
THE SCIENTIFIC APPROACH'S CONCEPTUAL, EPISTEMOLOGICAL, AND METHODOLOGICAL FRAMEWORKS

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Abstract: Thanks to effective public relations, the general public has a better chance of staying abreast of all the developments taking place in their society and understanding how the decisions made by government agencies affect their daily lives. By maintaining constant information activity and coordinating their public relations efforts, government agencies may increase the openness and accountability of their operations, which ultimately leads to a rise in public confidence in such agencies. Curiously, despite the "public" designation of many governmental organizations in Romania, the general populace is often treated as an afterthought when major policy decisions are being made at either the national or local level. Institutional communication is handled by specialized divisions at all of our country's public institutions.

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1. Introduction

When there are strong public relations, people are better informed about government decisions that affect their daily lives. Continuous information and strengthened public relations allow public institutions to demonstrate greater transparency in all their acts, which in turn increases people's faith in state institutions. It's interesting that Romania's government institutions are called "public," since voters are often ignored in national and local elections that have a big impact on policy.

2. Promoting effective management of human resources.

Both theorists and practitioners have given a great deal of attention to this element of the procedure. The study of motivation in relation to economic and psychosocial variables. Motivation is derived from the Latin word *motored*, which may mean movement, activity, or development in a variety of contexts. According to researchers, P. I am Vagu. Stegăroiu defines motivation as a bundle of psychological-material processes that serve as the foundation for people's voluntary actions to achieve the objectives they have set for themselves.

Work is valued differently by each person owing to variances in human behaviour: for some, work is a joyful activity, whilst for others, it is a waste of time and energy that might have been spent doing

something else. The difference between the two is the amount of motivation at work, which is based on the incentive structure and the work environment. The primary aim of employee motivation should be to encourage people to continue working for the company and to stay devoted to its goals and objectives, but the organisation should also profit from the employees' efforts. Staff achievement transfers towards organisational performance.

In this context, human resource managers in firms are responsible for discovering the most effective means of motivating employees, taking into mind the crucial role that employees play in the company's overall operation.

When it comes to employee motivation, the performance reward system plays a crucial part in accomplishing this objective. In general, employees are compensated via all sources of revenue, regardless of whether the compensation is monetary or non-monetary in character. Those who are eligible for the incentive program's benefits are, of course, only those who have a current employment contract or whose actions contribute to the success of the company.

Wages are the most prevalent kind of compensation in the modern compensation system. After conducting in-depth research on the variables that affect income, we determined the following to be the most significant in the study of the phenomenon.

To effectively manage and use human resources, it is necessary to have a psychological and management understanding of their motivation.

From a psychological standpoint. Motivation is a psychological process that happens on an individual level and is characterised by a number of fundamental components.

From a management viewpoint Motivating employees is a management responsibility that involves the use of certain levers and resources to achieve high levels of performance that enable the organization's aims to meet the needs and interests of its workers in the most convenient and effective manner. In both the public and commercial sectors, morale is of paramount importance. The managers in every business are aware that they cannot achieve the ostensible organisational objectives of suitable behaviour and attitude among their employees due to the duties allocated to each employee.

The solution to queries such as "Why does A work harder and better than B in similar life and work situations?" is not always straightforward. Or, "Can you tell me how you can assist them?" The question "Perform, persuade people to do what you want?" reveals that motivating human resources is a complex and delicate process.

Always keep in mind that there are no simple success formulas, as this is a vital fact to remember. Each employee has a different personality, is aware of his or her own needs and talents, and is conscious of his or her own views and objectives. All of these are intrinsically connected to the workplace.

G.A.'s inspiring definition is: "Motivation is the process by which individuals select among alternative courses of action in order to achieve their objectives," Cole wrote in 1993.

Human resource management has generally adopted Maslow's Hierarchy of Needs theory, which is one of the most well-known theories of motivation. According to Maslow's theory, human needs may be broken down into five distinct groups, with the requirements at the bottom of the pyramid being the most basic and the most basic needs at the top of the pyramid being the most difficult to meet.

All of our wants are natural, but not all of them are created equal. As a result, the most pressing demands were positioned at the bottom of the pyramid. Therefore, it can be concluded that human and animal desires are similar. Many people's bodily requirements (such as a constant body temperature and a constant supply of food and water) fall into this category. Once this degree of need has been met, the person can focus on safety concerns. This has to do with maintaining a sense of order in the midst of an ominous situation.

Some individuals seek solace in religious practise because they believe they will be safeguarded in an afterlife. The welfare of children must always come first. There's also the need for approval and affection from others around you. Non-sexually close relationships include those with friends, family, in groups, or in other contexts. Respect criteria are introduced at the fourth level. Self-respect, which promotes emotions of confidence, adequacy, and competence, and peer-recognition, which leads to sentiments of power, prestige, acceptability, etc. When one's needs for self-worth aren't met, they feel hopeless, and that despair might manifest as an inferiority complex. Dissatisfaction with the higher-level aspirations, such as aesthetic self-actualization, might give rise to a need as intense as the need for admiration. The drive for self-actualization stems from the inherent pleasure that man takes in improving his abilities to the fullest extent possible. According to Maslow's book *The Father Reaches of Human Nature*, self-actualized humans are more likely to experience a transcendental realisation, in which they realise not only their own potential but the potential of the human species as a whole. They suffer from cosmic sorrow in addition to the immense happiness they feel.

As Maslow sees it, a lack of progress towards self-actualization is due only to societal impediments, notably a lack of sufficient preparation for life provided by a bad education. They have an upbeat outlook on life. According to Maslow, teachers should be responsible for helping their students develop their individual potential for self-actualization.

Vroom's expectation theory, unlike Maslow's, Alderfer's, Herzberg's, and McClelland's, does not provide specific suggestions as to how to inspire a group's members. The cognitive process factors that account for an individual's desire to work are the only ones that Vroom's theory addresses, and it is not meant to be exhaustive. According to him, the relationship between these three things is what drives people to do what they do. Effort, results, and compensation all play a role in this equation. Putting it another way, if someone is certain that their efforts will pay off, they will give it their best. Amounts of anticipation or acceptance, instrumentality, and valence all play a role in how these three factors are related to one

another. Expectancy is the amount of work you put into a task with the hope that it will provide a positive outcome.

3. Conclusion

Factors that affect performance include the availability of necessary resources (time, money, equipment), the individual's level of skill, and the availability of feedback and assistance from a manager or direct supervisor. The term "instrumentality" describes an employee's belief that his or her degree of work satisfaction will determine his or her salary. The valence of an incentive describes how much an individual values it. Some examples of possible incentives are raises in pay, praise from a boss, promotions, and other perks.

A number of elements have been established in connection to work satisfaction according to this notion. Leadership ability, teamwork, job satisfaction, schedule, promotion opportunities, and compensation are all examples of such factors.

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