

Importance of human values of personnel in the contemporary organization

Șerb Diana^{1*}, Cicioc Nicoleta²

¹ University Valahia Târgoviște, Nr. 190, Gheboieni, Dambovita, Romania

² University Valahia Târgoviște, Nr 23, Valulul lui Traian Baia Mare, Maramures, Romania

Abstract

With the theme of importance of human values in contemporary organizations staff this article has two parts: the theoretical and practical part. The first part presented the concept of human values knowledge. In part two of the article we made of an office research based on the analysis of secondary sources. An analysis approached from two perspectives: at the European level and at national level. The assumption behind this article is that human values are essential in the workplace.. Data was retrieved and processed in Excel, and SPSS. In order to test research hypotheses correlation was used. To support the argument we used a series of tables and representative images. The conclusions of this analysis show that the Romanian and European respondents consider important the following human values: creativity and freedom of decision.

Keywords: *human values, personnel, organization*

Jel: A13

1. Theoretical Approach

Personal values have an impact on knowledge sharing in the workplace and personal values, they play a role in the formation of attitudes toward organizational change (N Koivula, 2008). At the managerial level we should propose modifying the employee's values to support the organization's objectives.

Value according to another definition is an important component of one's self and personality, distinct attitudes, beliefs, norms and traits. Values are motivator critics of behavior and attitudes (S Schwartz, 2012). Human values were important factors for scientists in their empirical studies of social, psychological, economic and political nature. There is a diversity of views on the classification of human values. According to many specialists in human values (Cheng et al, 2010):

1. competence (creativity, independence, physical ability, logic, imagination) Vs. security (family security, peace)
2. morality (forgiveness, honesty, courage) Vs. success (social recognition, power, comfortable life)
3. social reliability (responsibility, courtesy, self-control, obedience) to beauty (beauty world)
4. political harmony (equality, world peace, social justice) vs sociability (being cheerful, cleaning, being loving).

There are twelve items of value in PVS (personal values scale) (Shou A, 2010): (1) intellectualism, (2) kindness, (3) social skills (4) loyalty (5) academic (6) the physical growth (7) state, (8) honesty (9) religion, (10), self-control, (11) creativity, and (12) independence.

The structure of these values is considering relationships of conflict and congruence between values. Values are structured in similar ways. This suggests that there is a universal organization of human motivations. Although the nature of values and their structure may be universal, individuals and groups are different.

2. Human Values of Contemporary organization's staff

Research methodology

Objectives:

- Knowledge of any differences of perception between Europeans and Romanians about human values,

* corresponding author email: dianaserb10@yahoo.com

- Observing what percentage of research participants were happy.

Hypotheses:

1. Europeans and Romanians mostly declare themselves happy,
2. Equality is perceived as important,
3. European respondents gender influences the perception of the importance of creativity,
4. The ability of Europeans to make their own decision affects their level of happiness.

Research organization

The method of gathering the information for the present research was the analysis of secondary sources. The data was taken from two websites specializing in analysis of conditions of life and work of individuals (European Social Survey, analyzing human values of Europeans and World Values Survey-analyzing the human values of Romanians). The sample for the study that was conducted at the European level consists of 28 221 people.

The sample size for this research in our country consists of 1500 people.

Duration of the survey - 2012 (for the World Values Survey) and 2014 (European Social Survey).

The results obtained

Analysis takes place on two levels:

1. At the European level,
2. National level

1. Analysis at European level

European Social Survey (ESS) is a multi-country academic – led study, which was administered in more than 30 countries so far. Romania is not among the states that participated in the research, instead there are: Austria, Belgium, Switzerland, Czech Republic, Germany, Denmark, Estonia, Finland, France, Ireland, Netherlands, Norway, Poland, Sweden and Slovenia. Respondents were presented a few cases, and they had to compare their situation to that shown according to the importance of creativity, decision, admiration and equality in the workplace (see Table 1, Table 2, Table 3 and Table 4).

Table 1. Important to think new ideas and being creative

	Frequency	% of all	% of valid
Very much like me	9,445	33.5	34.2
Like me	11,466	40.6	41.6
Somewhat like me	4,328	15.3	15.7
A little like me	1,526	5.4	5.5
Not like me	648	2.3	2.3
Not like me at all	176	0.6	0.6
Refusal	52	0.2	-
Don't know	452	1.6	-
No answer	108	0.4	-
SYSMIS	20	0.1	-
Total	28,221	100.0	100.0

Source:<http://nesstar.ess.nsd.uib.no/webview/>

According to the research, comparing the answers of participants' situation with the cases presented by the importance of creativity emphasizes that there are no differences in perception for 88% of European respondents.

Table 2. Important to make own decisions and be free

	Frequency	% of all	% of valid
Very much like me	6,099	21.6	22.1
Like me	9,141	32.4	33.2
Somewhat like me	6,960	24.7	25.2
A little like me	3,042	10.8	11.0
Not like me	1,862	6.6	6.8
Not like me at all	469	1.7	1.7
Refusal	47	0.2	-
Don't know	467	1.7	-
No answer	114	0.4	-
SYSMIS	20	0.1	-

Source: <http://nesstar.ess.nsd.uib.no/webview/>

The answers to this question are as follows: 24.7% of the research participants think „ somewhat like me ”, 21% of respondents think „ very much like me”, 32.4% of respondents think „ like me ’ 10.8% of respondents consider „ a little like me. ”

Table 3. The importance of equality of chances

	Frequency	% of all	% of valid
Very much like me	8,611	30.5	31.2
Like me	10,898	38.6	39.5
Somewhat like me	5,071	18.0	18.4
A little like me	1,974	7.0	7.1
Not like me	892	3.2	3.2
Not like me at all	170	0.6	0.6
Refusal	50	0.2	-
Don't know	418	1.5	-
No answer	117	0.4	-
SYSMIS	20	0.1	-
Total	28,221	100.0	100.0

Source: <http://nesstar.ess.nsd.uib.no/webview/>

On the importance of equal opportunities from the perspective of comparison it is found that respondents considered important the equal opportunities and situations presented.

