

# DIVERSITY AND EFFICIENCY IN ENERGY PROJECTS

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**Abstract:** This Article presents the advantages of using the management of diversity in energy projects, with the emphasis on cultural diversity and benefits in company's efficiency.

**Keywords:** Diversity, management, advantages .

## 1. INTRODUCTION

The meaning of diversity has evolved since the 1970s when the term was used predominantly with reference to minorities and women in the workforce.

Diversity management in fact involves integration of the ideas and practices of diversity in daily managerial and learning processes of a company and its environment.

Diversity inside the company is representing another ingredient for success. Variety of employees cultures and skills will help us to better understand their markets and consumers and will ensure success of the company in the long term. They are also a source of creativity, innovations and economic power.

For any organization, the most important resource is people and therefore the role of the company is to facilitate professional development and to lead the employees to achieve organizational goals, in a really motivating environment for the group and for each individual.

Diversity management is a good way to address a labor market very flexible and very diverse, which supports the organization in terms of both integration, maintenance and the motivation for the employees, as well as in attracting new employees, competent and fit to business needs, which may respond and contribute to the achievement of its objectives. Organizations that will be able to obtain and retain employees having values, different attitudes and behavior will be able to achieve competitive advantage and performance.

Diversity Management promotes and encourages needs and skills of individual staff, and translates them into added value for the organization, at the level of human capital.

Also diversity management shows how can be increased the opportunities that each employee has to enhance their potential and its contribution to organization performance. Such an increase in potential is based on specific prerequisite skills identification which an employee has, followed by

investments in maximizing their development.

## 2. CASE STUDY

### 2.1 Company introduction

SC Electrica SA- Electrica Transilvania Nord Distribution - Branch Oradea main distribution operator in the north-west of Romania, Bihor county, works in this field from year 1903.

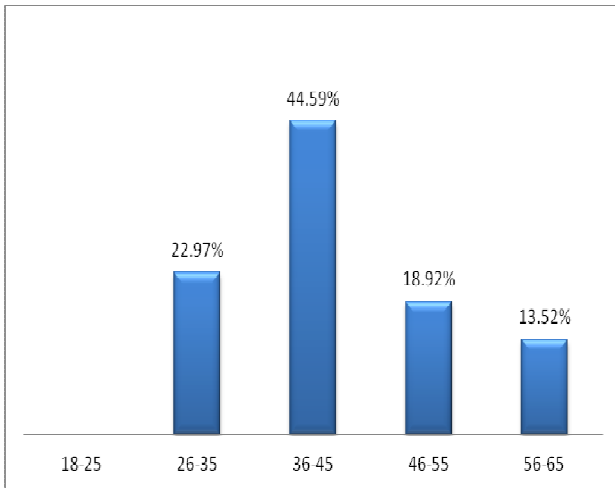
The main company objective is to ensure power supply to electricity consumers, safely, economical conditions and at the requested parameters.

### 2.2 Diversity within company

The company is a very important company on the electricity suppliers market, so it must deal with a permanent improvement strategies, including those relating to human resources. Only by people company may achieve its objectives, thus being forced to have a diverse workforce to meet the requirements in the workplace. As a result, the company has to apply a diversity management because this may have as result the success in order to ensure quality services for the population but at the same time to be a highpoint of the company in order to solve the problems which have arisen.

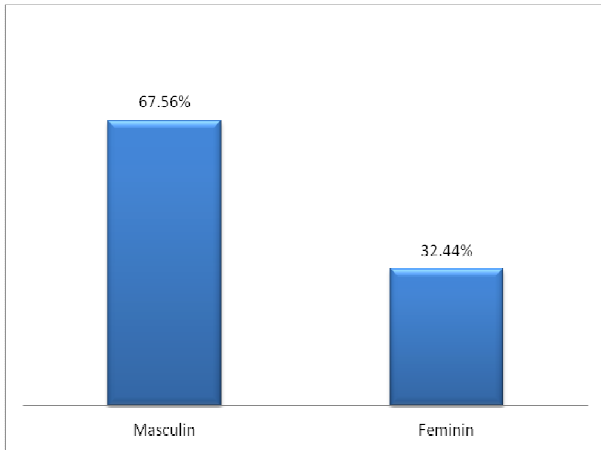
Relating to staff number of employees, this is very high, and they are different in the first place from the point of view of age, then of culture, religion etc.. Employees of such a big a company may not be elected after a certain prototype, but must be chosen as a function of the training and professional experience. The company has ways to develop continuously the employ skills, which make it suitable for the tasks and activities of a particular post.

