

STRATEGIES ON PREPARATION BY EDUCATION PRE-UNIVERSITY OF RESOURCES WORK FOR THE CORRELATION OF REQUEST WITH OFFER ON LABOR MARKET

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Abstract: : The setting of the equilibrium between the demand and the supply of human resources on labor market is the research theme for more and more specialists today. In the process of solving this problem, an important contribution is made by marketing studies and especially those in education marketing. Starting from labor market characteristics, with its two parts – demand and supply, we have proposed in this paper to motivate the necessity for a specific approach of strategic marketing in pre-education as a mean for a correspondence between the demand and the supply on this market. The study is based on a precise analysis of the number and structure of some professional school graduates from Dolj County and highlights the strategic directions that must be followed in order to reduce the unemployment level among young graduates of pre-university education.

JEL classification: I21, I23

Key words: labor market, strategic marketing, demand and supply, strategies, pre-university educational.

1. INTRODUCTION

Every economic activity requires for its conduct, production factors, among which it occupies a very important work. Like other factors of production, labor factor is provided via the market, which in turn is based on meeting and the request with the offer. The realization demand balance in the labor market condition, the concerned specialists and seek permanently since the it largely depends on achieving an optimal level of development - economic.

On the labor market, users work (equity holders) being a resource for buyers and suppliers working on the sellers adjust resource supply and demand work.

Referring the case to pre- university education with its basic composition, professional and vocational education, we can say that it may play an important role in balancing supply with demand in the labor market among others are ignored if not given due importance but rather the actions of educational marketing.

2. THE WORK MARKET AND ITS MAIN FEATURES

The work market, as market with the most important production factor, is directly linked to other markets (goods, money and capital). She receives signals from

each market and forming own requirements to them .The balance of labor market condition other markets.

Supply and demand economic categories work are dependent on the one hand the structure and dynamics of economic and social activities, and secondly, the socio-demographic processes and phenomena. If the interdependence between economic development and social and demographic processes, experts; opinions are different, even contradictory. Situation in several developed countries economically, socially crippled Th.Malthus conclusions on improving conditions to improve living conditions, family influence demographic behavior downward natality. With however we can not conclude that manifests itself everywhere and always reversed from ideas formulated by a task this. Remain specialists, to further assess the relationship between supply and demand of labor market and the market usually of goods. The leading provider of qualified labor resources in one area or another, is education important component of national economic complex of the tertiary sector (Figure 1).

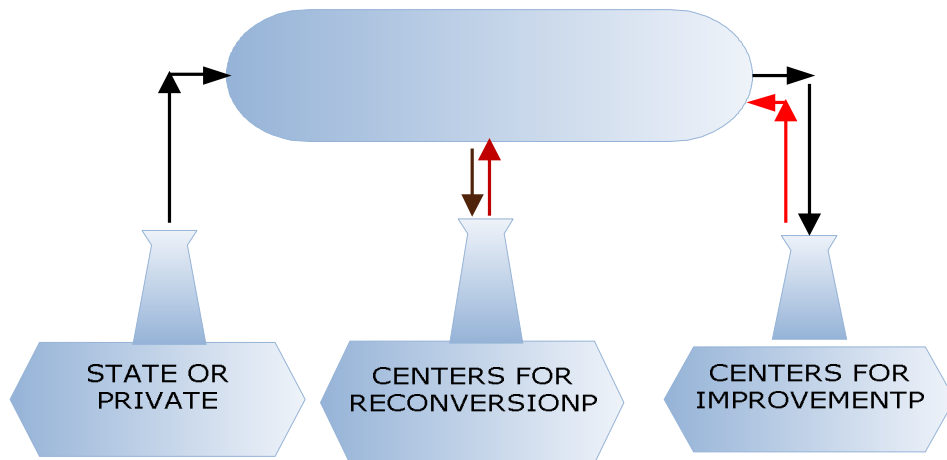


Fig.1 Suppliers on the labor market

Besides education, more related to employment and training centers that conversion, conversion centers professional. The centers vocational training designed to recover a certain amount of human resources made available. Recovery is achieved by changing the basic profession no longer enjoys the labor market demand with a profession that allows absorption and reintegration of labor resource of professional development aim those. The vocational training centers are designed to update the theoretical and practical knowledge of human resources employed or unemployed in jobs, with new discoveries in science and technology. Such improvement is motivated by the need which provides efficient labor, employment or job intention.