Table 4. Important to show abilities and be admired

	Frequency	% of all	% of valid
Very much like me	2,374	8.4	8.6
Like me	6,692	23.7	24.3
Somewhat like me	6,636	23.5	24.1
A little like me	5,109	18.1	18.5
Not like me	5,241	18.6	19.0
Not like me at all	1,525	5.4	5.5
Refusal	49	0.2	-
Don't know	460	1.6	-
No answer	115	0.4	-
SYSMIS	20	0.1	-
Total	28,221	100.0	100.0

Source: <http://nesstar.ess.nsd.uib.no/webview/>

For 62% of respondents the desire to be admired is similar with the case presented. Tables 5 and 6 last are correlation tested through the last two assumptions.

Table 5. The correlation between sex and the importance of creativity

Gender		
Important to think new ideas and being creative	Correlation	0.052 **
	Significance	0.0000
	Count	27573

Table 6. The relationship between happiness and own decision

How happy are you		
Important to make own decisions and be free	Correlation	0.052 **
	Significance	0.0000
	Count	27573

In both cases the tests are statistically significant, between sex and the importance of creativity there is a direct link and between the level of happiness and the power to make their own decisions is a reverse link.

Table 7. Enjoyed life, how often past week

	Code	Frequency	% of all	% of valid
None or almost none of the time	1	1,288	4.6	4.6
Some of the time	2	5,590	19.8	19.9
Most of the time	3	12,634	44.8	45.1
All or almost all of the time	4	8,531	30.2	30.4
Refusal	7	17	0.1	-
Don't know	8	150	0.5	-
No answer	9	11	0.0	-
Total		28,221	100.0	100.0

Source: <http://nesstar.ess.nsd.uib.no/webview/>

Most Europeans said that they enjoyed life several times during the last weekend.

2. Nationwide analysis

For this analysis the data was obtained as a result of the survey results published by the World Values Survey in 2012. We took the information and processed it in Excel. The sample consists of 1500 people, of Romanian origin. The questionnaire was applied on the phone, and the data obtained was taken and processed.

Table 8. Feeling of happiness

	Number of cases	%/Total
Very happy	205	13.6%
Rather happy	833	55.4%
Not very happy	397	26.4%
Not at all happy	60	4.0%
No answer	4	0.3%
Don't know	4	0.3%
(N)	(1,503)	100%

Source: <http://www.worldvaluessurvey.org/WVSONline.jsp>

70% of Romanian respondents declare themselves happy, and the remaining percentages declared themselves as being unhappy

Table 9. Incomes should be made more equal

	Number of cases	%/Total
Incomes should be made more equal	259	17.2%
2	84	5.6%
3	101	6.7%
4	49	3.3%
5	158	10.5%
6	75	5.0%
7	99	6.6%
8	116	7.7%
9	109	7.3%
We need larger income differences as incentives for individual effort	403	26.8%
No answer	8	0.5%
Don't know	41	2.7%
(N)	(1,503)	100%

Source: <http://www.worldvaluessurvey.org/WVSONline.jsp>

Regarding equality of chances the majority of respondents said that there should be more equality in their lives.

Table 10. Happiness as seen by Romanians

	Romania				
	Years 1989-1993	Years 1994-1998	Years 1999-2004	Years 2005-2009	Years 2010-2014
Very happy	6%	5%	4%	10%	14%
Quite happy	55%	51%	43%	53%	55%
Not very happy	33%	35%	40%	30%	26%
Not at all happy	5%	7%	12%	6%	4%
No answer	-	-	1%	0%	0%
Don't know	0%	2%	1%	1%	0%
(N)	1,103	1,239	1,146	3,265	1,50

Source: <http://www.worldvaluessurvey.org/WVSONline.jsp>

Analysis of the degree of happiness of Romanians from 1989 until 2014 show that for the entire period analyzed Romanians declare themselves happy.

3. Conclusions

Through this article we achieved two objectives formulated under the methodology part of the research. Frequencies and linkage have demonstrated that none of the assumptions verify. Most Romanians and Europeans declare themselves happy, first hypothesis is verified using frequencies. Equality is seen as important, and so the hypothesis number two is checked. European respondents' gender influences the perception of the importance of creativity and Pearson's test verifies this hypothesis. Europeans' ability to make their own decision affects their level of happiness - the last hypothesis is verified through correlation. In conclusion, Europeans and Romanians focus on human values and overall they are happy with the life they lead.

Bibliography

- [1] Cheng A., Fleischmann K., Wang, P., Ishita, E., Oard, D., „Values of stakeholders in the Net neutrality debate: Applying content analysis to telecommunications policy". Proceedings of the 43rd Hawai'i International Conference on System Sciences (HICSS), 2010.
- [2] Koivula N., „Basic Human Values in the Workplace", Ed. P.O. Box 4, Helsinki, 2008.
- [3] Schwartz S., „An Overview of the Schwartz Theory of Basic Value", The psychology of values: The Ontario Symposium (Vol. 8, pp. 1-24). Hillsdale, NJ: Erlbaum, 2012.
- [4] Shou A., Kenneth R., „Developing a Meta-Inventory of Human Values" „, October 22–27, 2010, Pittsburgh, PA, USA, 2012.
- [5] <http://www.worldvaluessurvey.org/WVSONline.jsp>
- [6] <http://nesstar.ess.nsd.uib.no/webview/>