

PLATFORM FOR MANAGING INFORMATION FROM GRADUATES AND BUSINESS AGENTS, IN ORDER TO ADAPT THE MANAGEMENT POLICIES TO THE DEMANDS OF SOCIAL AND ECONOMIC ENVIRONMENT

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Abstract: *This paper presents the results of the elaboration and implementation of a database to adapt proactively offer university education to labor market needs, expressed in the form of higher education qualifications in Romania. Application software provides the link graduates with business and other social partners considered the beneficiaries of the vocational training carried out by the university. The facilities offered by the Web platform can shorten the path between graduates and employers and keep in touch with the university management on labor market demands.*

The paper presents the components of the web platform and the possibilities of working with it. Users of this platform has many features and connection information to the mechanism through which the transfer of competencies from the university to its beneficiaries.

Keywords: education, university graduates, web platform, social and economic environment

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1. Introduction

The activities through which there is realized the evaluation of the educational and research processes may be analyzed from two points of view: from the individual one (of the teacher) – it proves to be a continuous

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process based on self-evaluation and continuing training of the work methods and teaching material; from the global point of view (institutional) – it is an intermittent process and it is made whenever is necessary (Petrescu, Bucuroiu, Dobriță, 2005).

Cumulating those two issues, the activities of educational process and research monitoring assure (Petrescu, Bucuroiu, Dobriță, 2005):

- The update of the university curricula according with the labor market demands;
- Identification of the place and role of each discipline in the curriculum;
- Quantitative and qualitative appreciation of the transmitting ways of knowledge to the students;
- Identification of the economic agents demands on the development of the technologies and the solving of the economic applications facing with.

The paper presents the results of the elaboration and implementation of a data base in order to adapt proactively the university educational offer to the labor market demands expressed in the form of qualifications obtained in the Romanian higher education. The proposed architecture tries to change the managerial techniques in order to connect to the labor market.

The presented application assures the link of the graduates with the business environment and other social partners considered to be beneficiaries of the professional training carried out by the university.

The studies and the informatics products mentioned above were the object of a project co-financed by the European Regional Development Fund entitled "Information technology for image promotion and administration of the information from the graduates and the economic agents (companies) in order to adapt the managerial politics to the demands of the economic and social environmental demand" (Petrescu, 2010).

2. Setting of the representative indicators in order to appreciate the correspondence degree between the qualifications / competences and labor market demands

In the project (Petrescu, 2010) there was aimed the development capacity of quality active promotion in all the activities specific to the university environment at the institutional level, by the implementation of some efficient communication modalities between the university and the

society through the transfer of good practices, the consolidation of an analysis and evaluation of the labor market methodologies set according to the European standards. In order to establish an unitary social and economic environmental evaluation system there was consulted a large number of graduates and employers' representatives, traditional beneficiaries of the activities developed in Petroleum – Gas University of Ploiești. In this way there was realized the elaboration of two types of questionnaires dedicated to the gather of data from graduates and economic agents. The questionnaires structure was thus establish in order to allow as a result of the data processing the obtaining of an information report on which to base the managerial decisions concerning the educational and research policy. There are obtained thus two reference indicators categories:

I. Outcome synthetic indicators for the assessment of the graduates satisfaction:

- Level of insertion in the studied field (if he is employee and if he works in the studied field);
- Time between graduation and employment (how long after graduation he was hired no matter the field in which he works);
- Level of studied course correspondence with the job requirements (an appreciation scale of the correspondence degree);
- Level of the skills adequacy and the evolution perspectives in career (an appreciation scale of the correspondence degree);
- Continuing education needs and the intention of following postgraduate courses in Petroleum – Gas University of Ploiesti (it has to be established an appreciation numerical scale).

II. Outcome synthetic indicators for the assessment of the employers satisfaction:

- Level of insertion of the Petroleum – Gas University of Ploiesti graduates (which is the percentage of the UPG graduates employed in the respective company, eventually on a period of time, reported to the total number of employees);
- Level of an employee study course correspondence with job requirements (an appreciation scale of the correspondence degree);
- Level of adequacy of the acquired skills during faculty and the evolution perspectives in career (an appreciation scale of the correspondence degree);
- Offers concerning new competences of the Petroleum – Gas University of Ploiești graduates (eventually the development of new specializations and the elimination of others);

- Employers' intentions concerning the requests addressed to Petroleum – Gas University of Ploiești for continuing education and the development of postgraduate courses for the self employees (it has to be established an appreciation numerical scale).

