

SKILLS – ONE OF THE MOST IMPORTANT ASSET IN THE FUTURE GLOBAL BUSINESS

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Abstract

The article is about how quickly humankind must change the way to learn and teach new skills. As technologic conditions change, people need to be able to cope and adapt by acquiring new skills to the demands made by the labor market, economy and society. Companies will find out that one of the most important assets, more important than tangible or intangible assets will be the human resource. The Higher Education can play a key role in the progress of a good opportunity and the best exchange rate for so called new currency regarding skills and this reality is not far from us! It do must reshape our way to think about the perpetuation of welfare or poverty, if we speak about people and the position on the global stage if we speak about companies.

Keywords: new currency, skills, asset, E-labor platforms, adapted model, Measurement Map, Triangle academia-business-society.

Companies will find that one of the most important assets, more important than the tangible or intangible assets will be the human resource having flexible, customizable, adaptable and high performance skills

INTRODUCTION – Not job titles but skills

The workforce all over the world is undergoing a paradigm shift (3).

We are all witnesses at the obsolescence of a lot of the jobs which people acquired over thousands of years (1) and we must now accept that it is possible our occupation will reshape during our working lives. The notion of a skill for the whole life, has become just a story.

As technologic conditions change, we need to be able to adapt to what the market demands.

Companies will find out that one of the most important assets, more important than tangible or intangible assets will be the human resource.

The notion is about how quickly humankind adapt. The start point will depend on education and training and on the ability of the education system to respond to market request, so any company who wants to be on stage should focus on high skilled employers and anybody who wants to remain employable must be ready to get new skills and keep on learning throughout whole life.

As approaches, some are presented below:

1. Learning to take place in a range of settings “rather than just the traditional educational institutions, schools and colleges.”
2. Robust links between education and industry materialized in-platforms and innovative spin off research center, but not only.
3. Links between the formal education sector and informal sectors (i.e. e-labor platforms).
4. Providing more flexible curriculum forms of education, action supported by forward thinking education policies makers.

Keep on learning throughout whole active existence is not just about economic ranking. However, it is also about social cohesion and humankind welfare. Education can play a key role in the progress of a good opportunity and the best exchange rate for so called new currency regarding skills and this reality is not far from us! It do must reshape our way to think about the perpetuation of welfare or poverty, if we speak about people and the position on the global stage if we speak about companies.

Q/A are about how institutional and organizational conditions for the production of knowledge relate to each other and what kind of characteristics this knowledge has (Figure 1) Different institutional arrangements produce different forms of knowledge and this can lead to differences in the capacities of knowledge products. An analysis should aims at assessing the forms of interaction between spin-offs, and their parent institutions.

”While useful internally, many job titles are very general, and don’t necessarily say much about a candidate’s experience or qualifications. Industry or company size can have major impacts on employees’ titles, and can be misleading to a prospective employer. Creative Job Titles Can Energize Workers...” (2)

So, this is a paradox that companies are able to fix it.

