector; d) The degree of standardization of production; e) Access to the Internet global network.	1. Dynamics of Gross Domestic Product per country; 2. The value of GDP per capita; 3. Average salary per capita in the country; 4. Average degree of studies per capita country; 5. Dynamics employees in total population by country; 6. Share of consumption in GDP; 7. Unemployment rate in the country.
4. Needs assessment	a) Traditions; b) Habits; c) Cultural and moral rules of society.	a) Economic growth; b) Investment activities; c) Entrepreneurial activities; d) The situation in the labor market; d) The role and place of family in society. e) The influence of religion.	1. Export growth; 2. Divorces per 1000 inhabitants; 3. Number of offenders per 1,000 inhabitants; 4. Share of stars in total population by country; 5. Labor migration; 6. Religious population share in total population;
5. Needs of self fulfillment	a) opportunities of self fulfillment for persons	a) Establishment of constitutional rights	1. Degree of realization of human rights; 2. Degree of economic freedom of citizens; 3. Degree of population mobility.

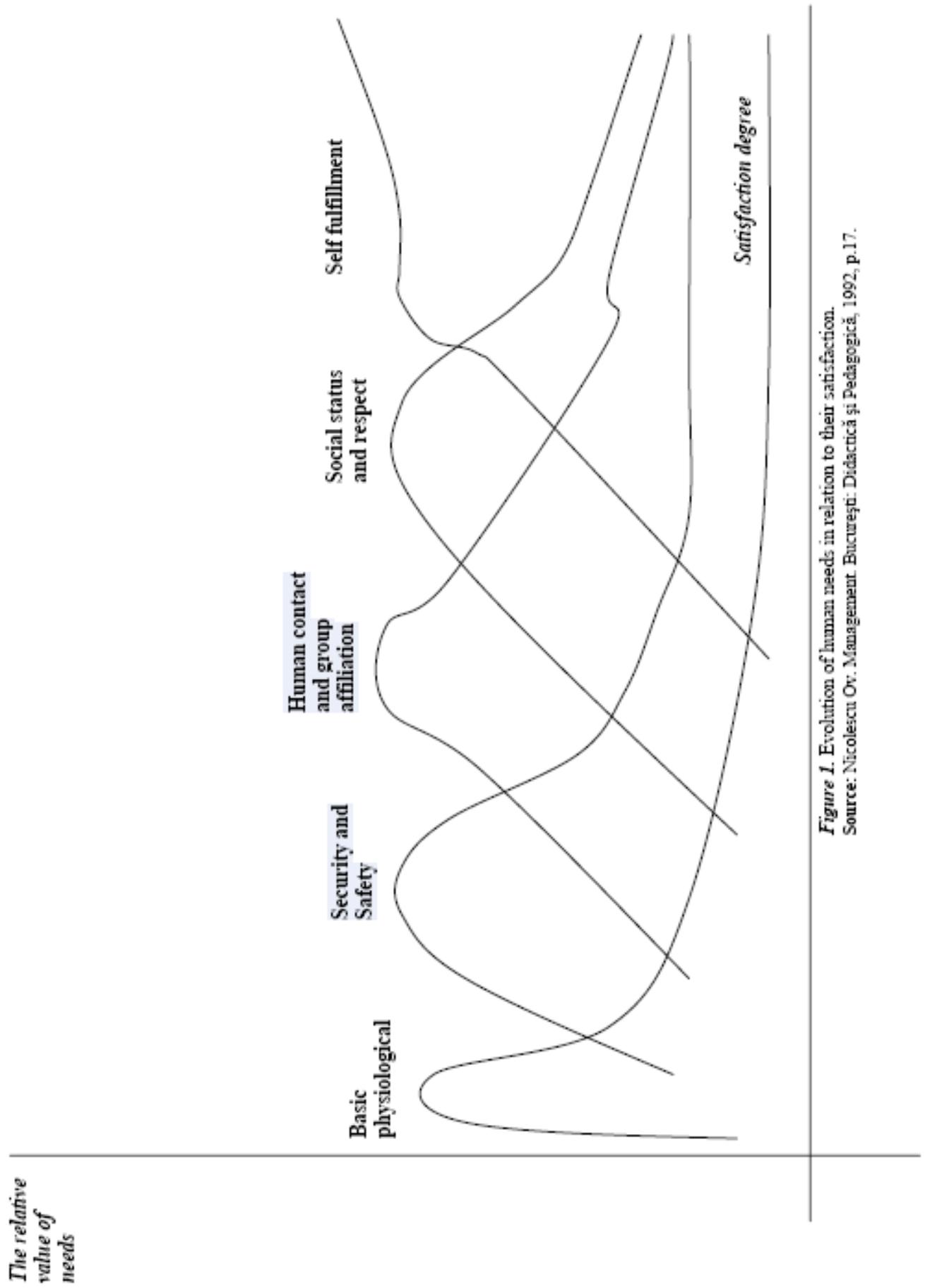


Figure 1. Evolution of human needs in relation to their satisfaction.
 Source: Niclescu Ov. Management. București: Didactică și Pedagogică, 1992, p.17.

It is difficult to estimate the relevance of needs classification, because as we attempt to analyze all possible variations is practically impossible. As we see in Table 3, quality of life of the population can be evaluated on the basis of expert assessments and statistical data. Until now there is no comprehensive system of indicators to assess the quality of life in social management, it's determination remains an actual problem.

However, the author mentions that it is important to note that satisfying all needs of every person is impossible. According to the author, the company could and would meet all the needs of individuals in society, but through it the company would lack the ability to meet all the needs of others, requiring them to switch to a lower level of consumption. The company is able to satisfy more needs to all its members, with the only condition that the satisfaction of all needs may be lower than the saturation level.

There will never be a society that would meet all needs for all its citizens the same measure, however high would be the life level, because technical and cultural development of human society will lead to continuous improvement and growth material needs. So, from those referred to above can be concluded that quality of life is a continuous process. To make proper purposes in this direction and successfully achieve them we need to determine which the components of quality of life are, which factors influence it and how to properly manage this process.

The presence of several parameters and indicators for assessing the quality of life, on the one hand, and reduced capacity of systemizing different information on the other hand, the situation requires us to find an integral indicator of quality of life.

Developing such an indicator presents a problem which is extremely important for society.

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