

## ASPECTS REGARDING THE HUMAN RESOURCES MANAGEMENT AT S.C. VINIFRUCT COPOU S.A. IAȘI

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**ABSTRACT** - S.C. Vinifrukt Copou S.A. Iași is a company of the agricultural branch which holds 0.7% of agricultural area, 0.63% and 0.80% of the area planted with orchards of county Iași. The reserves of labour existing in the area and relatively rapid training possibilities and qualifications of staff for the majority of the population, make the insurance with labour not to constitute the present and future a restriction on the development of the company. After analyzing the staff of the S.C. Vinifrukt Copou S.A. Iași workers see that the number of company represents about 2/3 of the total personnel, the rest of 1/3 being composed of personnel TESA. Having regard to process peculiarities activity specific hours and field in which S.C. Vinifrukt Copou S.A. Iași unfolds its activity, we see within a structure adequate staff on jobs, in which specific hours hold share in total personnel. The importance of the human resources at S.C. Vinifrukt Copou S.A. Iași is well-known, representing the most important means to valorise the potential of the land and animals as well as the technical, financial and informational means.

**Key words:** Human resources management; Agricultural production; Personnel structure.

**REZUMAT** - S.C. Vinifrukt Copou S.A. Iași este o societate comercială din ramura agriculturii, care deține 0,7% din suprafața agricolă și 0,80% din suprafața ocupată cu livezi a județului Iași. Rezervele de forță de muncă existente în zonă și posibilitățile relativ rapide de formare și calificare a personalului pentru majoritatea meseriilor fac ca asigurarea cu forță de muncă să nu constituie nici în prezent și nici în viitor o restricție în evoluția firmei. Analizând personalul din cadrul S.C. Vinifrukt Copou S.A. Iași se remarcă faptul că numărul muncitorilor din societate reprezintă circa 2/3 din totalul personalului, restul de 1/3 fiind alcătuit din personalul TESA. Având în vedere particularitățile procesului de activitate și meseriile specifice domeniului în care S.C. Vinifrukt Copou S.A. Iași își desfășoară activitatea, constatăm, în cadrul personalului, o structură adecvată pe meserii, în care profesiile specifice dețin ponderea în total personal. Importanța resurselor umane la aceasta societate este unanim recunoscută, reprezentând pâghia cea mai importantă pentru punerea în

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valoare a potențialului pământului și al animalelor, precum și a mijloacelor tehnice, financiare și informaționale.

**Cuvinte cheie:** managementul resurselor umane; producție agricolă; structura personalului.

## INTRODUCTION

The study work and the human resources aims to provide the other hand, eliminating or reducing consumptions of unnecessary time activities, and on the other hand improving methods of work, the use of means and working the labour and the ergonomic conditions in which takes place work.

Economic and professional motivations at agricultural farm include: salary, bonuses, profit participation, granting credits, existence of a system of health insurance, facilities on career development, ensuring compatibility of qualification, skills and abilities employee and job characteristics.

## MATERIAL AND METHOD

The source of information that is at the basis for the design of the study is the statistical data from S.C. Vinifruct Copou S.A. Iași, for the period 2006-2008, unit which is the subject of the study the case.

Data processing has been carried out by specific methods of human resources management in agriculture resulting in a series of specific indicators and indices which enabled the appreciation of developments and trends of human resources specific to agricultural production.

Human resources management in agriculture means that part of management which, by using scientific methods, pursues recruitment, selection, integration and development of staff, organized labor, ensuring conditions appropriate for work and harmonization of the social climate, train and motivation of personnel in the process work.

Company S.C. Vinifruct Copou S.A. Iași was set up in the former farming business reorganisation of Copou state enterprise on the basic Law No 15/1990 and provisions HG No 266/1991, the company newly established full over assets the state agricultural enterprise of Copou.

The aim of S.C. Vinifruct Copou S.A. Iași can be grouped in the next main areas of activities, group determined by the diversity of products and technologies held by the company i.e: cereal culture, and storage, meadow and grassland culture, tree growing (orchards), services, auxillary activities of small industry.