For the evaluation of implementation practices of the diversity management in the company, was resorted to an audit to analyze a representative sample for the company composed of 74 persons.



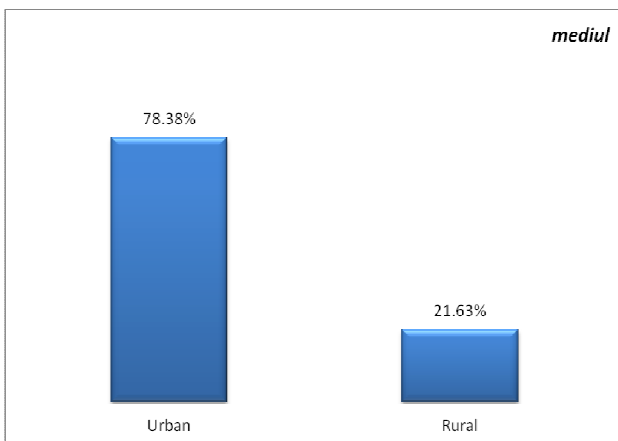
**Fig. 2.1. Presentation of sample on age groups**

According to analysis, the sample is divided into age groups, media being aged between 36 and 45 years.



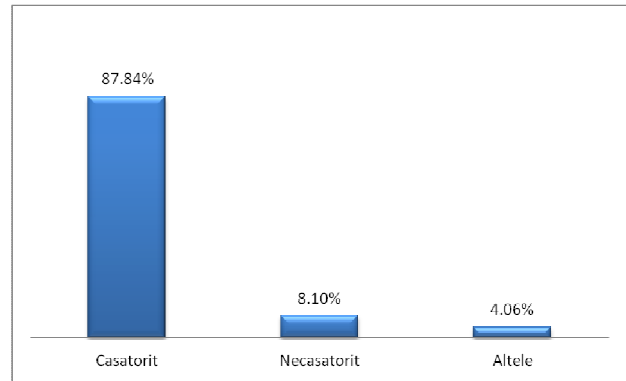
**Fig. 2.2. Presentation of sample based on sex**

According to this classification, in the analyzed company a percentage of 67,56 % are men and 32,44 % women.



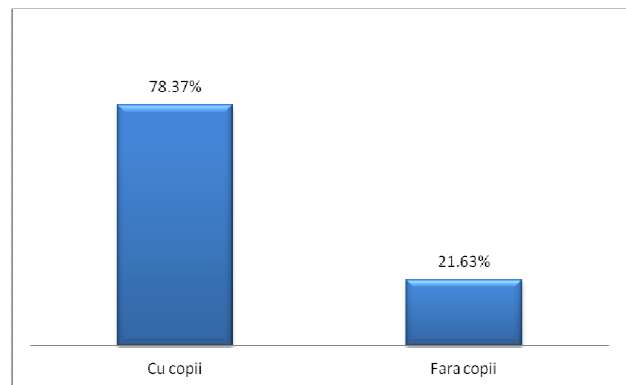
**Fig. 2.3. Presentation of sample depending on the environment of origin (urban/rural)**

In a significant percentage, employees are from urban areas, i.e. 78,37 %, and in rural areas 21,63 %.



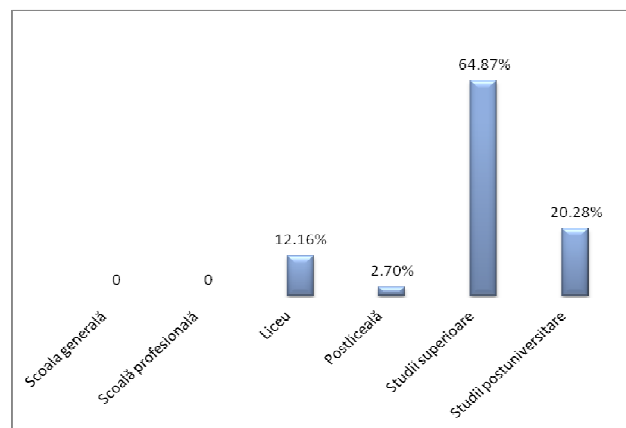
**Fig. 2.4. Presentation of sample based on sex**

Depending on marital status, the sample has the following format: 87,84 % married, 8,10 % being unmarried, and 4,06 % have a different status.