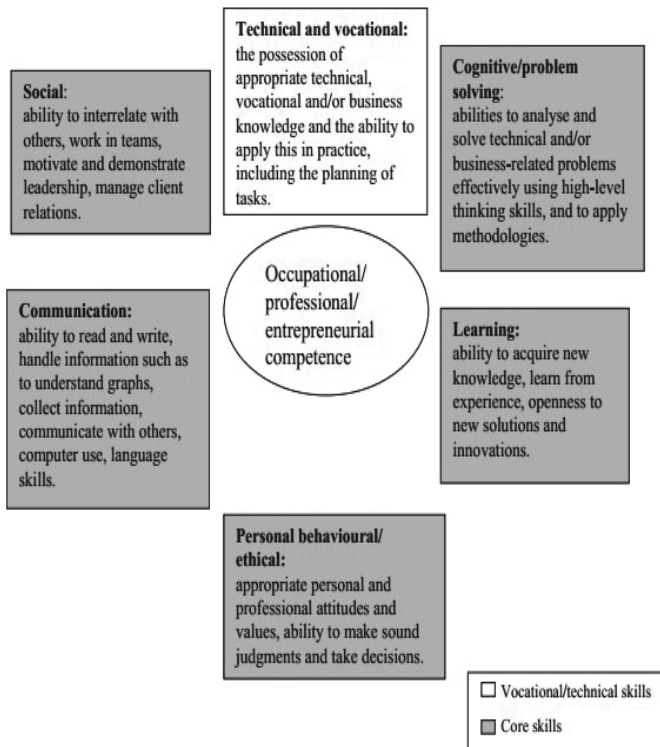


Figure 1. Core skills and technical skills, defining professional competences

Source: ILO 207i

The focus should instead be on finding similarity between occupations based on the knowledge, skills and abilities they require. "Economic Modeling Specialists Intl. (EMSI) recently ran a study using their compatibility index to illustrate this. For example, a company that needs to fill an open business intelligence analyst position is looking for someone comfortable producing financial and market intelligence, generating reports, and researching in data repositories. This is typically a vital position and ideally will not remain open long. By excluding candidates without business intelligence analyst listed as a past title, they rule out many individuals who have the relevant skills and experience required of the job" (2).

Skills should be a new currency in global business

The studies point out that "Countries with highly-skilled and educated workforces will possess the same comparative strategic advantages this century as those with highly-developed infrastructure, oil reserves and mineral deposits did in the past. This economic imperative will have the most profound consequences for the education system.

Educational institutions will have to accompany students throughout their working lives rather than merely preparing them for their working lives" (1).

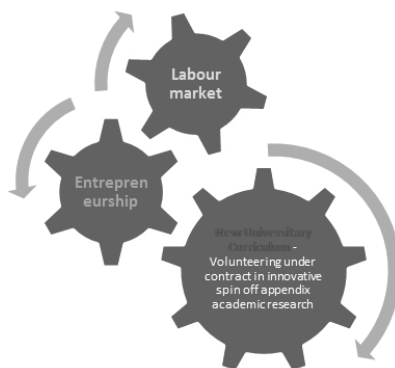


Figure 2. Position along value chain

Source: Zeca D.E., INTED2015 Proceedings(browse), Pages: 3448-3457

A reality, we are witnessing, imposed by the velocity of development of the technologies and economic approaches of the companies, is this, according to which "technology is replaced and upgraded in the workplace so frequently that employees and job candidates alike are struggling to keep up with the most in-demand skills. The most dynamic companies will build cultures of continuing education, where training is always occurring and workers are constantly upgrading their skills. Furthermore, internships, boot camps and similar training programs will become more common. Simply put, managers can no longer rely on new hires to have all the skills required to handle every project that will arise on the job and old methods of hiring and training are unlikely to work well in the future" (3).

E-labour platforms fluidizes the process the *Right skills for the right job*

On E- labour platforms enterprises, companies, organizations and employees can tailor their interactions to their needs. On the other hand, "E-labor platforms- key new technologies" is both about tools for a battle to find a good job and tools to retain the empowered worker. It is about performers, when they understand their own value. But it is not enough to find the right people for the right job. Companies in innovative industries need mechanisms that support ongoing, self-directed, and virtual learning. Training platforms enable employees to create online learning programs Beyond the hiring process, entrepreneurs, but not only, use e-tools to develop a base of employees with great variety skills.

Table 1. E-labour platforms

Linkedin	http://www.linkedin.com/uas/login
Careerbuilder	http://www.careerbuilder.com/?sc_cmp2
Monster.com	http://www.monster.com/geo/siteselection https://www.youtube.com/watch?v=b3QZp-pcxTAE&nohtml5=False
Freelancer.com	https://www.freelancer.com/?utm_expid https://www.youtube.com/watch?v=l-6pnPOG9is&nohtml5=False
Toptal	https://www.toptal.com/?adnetwork https://www.youtube.com/watch?v=t4R-WCfJI8E&nohtml5=False
Upwork	https://www.upwork.com/ https://www.youtube.com/watch?v=Pk_96LDtwmA&nohtml5=False
Glassdoo	https://www.glassdoor.com/index.htm https://www.youtube.com/watch?v=OCPqhAAV5gc&nohtml5=False

LinkedIn is a business-oriented social networking service.

CareerBuilder provides „labor market intelligence, talent management software, and other recruitment solutions, including online career search services.”

Monster.com is one of the largest job search engines in the world. Monster is used to help all those seeking work to find job openings, for lower to mid-level employment, that match their skills and location.

Freelancer is a „global crowd sourcing marketplace, which allows potential employers to post jobs that freelancers can then bid to complete.”

