

Research regarding the role of the ITC as a mean of Sustainable Development in Romanian organizations from “Top 100 best companies to work for” 2008

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Abstract The article presents the results of an investigation on the use of ICT in Romanian organizations. The organizations were selected from the top realized by the CAPITAL magazine from Romania, called "Top 100 The best companies to work for", 2008. The criteria this top was realized are: the working conditions offered by employers, the quality of collaboration, the salary and benefits package and salary advantages, the personal development conditions. It shows the importance of ICT in organizations as a mean of sustainable development, the investments of this area in organizations with various objects of activity, the existing facilities, the importance of the Internet in developing activities, acquisitions – Internet sales, software applications necessary for the development of the activity, the importance of information security standards, the achieved turnover. The research tool that we used was the questionnaire.

Keywords - Information and communication technology, information systems, software applications, information security, electronic marketing

I. INTRODUCTION

Within the research the purpose was to obtain information regarding the influence of information technology in Romanian firms, as a support of sustainable development. In order to obtain this information a questionnaire has been elaborated. The questionnaire was pre-tested, this year, in ten companies, with different range of activities from Cluj-Napoca.

The final questionnaire has 35 questions. It has been applied in Romanian companies from "Top 100 best companies to work for", according to the policy of human resources, a top achieved by Capital magazine in 2008.

In the elaboration of the top, achieved by the Capital magazine, four characteristics have been taken into account, points have been offered according to them, the firms have been determined.

The four characteristics are:

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- working conditions offered by the company;
- the quality of collaboration in the company;

- the wage and other advantages;
- the conditions of professional development.

Following interpretation of the questionnaires, noted that the use of information technology leads to cost reduction and organizational performance. Organizational performance is obtained by making major investments in ICT and human resources.

II. A FEW RESULTS

A part of the research results are presented below.

1. Do you appreciate that the use of ITC is a condition for your organization's competitiveness on the Romanian market?
 - 78% of those questioned considered that the use of ITC in the company is a condition of the company's competitiveness on the market.

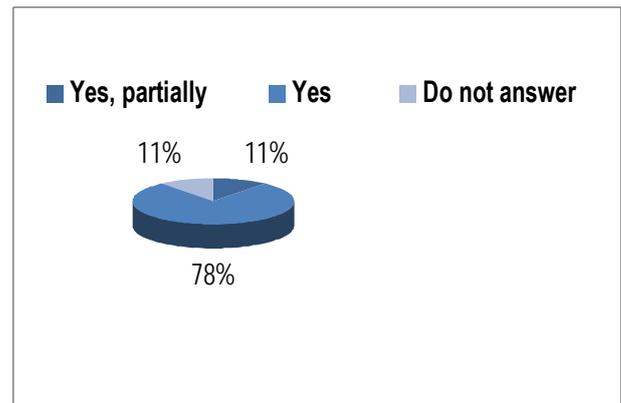


Fig.1. ITC – a condition for the organization's competitiveness on the Romanian market

2. Do you consider that the organization invested in ITC in the last three years:
 - very much: 56%;
 - a lot: 11%;
 - same as other companies in the same strategic sector: 22%;
 - do not answer: 11%.

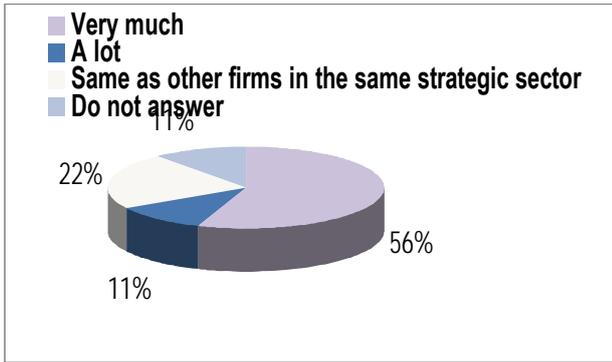


Fig.2. Investments in ITC

3. Do you achieve sales through the Internet in the organization?

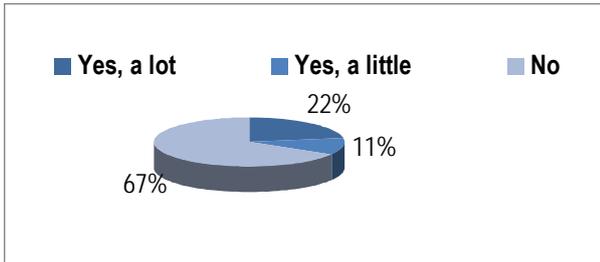


Fig.3. Sales through the Internet

4. Do you also achieve supplies through the Internet in your organization?

- Yes, a lot: 67%;
- Yes, a little: 22%;
- Do not answer: 11%.