3. Short presentation of the web platform for managing information from graduates and business agents in order to adapt the management policies to the demands of social and economic environment

The Web platform for managing information from graduates and business agents, in order to adapt the management policies to the demands of social and economic environment assures a record of students and the university graduates and its link with the labor market to better manage the educational and research activities.

The application assures the link of the graduates with the business agents or other social partners considered to be the beneficiaries of the professional training in the University and includes a documents management software application. The Web platform for managing information from graduates and business agents may be accessed in two ways:

- Through the site UPG, section *Graduates-Employers* (figure 1);
- Direct link: <http://tipigi.upg-ploiesti.ro/main.php>

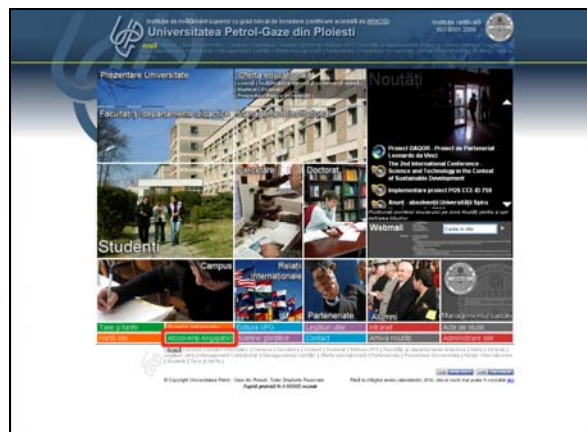


Figure no. 1. Web Platform – Page Graduates – Employers

Source: www.upg-ploiesti.ro; Proiect POS CCE ID 759/ 2010, Tehnologie informatică pentru promovarea imaginii și gestionarea informațiilor de la absolvenți și agenții economici în scopul adaptării politicii manageriale la cerințele mediului socio-economic

Depending on the user logged on, the application displays different pages (figure no. 2):

- A. A system administrator page;
- B. Graduates page;
- C. Employers page;
- D. Documents Management application.

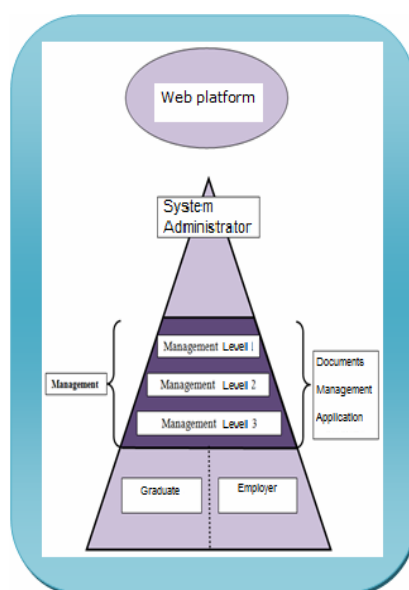


Figure no. 2. Hierarchy Associated with the level of access to the application

Source: www.upg-ploiesti.ro; Proiect POS CCE ID 759/ 2010, Tehnologie informatică pentru promovarea imaginii și gestionarea informațiilor de la absolvenți și agenții economici în scopul adaptării politicii manageriale la cerințele mediului socio-economic

Each page contains options and specific facilities depending on the user type (figure no. 3).

Graduates page offers a series of facilities such as:

- a. The filling of the graduates general profile that helps the companies to realize the findings;
- b. View (after the filing in totality of the questionnaire and of the general profile of the graduate) of the jobs/employers list. In the questionnaire there are generated the reports including information

- concerning the correlation of the competences acquired by the graduates with the employers demands;
- c) View of the available jobs details. The graduate may apply to the job selecting one of his specific profiles and sending the application to the respective company.