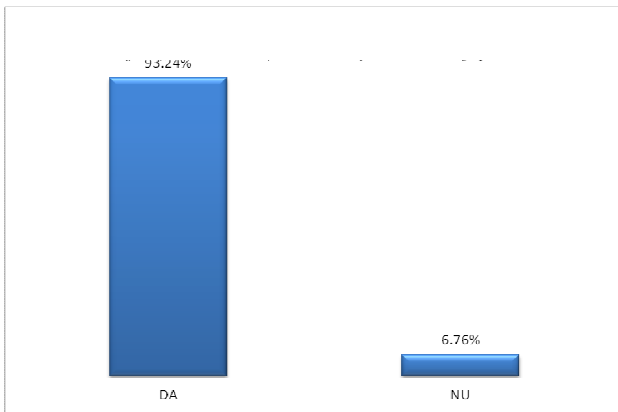
**Fig. 2.5. Classification of employees depending on children**

From the point of view of the children, the sample shows that most investigated persons have children, these being at the rate of 78,37 . The percentage of 21,63 shows that there are fewer employees who don't have children.



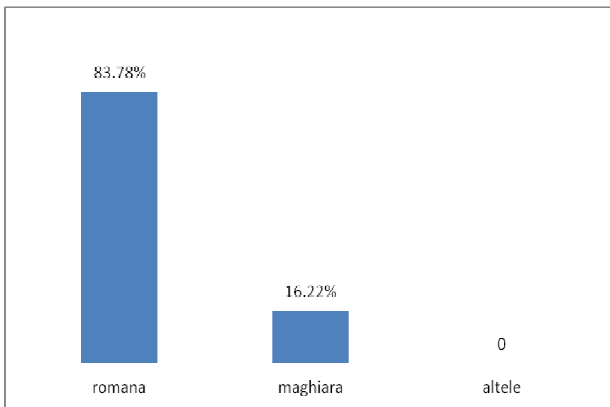
**Fig. 2.6. Presentation of analyzed sample based on studies**

If we are referring to studies, most of employees have higher education studies, and they make a percentage of 64,87 and then those with post graduate studies being in a proportion of 20,28 %.



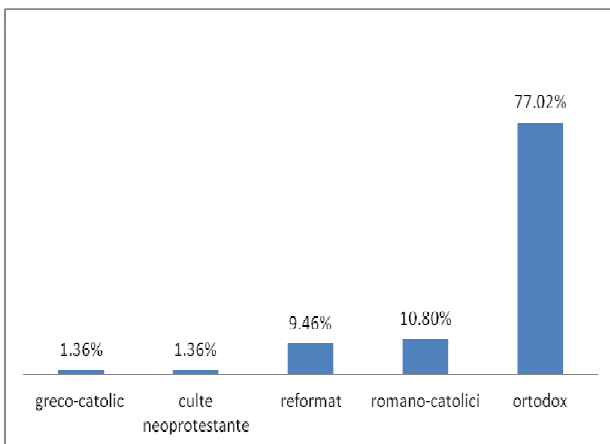
**Fig. 2.7. Classification employees on the basis of concordance between studies and work**

According to this classification, we can notice that the employees are carrying out the day-to-day work, within the framework of posts on which they are employed, in accordance with studies attained.



**Fig. 2.8. Presentation of sample based on ethnic group**

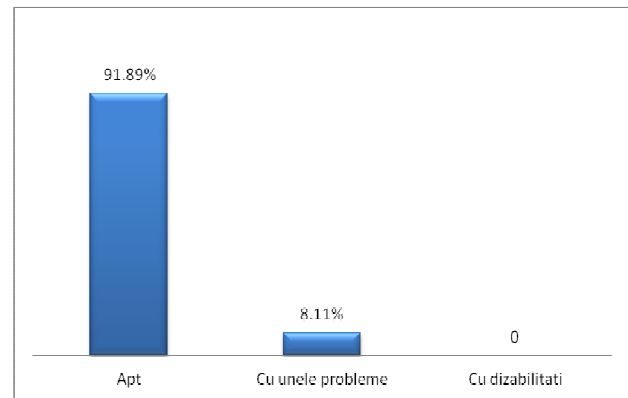
We notice that the highest proportion of the employees analyzed are of Romanian - origin, namely 83,78 %, but there are still and employees of Hungarian origin, discrimination from ethnic point of view does not exist.



**Fig. 2.9. Presentation of sample based on religion**

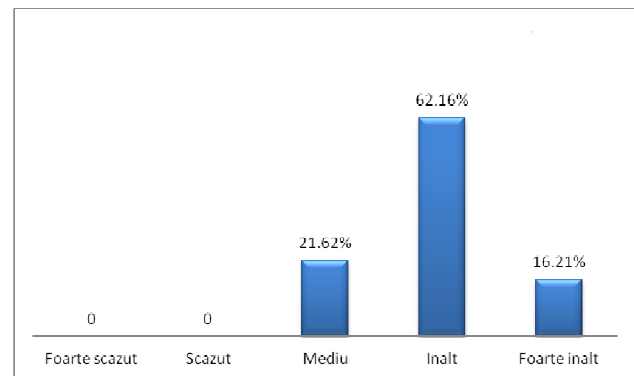
From religion point of view, subjects are of various religions being practitioners of religions Greek-Catholic and religious denominations, reformat, Romano-

Catholics, the largest percentage being of Orthodox religion.



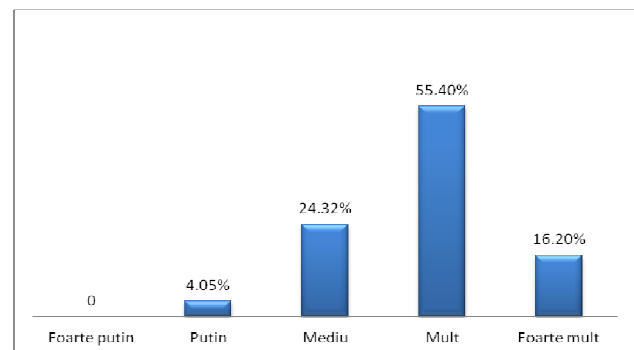
**Fig. 2.10. Classification of personnel depending on the health status**

From the health point of view the sample shows that the persons investigated are fit to work, not having any kind of problem from this point of view. But there are also people who have some health problems. In the graphic we notice that there are no persons with disabilities.



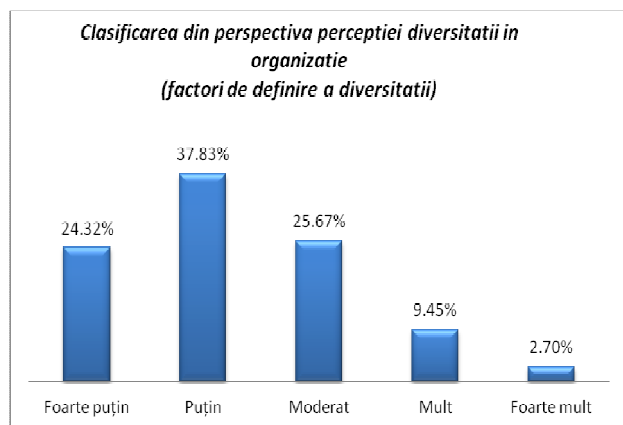
**Fig. 2.11. Classification of employees depending on the degree of integration within the organization**

Most people have a high degree of integration, these being persons who practically identify themselves with the organization, persons who are fully satisfied by their rank and are able to that post and due duties as well as being those who are understand very well with colleagues and superiors.



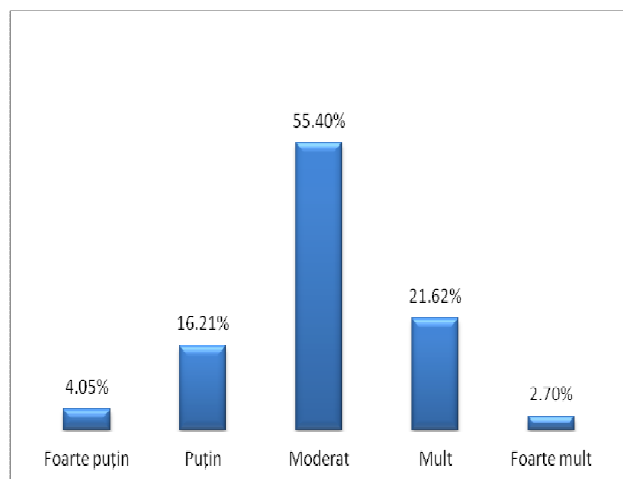
**Fig. 2.12. Staff classification according to the degree of professional satisfaction**

From the analysis we concluded the high level of professional satisfaction for persons who have been the subject of study.



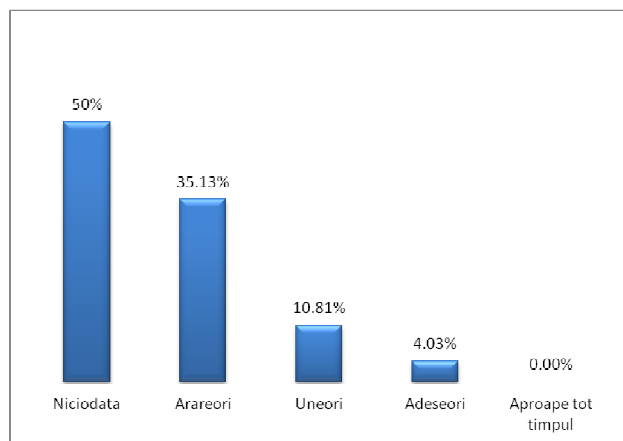
**Fig. 2.13. Answers to items on elements that may be sources of distortion (ethnic minority, age, sex, etc.).**

Regarding the referred distortion factors, the largest percentage is owned by persons who are least affected by these factors of diversity.



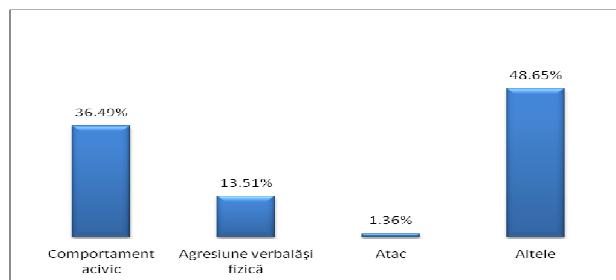
**Fig. 2.14. The ratio diversity - progress in the organization**

Analyzed subjects have considered as moderate the diversity influence on the progress of company.



**Fig.2.15. Degree of reaction to breaking intimate space**

It is to be noted that a substantial percentage of the subjects have a problem with breaking intimate space, which causes detailed analysis in the future.



**Fig. 2.16 The confrontation with forms of aggressive type behavior**

There is evidence that in the workplace there are genres of events experienced by employees of the nature acivic behavior, physical and oral aggression, etc.

From diversity point of view we can conclude that the examined organization complies with the principles of diversity management by making our society goals and helping active and efficient to implement the development projects of in the field of energy.

### 3. FINAL CONCLUSIONS

The man, by its structure, by feelings, mentality, culture, motivation, wishes and in particular by Self-Knowledge, represents the big unknown of a system, and can block or on the contrary, allowing the potency of an action, a process, an activity.

By its very nature, the man lives and is carrying out his activity in the community, is integrated into certain groups, which in turn interact with each other and have an influence on other persons or groups, and for this reasons activities of the organizations depend to a large extent by the motivations and understanding of the human element.

Human resources are the creative, active and coordinator element of the organizations activity, they decisively influencing efficacy of material, financial and informational resources. To describe people as "resources" stresses the importance and show that their management requires high levels of sincere concern to people, attention and professionalism.

Valuing diversity is a prerequisite for the development of company.

Diversity management is a challenge, a necessity, which lead to value addition, progress and prosperity.

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