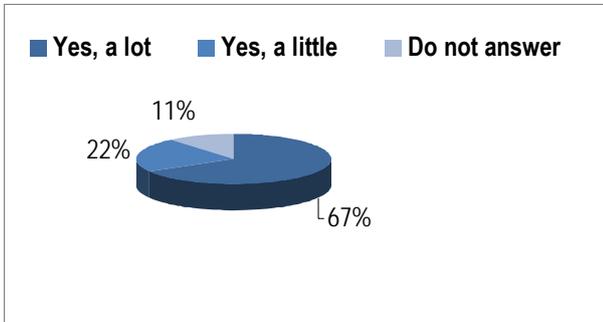


Fig.4. Supplies through the Internet

5. Specify the products purchased by your organization, via internet last year.

- Software license: 15%;
- Office supplies: 15%;
- Professional books: 23%;
- IT Technology: 8%;
- Airline tickets: 8%;
- Specific products for the main activity: 8%;
- Specialized courses: 15%;
- Other products: 8%.

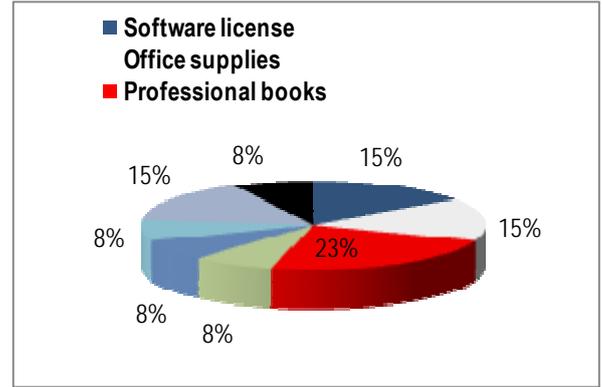


Fig.5. The products purchased by your organization, via internet, last year.

6. In what areas do you need special training for the employees from the information technology field (if necessary)?

- Technological Design: 12%;
- Projects Management: 32%;
- Not applicable: 12%;
- Do not answer: 32%;
- Others: 12%.

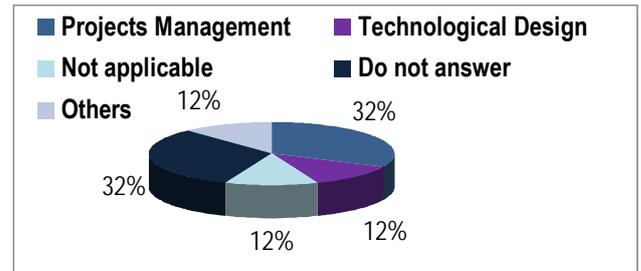


Fig.6. Special training for employees

7. Specify if your organization has a standard of informational security (ISO).

- Yes: 33%;
- No: 56%;
- Do not answer: 11%.

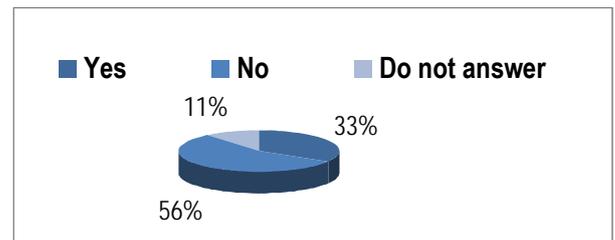


Fig.7. Informational security standard (ISO)

8. The turnover of the organization for the last 3 years: 2006

- < 3 mil. Euro: 11%;
- 3 – 12 mil. Euro: 45%;
- >12 mil. Euro: 11%;
- Do not answer: 33%.

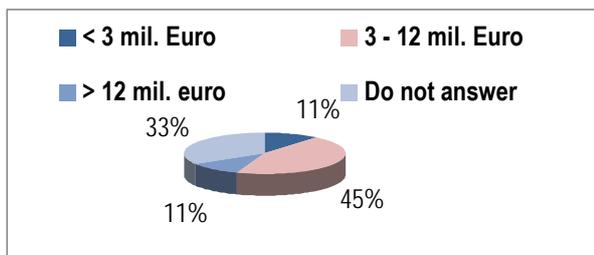


Fig.8.1. The turnover in 2006

2007

- < 3 mil. Euro: 11%;
- 3 – 14 mil. Euro: 45%;
- >14 mil. Euro: 11%;
- Do not answer: 33%.

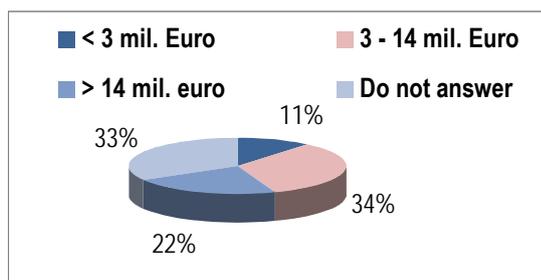


Fig.8.2. The turnover in 2007

2008

- < 4 mil. Euro: 11%;
- 4 – 13 mil. Euro: 45%;
- >13 mil. Euro: 11%;
- Do not answer: 33%.

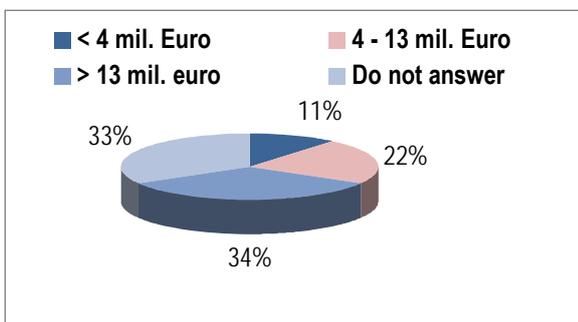


Fig.8.3. The turnover in 2008

9. Average number of employees

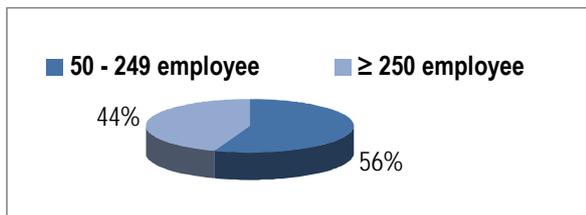


Fig.9. Average number of employees

10. The organization's main field of activity:

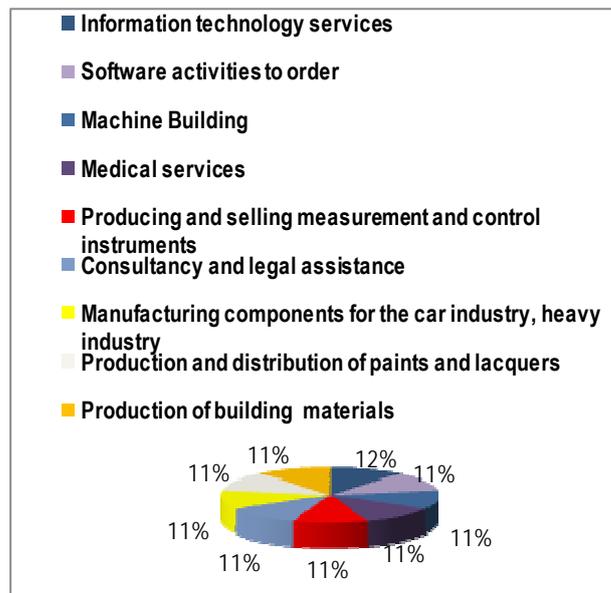


Fig.10. The organization's main field of activity

III. CONCLUSION

The Organizations are becoming more and more interested in information technology, because of the long-term benefits that it brings.

As a conclusion to our research, generally, in the industry sector, the investments regarding the information technology have been increasing. But in the last years, the investments in this area were very small.

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