At the head office of the company there are located administrative buildings economic compartment and ADT compartment with a surface area of 657 m<sup>2</sup> and hold an area of 2,718.85 m<sup>2</sup> land court buildings. S.C.Vinifruct Copou S.A. Iași have constituted two farms and three sectors, which they serve them:

1. Holding Copou-in the area of Iași, at 1-2 km from the headquarters of the company, with a total area of 120 ha, of which 79 hectares of farm land.

2. Raducăneni farm-in the area of Raducăneni commune, at 45-50 km from the headquarters of the company, with a total area of 361 ha of which 342 ha of arable land (74 ha orchard).

3. Sector supply, mechanization and construction, which is currently the headquarters of the company which unfolds activities of: supply, distribution and transport for farms, but also for other

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companies if asked; maintenance and repairs to its machinery and agricultural machines; maintenance and repair of the existing buildings.

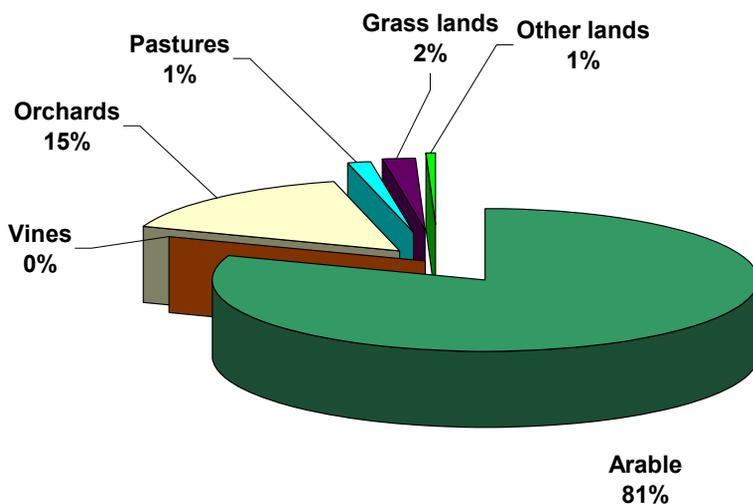
4. Business sector, the company has two stores, located in the city of Iasi, through its own products which fan out and the third parties (fruit, and other food products), the representative in Moldova of the French company Bayer Cropscience, producing pesticides, distributes its products wholesale gross, in direct relationship (import) company of

France, or via representation of Bucharest.

5. Economic district -consisting of a team of experts, who coordinates the activity collar of farms and sectors.

## RESULTS AND DISCUSSION

The land structure analysis to S.C. Vinifruct Copou S.A. Iași highlights the fact that the land is arable dominant (*Figure 1*).



**Figure 1 – The structure on the land on category of use within S.C. Vinifruct Copou S.A. Iași**

Machines, equipment and tractors with fitted farm copou have a strong degree of wear, which leads to a degree of their use of 40%, having negative discuss technical economic results on the fact which requires new investment in this field (*Table 1*).

**Table 1 - Providing tractors and farm machinery**

| Specification                            | Piece |
|--|-------|
| Agricultural tractors                    | 12    |
| Machines to spread fertilizers           | 2     |
| Seeder                                   | 4     |
| Watering machines with mechanic traction | 8     |

The motivational factors which can improve the subjective value of labour at S.C. Vinifruct Copou S.A., taking into consideration the peculiarities of situations and persons on which the managers of top companies focus are: the appreciation of the success of the employees, continuous information on the performances of the organization, establishing the professional objectives, encourage the initiative, a team climate, increase the degree of autonomy and decision of labour team, attraction very good personnel. Among these factors, individual success recognition and encouraging communication at the workplace are determined to obtain participation performance of employees.

Economic and professional motivations at S.C. Vinifruct Copou S.A. include: salary, bonuses, profit participation, granting credits, existence of a system of health insurance, facilities on career development, ensuring compatibility of qualification, skills and abilities employee and job characteristics (Brezuleanu, 2004).

S.C. Vinifruct Copou S.A. the social motivations take into account

the fact that employee belongs to a collective activities after certain rules and in which are stated certain hierarchy. As a result, the motivation is determined by the way in which the employee charged work relationships, the degree to which it recognizes and the way they are implemented. employee is more sensitive to the appraisals or the colleagues reproach him, of colleagues, only to those expressed by high-ranking (Ciurea, 2005).