Figure no.3. Web platform – Main page

Source: www.upg-ploiesti.ro; Proiect POS CCE ID 759/ 2010, Tehnologie informatică pentru promovarea imaginii și gestionarea informațiilor de la absolvenți și agenții economice în scopul adaptării politicii manageriale la cerințele mediului socio-economic

Employers' page offers a series of facilities such as:

- The filling of the general profile and of the questionnaire in order to allow adding and editing jobs. In the questionnaire there are generated the reports including information concerning the correlation of the employers' expectations with the competences acquired by the graduates;
- View of the graduates list according to certain filter criteria. The employer can see the profile used by each graduate that applied to the job;
- Sending messages to each applicant. The employer may accept or reject applications.

Accessing the platform at the institutional management level facilitates the administrative documents movement and the access to interest information for the university.

The pages *Graduates statistics* and *Employers statistics* (figure 4) allow the statistics data access (outcome synthetic indicators) resulted from the analysis and the processing of the information written in the Graduate Questionnaires and the Employer Questionnaires. The Graduate and Employer reports contain each 5 synthetic indicators on which the management staff is able to elaborate the documents in order to contribute to quality of the professional training in the university.

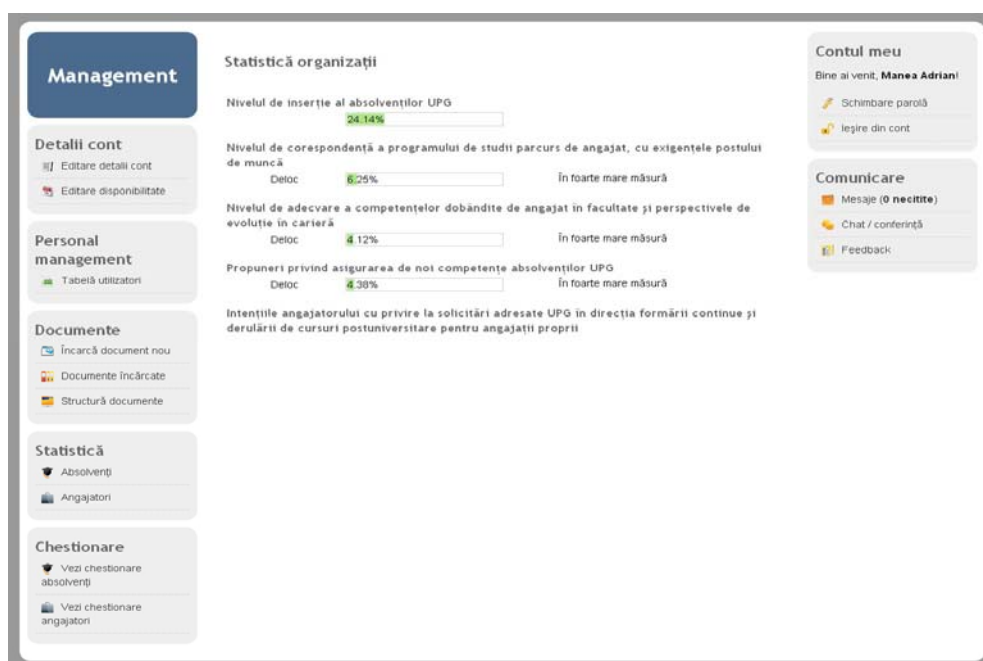


Figure no. 4. Organizations statistics

Source: www.upg-ploiesti.ro; Proiect POS CCE ID 759/ 2010, Tehnologie informatică pentru promovarea imaginii și gestionarea informațiilor de la absolvenți și agenții economici în scopul adaptării politicii manageriale la cerințele mediului socio-economic

Conclusions

The implemented application offers a series of facilities to all actors involved in the development of the competences according to the labor market demands.

These refer mainly to assure the connection between two data bases – one for graduates and the second for the employers. Also, the data contained in the two data bases are the daily reports on the correspondence level between competences and employers demands. This information contributes substantially to the adoption of some measures in order to guide the university in terms of specializations developed.

The facilities offered by the web platform shorten the path from the graduates to the employers and assure the information of the university management concerning the labor market demands.

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