

PARTICULARITIES TO BE CONSIDERED IN THE STANDARDISATION OF SOCIAL WORK SERVICES

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Abstract: Services generally, and social work ones, particularly, need to be approached, defined and treated in terms of their features as compared to the ones of material goods. This article aims to highlight these features and the most important implications they have on the standardization process of social work services, all aspects taken into analysis being discussed in terms of marketing. Faced with the problem of the standardisation of social work services, the references to the ways of assessing their quality are fully explainable.

This analysis represents a start point for a series of applications in social work field, concerning the standardization of practical activities in social work. These applications are realized through a project founded by European Union, precisely The Operational Sector Programme for the Human Resources Development widely financed from The European Social Fund, which gives the opportunity of funding activities from the occupational area. Without being a paradox, yet not circumscribing into the natural area, a partnership between 3 Romanian universities ("George Bacovia" University of Bacau, University of North from Baia Mare and Braila Centre of Studies from "Constantin Brancoveanu" University) lead to the initiation of a project now in an development stage. In period 01.04.2009 – 31.03.2011, the partners are implementing the project called "European Qualifications and Standardization within the Social Work Field – Acronym Eur- As". (PERSEUS: POSDRU/18/1.2/G/11966)

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