

ABSTRACT

The stage of development of knowledge that mankind is crossing today has a fundamental characteristic: Human resources represent a competitive advantage because it ensures both the achievement of the objectives and the positioning of the organization on a given market. Therefore, it is necessary to promote a set of the most creative strategies for the organization to detach itself from other competing organizations and to foster attractiveness for potential beneficiaries of the organization's products.

From this perspective, the concept of social responsibility of the organization is of particular importance if we consider the two dimensions of it: internal dimension (employees, shareholders, trade unions, employers) and external dimension (suppliers, customers, local communities, NGOs). These prove that the organization's social responsibility is a complex concept that refers to an organization's obligations to shareholders (shareholders), employees, customers, suppliers, society (stakeholders) and the environment. The idea of responsibility has put its mark on the way to govern an organization to achieve its goals (effectiveness) at the lowest cost (efficiency).

Defined as a concept by which the organization decides to contribute voluntarily to improve the community in which RSO operates, is defined as the organization's commitment to contribute to the economic development of the community by actively involving employees, their families, the local community. In the society on a large scale, as well as the realization of community activities with a high impact on society.

In this paper we aim to analyze the way of manifestation of the employees' belonging to an organization as well as the organization to the environment in which it operates by understanding its objectives by the employees in order to join them.

This study aims to contribute to the improvement of communication inside and outside the organization, to establish within the organization the spirit of self-analysis by identifying the obstacles in the professional and personal evolution, achieving a high degree of autonomy through self-control and self-regulation capacity, as well as creating a work environment favorable to teamwork.

Last but not least, by aggregating this information, by steering the organization's management to meet the needs of personal development and training need, we highlighted the importance of the concept and implementation of social responsibility within organizations.

Thus, the field of study of this approach is in the field of RSO management, the interest organizations see in applying RSO's being the image effect they can acquire with direct

implications in ensuring management performance. In this respect, three directions for achieving RSO strategies have been established: from the perspective of the relationship between sustainable development and RSO; from the perspective of the impact of the RSO on the behavior of the organization and its members; from the point of view of the particularities of each component of RSO (economic responsibility, social responsibility, societal responsibility of the organization).

In order to have a picture of the current state of promotion of the RSO concept by the management of the Romanian organizations, the results of a field research designed for this purpose have been used. It is worth noting the way in which the employer develops job offers that materialize in human resource management practices and policies for prospective candidates. In order to make a decision, they need to know in detail the characteristics of the workplace and the more or less developed working conditions. We believe that it is very important for prospective candidates to know how the employer develops their job offer, which can be translated into the practices and policies of human resource management within an organization. Knowing in detail the characteristics of the job, as well as the working conditions (pecuniary or not), the potential candidate is thus able to make a decision that he feels to benefit.

We have thereby followed the proposed resilience model, MS2RSO, trying to characterize, at the level of managerial practice, the effective steps to be taken by an organization in its approach to becoming responsible. Thereby, the field of study of this approach was in the area of RSO management, the interest that organizations see in the application of social responsibility being the image effect that they can acquire with direct implications in ensuring the performance of management.

We believe that the development of RSO strategies, in the context of current challenges, is an active and responsible approach from the management of the organizations. Organizations have an active role in the environment in which they act according to the issues that delimit them and restrict the behaviors: economic, organizational, social or environmental.

The economic aspects are based on the need of the organization to be competitive in a certain economic, political, geographical and social context, and it is manifested in two directions: differentiation on the market and customer satisfaction.

Regarding the organizational aspects, they result from the need of each employee / representative of the organization to be able to participate in the decision-making process and in identifying common values that underpin individual behaviors. The need for autonomy and

responsibility shared by all of them is satisfied in several ways: the setting of short, medium and long term objectives; Explaining and understanding the objectives of the organizations by the actors involved and mobilizing the entire staff around these organizations.

As far as social aspects are concerned we consider important the knowledge of the mobility of the actors within the organization, the cultural plurality and the diversity of the mentality, as well as the equality of chances.

The commitment to sustainable development and quality management and environmental management rules are the two issues that need to be addressed as environmental issues.

Thereby, three directions for achieving RSO strategies have been established: from the perspective of the relationship between sustainable development and RSO; from the perspective of the impact of the RSO on the behavior of the organization and its members; from the point of view of the particularities of each component of RSO (economic responsibility, social responsibility, societal responsibility of the organization).

We can conclude that by highlighting the relationship between sustainable development and the RSO, we contribute to understanding the principle of accountability that must be the basis of the actions carried out by an organization and to be found at all its hierarchical levels. Under these circumstances, man becomes the engine of sustainable development through his ability to develop skills to observe what is happening around him and to act responsibly and responsibly, namely to act on mentalities and to develop the necessary mobilizable and motivating resources to form teams working around a collective project.

The knowledge of the society requires professionalisation of the parties involved in RSO. The organization becomes a social link, where a multitude of actors act. From this perspective, it is necessary to improve the human resources management in order to be able to adapt and respond to the multiple stakes of the time we are crossing.

KEY WORDS: management, social responsibility of the organization (RSO), rural development, resilience model (MS2RSO)