Supply work in the labor market is delimited by a number of criteria, socio-demographic conditions, the option of working people of legal age and able to work. The offer, longer working and the resources, potential that human, which fall within the criterion wage offer. As we know, there are three main factors affecting labor supply in the labor market, namely:

- the size of salary (nominal and real)

- non utility relationship between utility and labor (respective, the relationship between individual effort and opportunity cost)
- the need to ensure the subsistence of the worker and his family. Taking into account the influence of these factors can be labor supply schedule (Figura.2)

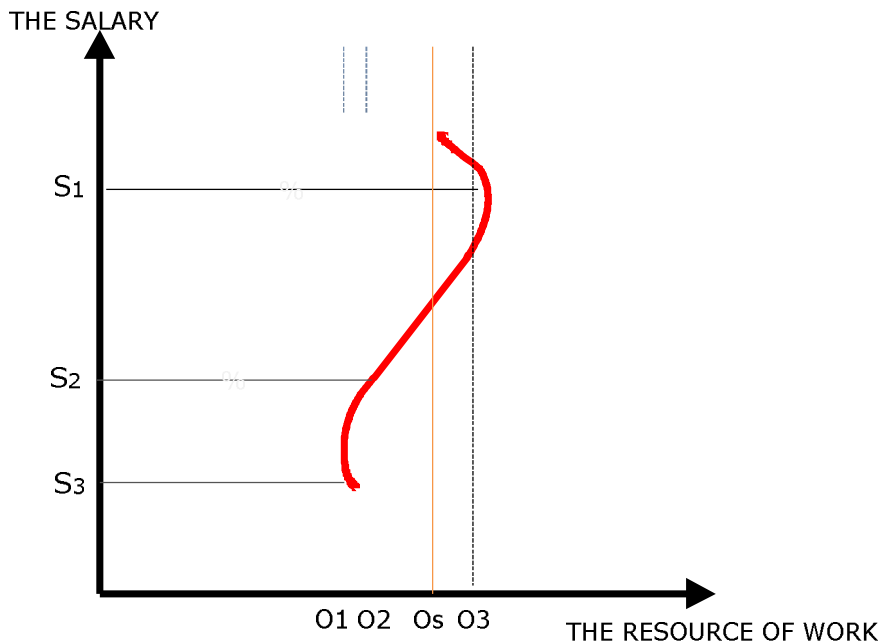


Fig.2.The graphic offer

The norwegian economist Ragnar Frisch labor (1895-1973) suggested that labor supply schedule may be a curve as in Figure 2. In this graph, the minimum wage is the survival of S3 and offer will be accepted O1. Under S3 there will be job offer because subjects would accept to work with a smaller gain than the gain of subsistence would not be motivated. Between S3 and S2 salary is so small that there is no positive incentive work. In that case work will be limited to only accept work for survival and O1-O2 offer will be greatly diminished. Between S2 and S1, O2 – O3 supply curve is as normal while wage growth increases human subjects involved motivation to work more. For higher wages for S1, revenue is so great that individuals prefer to rest and begin to reduce labor supply O3-Os.

In many cases, which seems to indicate the chart is contradicted by reality as you can see workers forced to accept conditions and wages set by employers. Workers bargaining opportunities are virtually nil, because if you reject a job as being appropriate to their aspirations, may take long to find what they seek. To escape this situation of dependence and prevent abuses are organized unions. The struggle union is directed generally towards obtaining by employees of higher wages. In this regard, trade unions, trying to influence supply and demand of labor resource. To reduce the supply of labor resources is customary introduction union claims the following objectives: increasing the minimum age required for employment for the first time, reducing the retirement age, limiting and halting immigration, reducing the working day, reducing the pace of work is.

To increase demand for workers, unions demand increasingly protectionist government intervention means to imports, reducing interest and increasing public spending. Other claims that lead to increased revenue are those that require positive legal rules regarding the negotiation of collective agreements, conflict resolution and minimum wage legislation.

Many economists nowadays prefer to assign the name of all productive factors including working capital, distinguishing them in physical capital and human capital. Even if a part of human capital, biological media, can be considered a natural resource productivity is mainly due to investment in culture and education, training and health. These investments are made in order to make profits, the worker receives wages and productivity depending on the amount of human capital built.

The offer of employment and labor demand categories and sizes are dependent on the one hand, economic and social development, the scale and structure of economic activities, social actions and secondly, the socio-demographic phenomena and processes.