Toptal employs a screening process to evaluate freelancers from all over the world and „has an acceptance rate of around 3% of applicants.”

Upwork is a global freelancing platform where entrepreneurs and professionals connect remotely. Upwork allows everyone to interview, hire and work with through the company’s platform. E- platform includes a real-time chat platform.

One more tool to connect learning program and business goals – Measurement Map

The *Measurement Map* is a way to illustrate hypothesize about the causal chain of evidence between a learning program and business goals.

FIGURE 1: A MEASUREMENT MAP FOR SALES TRAINING

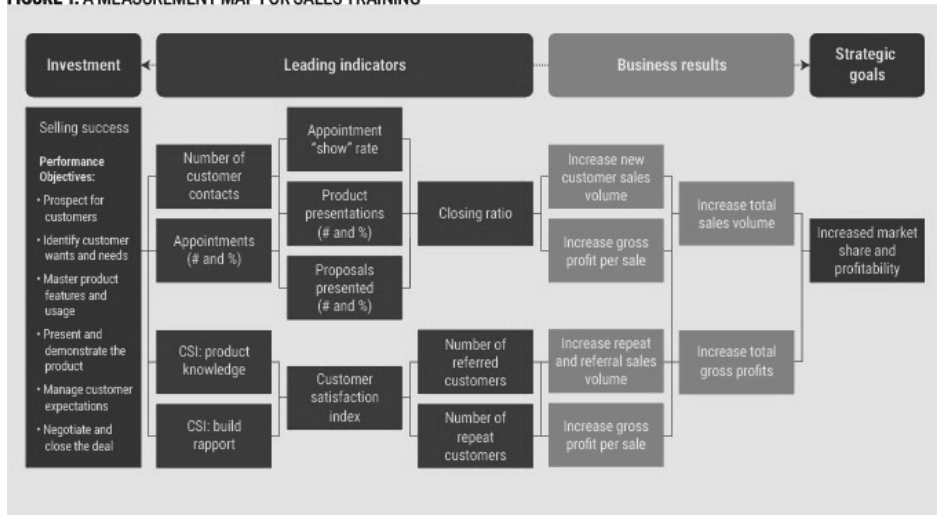


Figure 3. Measurement Map

Source: <https://www.chieflearningofficer.com/2019/09/23/so-you-want-to-measure-impact-now-what/>

In the ranks below I bring forward the exercise done by *Bonnie Beresford* and the people from *chieflearningofficer* (4). They take over L&D and business stakeholders collaboratively "engage in a measurement-mapping process and create a map about how a learning program affects the business.

The format of a Measurement Map is intentionally straightforward. Its goal is to clearly communicate alignment, typically on one sheet of paper. It consists of four logically connected sections. Investment: This is the training program. A Measurement Map defines what success would look like.

Leading indicators: These are nonfinancial measures that provide insight into whether the investment is on track. Leading indicators often include evidence of behaviors and outputs. The logical argument posits that if these indicators are moving in the right direction, then the investment is on track to realize desired business results.

Business results: These measures carry a financial value, expressed either in dollars or easily translated into financial terms by the business. Common examples include employee turnover rates, sales volume, production run-rates and workers' compensation costs.

Strategic goals: These represent the organizational imperative that the initiative is trying to impact, such as profitability, market share or customer loyalty. The map uses the terms "leading indicators" and "business results" to provide a common

lexicon for thinking about alignment and measuring impact. The straightforward example shown in Figure 1 depicts the causal chain of evidence between sales training and improved financial performance” (4).

CONCLUSION

The notion here is that we can shape Educational, Academic direction and evolution over time and accelerate learning within the system, so that the system becomes more and more effective in terms of addressing the challenges and opportunities. Arguably it is our accountability to dare upheaval enthroned tenets. So, adjustable variables is Large Open Online Collaboration (LOOC), including a set of protocols that determines who can participate, what roles they might play, how they might interact, and how disputes get resolved; set of protocols or standards is typically designed to facilitate connection, coordination, and collaboration between task of experts, scholars, students.

On E-labor platforms enterprises, companies, organizations and employees can tailor their interactions to their needs. On the other hand, “E-labor platforms- key new technologies” is both about tools for a battle to find a good job and tools to retain the empowered worker.

Because all come to the value, to the people, to the skills, the last seen more and more seriously as a new currency and because skills should be the most important asset in future global business.

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