S.C. Vinifruct Copou S.A. Iași is ensured by the number of staff necessary for normal conduct of business. The reserves of labour existing in the area and possibilities relatively rapid training and qualifications of staff for majority population, the insurance with labour to constitute the present and future a restriction on the development firm. The skill levels in relation to the requirements profession is good.

After structure in seniority work reflect a preponderance of personnel with more than 10 years old, so an increase in human potential of this factor (*Table 2*).

**Tabelul 2 - Average number of employees**

| <b>Personnel structure</b>          | <b>2007</b> | <b>2008</b> | <b>2009</b> |
|-------------------------------------|-------------|-------------|-------------|
| No of direct productive employees   | 31          | 19          | 19          |
| No of indirect productive employees | 6           | -           | -           |
| No of average TESA personnel        | 16          | 13          | 11          |
| <b>Total</b>                        | <b>53</b>   | <b>32</b>   | <b>30</b>   |

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The Politics of personal company focuses on the following major directions: restructuring staff, reorientation staff, and employment promotion.

Staff restructuring has been made as a result of transition from the centralized economy to a market economy and the company division. Among the criteria taken into account for staff cuts are part staff: annual judgements, Disciplinary offence situations familiar and results from tests.

Promotion is the most used method in case of recruitment from domestic sources and consists of the seniority an employee for a post superior in terms of business or the level of salaries (Brezuleanu, 2009).

Transfers represent, along with promotion and announcements of employment, the third method of recruitment of human resources from domestic sources, consisting of the transfer of employees from different

branches, points for working or production centers of activity of the company to others or on its premises.

S.C. Vinifruct Copou S.A., *curriculum vitae* constitutes one of the basic documents of the start selection procedures. travel along and checking the preliminary phase document is to begin the selection itself. It also means the help of which are eliminated from competition candidates who do not meet minimum requirements to fill a post (Brezuleanu, 2008).

Redirecting personnel is carried out on the top party resulted in applying the criteria listed above, a part of personally being directed in various areas. After analyzing the staff of the S. C. Vinifruct Copou S A of Iasi workers see that the number of company represents about 2/3 of the total personnel, the rest of 1/3 being composed of TESA personnel (*Table 3*).

**Table 3 - Staff structure existing in S.C.Vinifruct Copou S.A. Iași**

| No. | Specification     | 2007  | 2008 | 2009  |
|-----|-------------------|-------|------|-------|
| 1   | Total personnel   | 53    | 32   | 30    |
| 2   | Personnel TESA    | 16    | 12   | 10    |
|     | weight %          | 30,19 | 37,5 | 33,33 |
| 3   | Workers           | 37    | 20   | 20    |
|     | weight %          | 69,81 | 62,5 | 66,67 |
| 4   | Qualified workers | 37    | 20   | 20    |
|     | weight %          | 69,81 | 62,5 | 66,67 |

Employee within the organization is available general manager of a company in the plan structure may approve hiring of staff for strictly necessary to jobs.

Promotions in the company may be only according to the needs and to ensure the funds of the company.

Having regard to process peculiarities activity specific hours

and field in which S. C. Vinifruct Copou S.A. Iași serving, see within a structure adequate staff on jobs, in which specific hours hold share in total staff (*Tabel 4*).

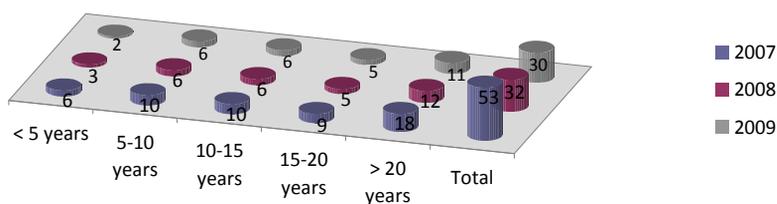
Although there have been big restructuring of the staff, has managed

to keep at least a worker for each job. Salaries are negotiated annually.

Appreciations made on the criterion “structure of personnel on age”, show a non-equilibrated repartization of the personnel (*Figure 2*).

