The Interest Shown to the Effective Leadership by EU

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ARTICLE INFO

Article history:
Received: April 9, 2016
Received in revised form: April 12, 2016
Accepted: April 14, 2016
Available online: April 20, 2016

KEYWORDS: leadership, intellectual property, intellectual capital, social capital

ABSTRACT

The effective management is the source of progress and labor productivity of an organization. The development of management knowledge methods became the central axis, according to which the economy and society adjust their position. The important companies funding the professional development for its own employees.

The research methods used are: observation and document analysis.

The question research: There is interest in developing efficient leadership for the EU?

The research hypothesis: Globalization develops the effective leadership.

The research goal: Increasing the organizational leadership performance in Romania, viewed as EU member.

Introduction

The Organization for Co-operation and Economic Development defined the knowledge economy as the type of economy directly established on production, distribution and use of knowledge and information.

The fundamental resource of the knowledge economy is the intellectual property. It was highlighted the concept of intangible capital that contains the following elements: knowledge, skills, intellectual capital, social capital, new models of organization and management, etc.

Products of intangible capital are cognitive (know-how, trademarks, patents, inventions, etc.). Determinants of knowledge economy evolution are: research, teaching, innovation, information and the novelty in communication. These factors lead to the welfare and progress of society.

The smart growth involves the investment in education-research, innovation and digital society (using of information and communication technologies).

The strategy named Europe 2020 comes to support Romania with initiatives such as:
- investment in research and development,
- stimulation of smart growth,
- to help young people and trainees to study abroad,
• to prepare better the youth for labor market,
• to improve the performance of European universities and make them more attractive.
• to improve all aspects of education and training (the academic excellence, equal opportunities).

The moderate economic growth in Europe compared with the US is due in large part to the existence of differences in productivity caused in part by:
• the low level of investment in research, development and innovation,
• insufficient using of communication and technologies,
• Difficult access to innovation in certain sectors of society.

For example:
European plants represent a quarter of the world market of information and communication technologies, approximately 2,000 milliards (billion) of euro. Delays in introducing the high-speed internet affects Europe's ability to innovate, to disseminate knowledge or trading goods and services.

The Leadership and business ethics in Europe

The business ethics has become a subject studied in Europe, after the United States, where this kind of literature is very rich.
Vogel (1992) highlights the growing interest of Americans for business ethics, put into practice, through the training opportunities in American universities, where is approached in individualistic, legalistic and universalist terms.

The fundamentals of business ethics are found in Europe. The American companies have been inspired by the European thinking which is based on principles and approaches of evaluation between good and bad deeds.

Studies show that the business ethics is claimed by religious heritage of Europeans, it appeared as a discipline in the 80s, subsequently gaining rapidly followers and constantly growing.

Americans are focused on the study of values in business with consistency and openly through the numerous business ethics courses at secondary level of education to the most elaborate studies.

Romania has a deficit of image on business ethics evidenced, 100 years ago, in Constantin Rădulescu Motru’s work-study - Psychology of the Romanian people (1910) – which, unfortunately, till now, has not significantly improved.

Romanians prioritize human relations at work to the detriment of professional goals. Private life and professional life intertwine for Romanians compared to Westerners. Romanians comment much about themselves and about others.

The affiliation of Romania to EU gives it the possibility of obtaining structural funds. In this context it becomes the duty of the Romanian leaders to create an efficient management which to allow the leadership skills.

The influence of globalization

A thorny issue arose in the recent decades regarding the ability to lead countries and different cultures. A major impact on business area it has the globalization. This requires special approaches based on the economic power and culture of that country. In these circumstances, the leadership must be adapt to the cultural values of the area.
Multinationals companies often use foreign leaders. Their nationalities influence the style of leadership.

Simon Sinek (2014) has a vision, inked to the creation of a generation that understands that the success or failure of an organization is the excellence of leadership and no the managerial
perspicacity. Sinek was inspired by the US Army, where the leaders pay particular attention to their own people. These kinds of organizations have strong cultures and common values, appreciate the teamwork and develop the feeling of trust among members, all this leads to success. The real price of leadership is given by the willingness to prioritize the needs of others, to the detriment of their own needs.

A good management is not enough to bring long-term results. The leadership gives force to people in the organization, and if they are valued and share the same values they will come out winners on long term and in all conditions. The leaders encourage their teams to fend for themselves.

The leaders encourage their teams to fend for themselves. The leadership has as main objective the creation and the developmental of the team. A leader of excellence does not give orders, but propagate an environment in which each team member knows what to do. The leadership is a role that each will play, at least, once in life.

**Thought of a leader and the main ability - persuasion**

"If you want to change yourself, you can not do that thinking about change, because this is possible only if you refer what you did before. If you want to change yourself, you have to do things and only in this way your mind will change." Hermina Ibarra (2015)

To be such a great leader in the organization, the leader has to pass over details that prevent to focus on the key strategies. He needs to focus on business development, how to increase the cross-collaborations with other organizations and how to anticipate the rapid changes in the market. Very easy, the leader can become the prisoner of urgent objectives, to the detriment of important ones.

There is a whole industry of leadership with tens of thousands of books, programs and courses designed to help and find leadership style, the authenticity of the leader, strengthening of strong points and eliminating of weaknesses ones.

These do no more than to fatigue and send away from the real goal. The thought must be change and there is only one way to do this: different approach. The leadership work implies the collaboration of two processes: internal and external. The internal process implies the development of their own motivation in relations with others. While the external one is about developing of reputation of potential leadership or competition.

<table>
<thead>
<tr>
<th>Internal process</th>
<th>External process</th>
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<tbody>
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<td>External Knowledge</td>
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Table no. 1

What is the persuasion?

According to the unconventional definition (more practical than academic) given by Andy Szekely (2013), "**persuasion is the process where you assist the interlocutor in order to reach to conclusions which overlap with your expectations and mutual benefits in the long term.**"

**Map principles of persuasion** (the six principles of persuasion) Andy Szekely (2013):

1. Principle: What you don’t see clearly get rare- clearly establish what you want,
2. Principle: the most inattentive reacts slowest - pay attention to the interlocutor
3. Principle: begins stylish, continuous structured - begin the communication in agreeable style
4. Principle: an explicit decision comes from an implicit need - take account of needs of other
5. Principle: if you do not evaluate not evolve - evaluate the result and take it to the end
6. Principle: Who sets the context, that one controlling the game?

CONCLUSIONS

Unlike Europeans, Americans put great value on developing leadership skills. Almost every top organization from US develops a book with leadership strategies, resulted on the experience of their managers.

Unfortunately, a large number of educational institutions or training programs do not pay attention to the development of important leaders, but for preparation of effective leaders.

REFERENCES: