



Improving the quality of the training process and stimulating creativity – a chance to overcome the economic and financial crisis

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Most Romanian enterprises have dismissed a great number of employees in order to cope with the economic imbalances caused by the global financial crisis. In order to come back to economic growth, it is necessary to improve the quality of human resources management and to plan carefully the necessary of personnel in terms of quantity, but mostly in terms of the quality of their skills. Optimizing the use of personnel has become an imperative in the current circumstances, when the number of employees and the hours actually worked are constantly reduced. This goal can be achieved through investment in human resources: training and development, improved syllabi, stimulating creativity, competence and career management in line with the developments in the economic and financial environment. This article presents the results and conclusions of a research on the quality of training and stimulating creativity, in Romanian companies. The study was conducted by the questionnaire survey method, applied in 30 enterprises that employ 11575 people and in two Romanian training institutions, from 30.03 to 15.04.2010. The results of the research highlight the strengths and weaknesses of the training process in Romania and propose solutions to improve its quality, valuing human potential, creativity, the capacity to innovate and competence as strategic assets in overcoming the difficulties generated by the global financial and economic crisis.