The specificity of the labor market can be highlighted by the following:

- the application of short term employment is virtually flat;
- creating new job involves developing existing activities and initiating new ones, which cannot be achieved only over time;
- the job offer in turn formed over a long time for the new generation reaches the legal age for employment as a process of education and training;
- the offer of employment their mark on how to meet the demand for labor;
- the job offer depends on factors other than economic ones (age, health, human psychology, etc.).

3. RESOURCE OF SKILLED WORK AND HER DESTINATION IN A SYSTEM WITH MARKET ECONOMY

Produced in education pre-university, the percentage of over 98% resource of skilled labor, usually follows the natural way to engage in a useful activity to allow replication. For example, the existing data on the County School Inspectorate, school graduates many are quite professional. (Table 1)

The table 1. The vocational school graduates from pre – university education of the County Dolj during 2006 – 2009

The speciality acquired with studies of vocational school	The offer of labor resources prepared by professional school	from which ,in years				The request on the labor market
		2006	2007	2008	2009	
0	1	2	3	4	5	6
0	1	2	3	4	5	6
Total graduates, from which:	5848	1531	1328	1597	1392	587
Mechanics	1442	356	284	425	377	296
Electromechanics	362	88	78	100	96	
Electronic automation	135	26	52	24	33	
Building materials	93	31	10	30	22	

Electrical	234	57	83	50	44	40
Constructions, installations and public works	587	173	154	150	110	68
Agriculture	203	54	56	48	45	
Trade	285	76	73	70	66	
Tourism and food	605	153	148	160	144	32
Food industry	408	114	84	111	99	
The manufacture of products from wood	181	41	58	45	37	
Industry textile and leather	1219	336	225	360	298	151
The aesthetics and hygiene	94	26	23	24	21	

Source: The Dolj County School Inspectorate and AJFOM Dolj

Analyzing Table 1 we find that the labor market county, qualified by the school offer job training for a period of four years (2006-2009) graduates exceeds demand by 5261, almost nine times. Supply of skilled workers in 5848, 1761 did not match local labor market areas that are qualified as no longer do so or are found too little existing. This leads to the volume of qualified human resources in the area of unemployment.

Employment, the secondary market is a major function of ensuring socio-economic activities of labor resources, in quantity, structure and quality of goods produced with a given necessary. If work force does not sell, can not find buyers, then resource or labor used in producing that commodity and will not find application. In anticipation, it appears that the specificity of this market result from the difference between salary and price of other goods, meaning that only actual salary ranges (as normal prices), nominal wage increases accounted continue. In statement taken as an example, details of work County Dolj labor market can be illustrated by four departments (employment, reserve, and surplus unemployment). (Figure 3).

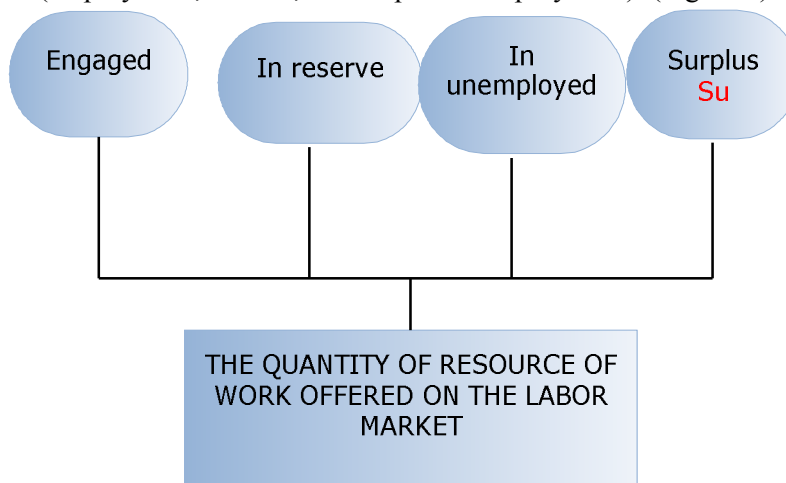


Fig.3. The offer of resource of work and their destination in contact with the labor market

Since 5848 the supply of qualified persons, 587 were employed and 5261 are potentially unemployed. The 1761 people representing surplus of skilled human resources for not corresponding labor market and 3,500 people representing labor in reserve.

