

# The Managerial Career within the Romanian Society

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**Abstract:** The career management process involves career exploration, development of career goals, and use of career strategies to obtain career goals.

The purpose of this paper is to present the importance and some aspects about career management in Romanian society. In this purpose are defined the concept of knowledge, the concept of career, career counseling and career management.

Career management is nothing more than a small investment of time, money and energy to protect the major source of revenue - one's job.

Management has become a part and parcel of everyday life, be it at home, in the office or factory and in Government. In all organizations, where a group of human beings assemble for a common purpose, management principles come into play through the management of resources, finance and planning, priorities, policies and practice. Management is a systematic way of carrying out activities in any field of human effort.

Management careers are one of the most sought after careers in the modern times. Due to globalization and liberalization there are many companies that have started their operations across the world and thus require world class managers and leaders to run their operations.

In today's work environment, the employee is ultimately responsible for his or her career development-the process by which individuals establish their current and future career objectives, assess their existing skills, knowledge or experience levels, and then implement an appropriate course of action to attain their desired career objectives.

Managers need a complement of skills in their tool boxes. Some of that knowledge can be learned in school, but more can be picked up on-the-job or with the guidance of a knowing mentor. Ultimately, learning important skills leads to a better-motivated workforce and a skilled manager.

A management career is quite vast in its entirety. There are many aspects and dimensions to this term. A management career may mean different things for different people. Yet all managers start with a common goal that is essentially to 'manage'. Later depending on the interests and the specializations managers choose to manage finance,

product, operations, people, time, crisis etc. Since there are so many career options that are available in the media field, it becomes imperative for prospective and potential managers to realize and understand where their skills sets and interests lie.

While one is considering a serious rewarding career in management, one should be ready to be dedicated and work hard towards their goal. Though it seems easy and 'common sensical', management is as much an art as it is a science. It requires immense amount of strategies, tactics, Machiavellian skills, leadership qualities, strong communication skills, effective orator and discipline to become a successful manager.

The big picture of the companies in any economy, impressive by its diversity, clearly emphasizes some polarization of those companies in two categories: some which have great success, prosperity, a constant developing and some which fight hard for survival and have weak economical and financial performances. The features of these companies are different: the first direct clearly their activity towards the realization of planed objectives, based on a realistic analyze, react fast to the changes from their action environment, are capable to profit from the opportunities encountered, have an efficient activity, all these thanks, first of all, to the efficient management; the others companies have not enough control, their activity has no precise objective, suffer of chronic passivity, are incapable to observe and exploit the opportunities offered by the internal and external changes, have an hesitant, inefficient and full of birocracy management.

Today the more than clear action effects of the realistically and coherent strategy, and the effects of applying it based on thorough plans of organizational action, are widely recognized.

Trainers need to consider changes in working practices, which, it is argued, influence managers' perceptions of their careers. A management career path is not a straight line. Nor is it the same for everyone. Yet all management career paths have a starting point. All have milestones along the way.

Developing a compelling personal brand image still remains essential to winning and keeping management's faith. Management has begun to suffer the same pains as the blue collar workers; everyone is overworked and unable to focus entirely on any one thing. Professional development in the corporation has transformed into personal development.

In other words, management doesn't have time to help you develop your career. Sure, they'll take a few minutes to help you jot down your goals but it won't go much further than that. Employees don't get the kind of attention nowadays that helps develop careers. The best way to promote yourself is to promote your brand.

Personal brand value should be managed by focusing on the creation of your manager equity. Too many times employees focus on creating value for themselves. They engage in activities that they think will increase their value to the organization. Maybe they work longer hours per week or learn new skills to increase their productivity. These types of performance are valuable in that they give your manager less to worry about. However, they don't do a great deal to increase your equity. Technology has already ushered in an improvement in productivity and unfortunately longer work hours. Everyone is getting better at these so you won't necessarily be distancing yourself from the competition by improving them.

Building manager equity will require a change in mindset. Your actions should not seek to make you look better but make the managers look better.

Managing your brand equity not only requires an ability to modify it but to also measure it. Gauging how others value you and your contributions is always difficult since most managers will avoid being brutally honest about what they think you contribute to the company. This can be avoided by using your friends and trusted colleagues to probe your managers for what they really think. Use their feedback to adjust your strategy. For example, if your assessment team identifies that managers are disappointed in your ability

to lead projects, take a look at your history and understand why they feel that way. Then, improve it.

It's important to remember that brand equity is subjective. Not only will different managers value your brand differently, the same efforts that improve your equity with one manager may have little effect on another. Your efforts can increase or decrease it. Therefore, it becomes critical to understand what drives each manager's equity. Awareness is one essential element in how they develop equity and the easiest to manage.

### **Ten Tips to Perpetual Career Management:**

1. *At the end of each week, document your accomplishments.* This will ensure that you have an accurate record of the value you provide, making it easier to update your resume.
2. *Google yourself every Monday morning* and ask yourself whether the results truly reflect what makes you unique and compelling. Determine what you need to do to build a stellar online identity.
3. *Update your resume regularly.* Every month, look at your accomplishments, and make quick updates to your resume.
4. *Stay up on what's happening in the world of marketing.* What are the latest trends? What's hot? Always have a professional development plan that will keep you current in the skills necessary to succeed in your specific area of marketing.
5. *Stay connected to the job market.* Join career portals and browse job boards so you know what jobs are hot and what's happening with compensation.
6. *Join and participate in social-networking sites.* Networking is the best way to get a job. But remember that the most successful networkers approach networking with an attitude of generosity and not need. Building enduring relationships is the key. It's all about career karma.
7. *Join a career management Web site* like BestJobs or 1001 locuri de munca ([www.bestjobs.ro](http://www.bestjobs.ro), [www.1001-locuridemunca.ro](http://www.1001-locuridemunca.ro)) to help you maintain your career momentum and automate the process of staying in touch with the members of your brand community.
8. *Join marketing portals*, like [marketingprofs.com](http://marketingprofs.com), so you can keep contribute to and learn from communities of colleagues.
9. *Live in the inquiry.* Ask yourself how you can inject more of yourself into everything you do-every report you write, every meeting you attend, etc. Never accept an assignment without thinking about how you will put your unique stamp on it.
10. *Join professional associations* and take a leadership role that gives you access to all members and enables you to be visible to your peers.

In today's dynamic knowledge economy, this sporadic, effortful approach to career management isn't the most effective. Instead, you have to kick over the ladder and view your career climb as a ramp.

When you're ascending a ramp, you don't stop and relax-you're advancing in perpetual motion toward your professional goals. In this scenario, you don't wait for a trigger to move you to your next step in your career: You manage that movement yourself, every day of your life:

- You update and revise your resume in real time.
- You maintain networking contacts rather than letting them fade away.
- You seek out tasks and activities that will move you closer to your goals.
- You apply your strengths and unique talents to every task you undertake.
- You stay connected to the job market, understanding your worth and the factors that are affecting your job function.

Doing so ensures that you are prepared for any eventuality.

The ladder is the most enduring metaphor for career advancement, yet it is no longer constructive to think of your career progression as climbing a ladder.

In the ladder metaphor, you ascend one rung at a time, progressing in your career through a series of milestones. At each rung, you work hard on what you are doing at the moment. You forget about that next step because you're sure you'll get there when the right time comes, without encountering any obstacles.

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