

# Employee engagement - the key ingredient of business success. Human nature impact on business

**Petrișor GAGIU**

QA Department, ALRO SA, Slatina, Romania  
pgagiu@alro.ro

## **Abstract**

Lucrarea se constituie într-o reflexie asupra unui subiect deosebit de fierbinte și anume valoarea reală a resursei umane pentru afacere. Sunt puse în balanță coordonatele care definesc utilitatea resursei umane în context organizațional, coordonate care includ: aspectele psihointelectuale, aspecte relaționale, mecanisme motivaționale intrinseci. Pornind de la aceste coordonate sunt trecute în revistă și evaluate ca utilitate și eficacitate, posibilele căi de acțiune, care să compatibilizeze resursa umană cu dezideratele organizaționale. În acest context, ca un corolar al acestor considerații se ridică o întrebare legitimă în legătură cu amploarea și scara schimbărilor organizaționale și managerial necesare atingerii nivelului critic de implicare a agenților umani și cooperare a acestora, care să asigure manifestările sinergetice care condiționează performanța organizațională superioară. Această întrebare la care autorii sugerează unele răspunsuri, implică discernerea între nivelele de schimbare organizațională, sectorială/ națională/ regională sau o nouă revoluție a modului în care societatea umană generează valoare.

**Keywords:** implicarea angajaților; eficacitate; efort discreționar

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