So,

$$O = A + S = 587 + 5261 = 5848$$

$$S = R + S_u = 1761 + 3500 = 5261$$

The data presented highlight the disparity between school and labor market can absorb. To regulate the supply of labor resources with labor market demand, schools should carry out marketing studies and attending school as close as necessary for both existing and potential economic development via investments.

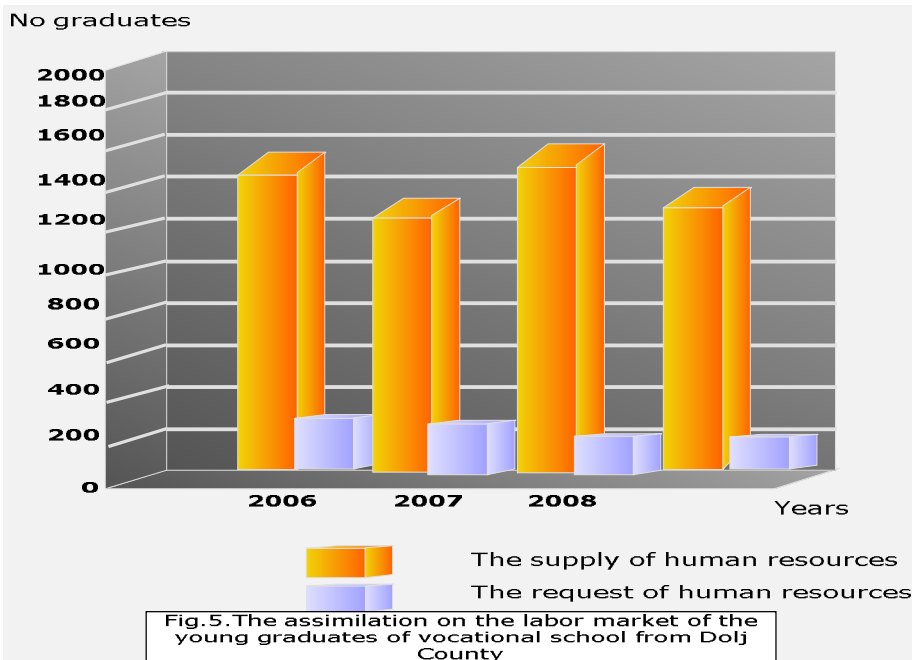
4. STRATEGIES ON PREPARATION OF OFFER HUMAN RESOURCES FOR LABOR MARKET

An objective of the economy is undoubtedly raising the qualifications of employees as the low skilled are at risk of economic and social exclusion. Continued early school leaving, low participation in the continuous learning activities by older workers and low skilled and low skilled people who migrate are a concern in most European countries.

Our opinion, Romania should rethink schooling for the labor market that currently shows two major weaknesses of training resources through education and employment, namely:

- School structures (classes of students) is constituted for framing profiles and occupations that provide technical and teaching staff for the actual labor market demand;
- Quality training of graduates is far below the required level of labor market.

This situation perpetuates lack of jobs for young graduates to work (Figure 4) and is reflected in unemployment and migration to other countries.



The graph above illustrates the reality of school youth. Big difference between demand and supply of human resources has its origins in a vocational education was the only chance to save the teacher and to give young people opportunities to work in their country. This means to schooling without a proper marketing of the labor market produces losses of the state budget because the annual cost of schooling for a student through professional school is 3500 lei. If we evaluate the loss, but for the example above, this amounts to an annual 18.414 lei. For the whole period of schooling, the amount allocated from the state budget for 5261 amounts to 55.241 lei graduates jobless thousand. This will be added and unemployment. Therefore, we consider that the educational preparation of skilled labor resource for the labor market must be properly anchored in economic reality. Strategies that are to be developed may be offensive, defensive and development. Offensive strategies practiced human resources when demand is high. In this case, schools must increase the amount of tuition. Where demand for resources is low and the preparation of new resources should decrease. Development strategies should be promoted by schools when the labor market signals the emergence of new objectives to be achieved via the short or medium term investment. Linking education with employment resource uptake to obtain a secure economic stability, the decrease in emigration and consumption of financial resources in unemployment.

In the future, in a knowledge economy, labor market will require an increasing level of high skill labor resources from an increasingly less numerous and low skills will become a more important challenge . It is necessary for education to promote lifelong learning strategy. Most countries have made progress in defining unified and overarching strategies. In this context, progress should be evident from the pre-school to high school inclusive. To achieve these objectives is essential to establish innovative learning partnerships and funding to be sustainable for an education and training of a quality, efficient and equitable.

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