**Table 4 - General structure and on personnel jobs**

| No.   | Profession                    | Number of personnel |       |      |        |      |       |
|-------|-------------------------------|---------------------|-------|------|--------|------|-------|
|       |                               | 2007                | %     | 2008 | %      | 2009 | %     |
| 1     | Engineers + economists        | 10                  | 18,87 | 8    | 25     | 8    | 26,67 |
| 2     | Technicians                   | 2                   | 3,77  | 1    | 3,125  | 1    | 3,33  |
| 3     | Agricultural mechanis         | 12                  | 22,64 | 7    | 21,875 | 5    | 16,66 |
| 4     | Drivers                       | 6                   | 11,33 | 3    | 9,375  | 3    | 10    |
| 5     | Tresurer                      | 6                   | 11,33 | 3    | 9,375  | 3    | 10    |
| 6     | Cooper                        | 2                   | 3,77  | 1    | 3,125  | 1    | 3,33  |
| 7     | Tree and vine growing workers | 5                   | 9,43  | 2    | 6,25   | 2    | 6,67  |
| 8     | Cashier. Typist. Attorney.    | 3                   | 5,66  | 2    | 6,25   | 2    | 6,67  |
| 9     | Electricians                  | 2                   | 3,77  | 1    | 3,125  | 1    | 3,33  |
| 10    | Watch men and house keepers   | 5                   | 9,43  | 4    | 12,5   | 4    | 13,34 |
| Total |                               | 53                  | 100   | 32   | 100    | 30   | 100   |

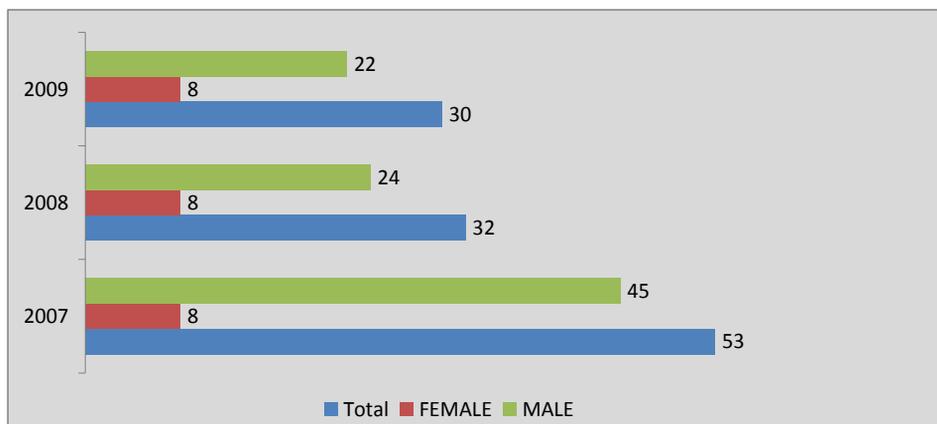


**Figure 2 - Structure of personnel on age**

Staff who consider that gives the best performance, i.e at the age between 10 and 20 years, has a weighting of about 37% and the staff of replacement, under 5 years old has a weighting of 7%, the conditions under which staff with a length over 20 years has a weighting of more than 36%.

We consider that it is necessary an intensification of concern driving compartment and personnel in terms of personnel structure and promoting personnel replacement, since pyramid age indicate a slight tendency of aging staff (*Figure 3*).

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**Figure 3 - Structure of personnel on sexes**

### CONCLUSIONS

The importance of human resources at S.C. Vinifrukt Copou S.A. Iași is widely recognized, representing the most important lever for putting the potential value of land and animals, and the technical means, and financial information. The main elements showing these aspects relate to: contribute to improving the means of production and boost potential objects work, are the only creative value for use (products and services), and means and objects of labour, is the only resource capable of autoperfectionare by training and practice, is resource to quality and structure is an important greater than quantity.

The study work and the human resources aims to provide the other hand, eliminating or reducing consumptions of unnecessary time activities, and on the other hand

improving methods of work, the use of means and working the labour and the ergonomic conditions in which takes place work.

Empovement of human resources management at S.C. Vinifrukt Copou S.A. Iași involves not only efficient management of existing disponibilities of labour force in terms of employment grade agricultural and non-agricultural, but also potencilg the productive work by increasing the level of training of rural segments of population been trained both in agriculture as, especially in rural non-agricultural activities, alternative generators of income.

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