

MISSION OF BUSINESS ORGANIZATIONS AND THE SOCIAL-ECONOMIC ENTREPRENEURSHIP

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Abstract

Spontaneity within Business Mission represents a form of manifestation for entrepreneurial domain. The strategies formulated by reference to the business organization's mission assertion illustrate a dynamic particular for the intentions of economic actors, but also for the required behavior. The expressed strategic assembly also represents the main determinant for action modalities within business organization. Therefore, capitalizing human and material potential at the level of a business organization involves a series of finalities of entrepreneurial nature.

Key words: *Mission Statement, Business Organization, Entrepreneurship, Economic Strategies, Organizational Culture*

JEL Classification: *M16, M21*

I. INTRODUCTION

In the present context, the business organizations' mission represents, on the social level, a specific form of entrepreneurial manifestation. Moreover, the existence of a specialized language reveals, on the business strategies' framework, a distinct relational understanding. With regard to a reintegration of managerial strategies at the level of business organizations, we can allege that the essence of mission within these rather lies with the organizational culture to which it belongs. In other words, „the authority” of organizational culture rather consists in recognizing the pragmatism of social reality.

In this context, we consider the transforming function of culture in general (Bâtlan, 1993 : 72). On the other hand, the idea that we bring to the question is the one of an organizational culture related to the strategies undertaken by the decision makers (managers, top managers).

Organizational culture, although difficult and hard to change (Hrebiniak. 2009: 215), takes into account a set of norms and rules shared by its members (Tantau: 2006: 13-22), and distinguish itself from a different type of culture through a suite of attributes (Fischer, 2008: 99-110). For this purpose, the economic dimension and its social capitalization reveal the way in which an entrepreneurial strategy may impose itself in conceptual-theoretical and practical terms. It is confirmed thereby the practice of a viable scenario, in which the organization of entrepreneurial skills within an economic system plays a major role for the fulfillment of managerial strategies.

In this context, we appreciate the fact that the mission assertion captures the specific activities to materialize in the future. This image constitutes, in fact, what in the specialty literature represents the relation between mission and vision, relation related to purpose and values as key terms within global business models (Blair-Loy; Wharton; Goodstein, 2011: 427-450). The two concepts (mission and vision), perceived as indispensable part of all types of organizational processes (Darbi 2012: 95-109), reveal a clear framework of directions and expectations, depending on which it may be established the entire business organization's strategy.

II. AXIOLOGICAL STRUCTURES IN THE ENTREPRENEURSHIP PROMOTION WITHIN BUSINESS ORGANIZATIONS

The enunciation of Business Mission represents a guiding mark in internalizing a management of transfiguration on the organizational structure's level (Drucker, 2005: 116). Peculiarities related to this type of activities highlight pertinent necessary and sufficient considerations, designed to ensure a pragmatic understanding of the conducted entrepreneurial activities. Also, the management of change is possible to the extent in which it is considered the idea of innovation.

About the concept of innovation, Peter F. Drucker emphasizes that the mission and the purpose of an organization do not entail, in particular, a profit realization. Although the profit is important for the organization, it does not underpin the behavior and decisions related to the company's functions. Instead, the profit expresses the criterion of validity of what generates "the reason" of organization.

Moreover, the importance attached to cognitive dimensions is becoming exemplary while the structuring of explanatory dimensions at the level of disciplinary methodology materializes itself, depending on the assumption of action strategies within a social and an educational reality. Seen as "strategy implementation" (Gupta, Govindarajan, 1984:25-41) and reported to the economic market (Rarick, Vitton, 1995:11-12), the mission of the business organization involves a range of entrepreneurial interrelations. Therefore, given the established mission and values, the business organization can create performance objectives on every functional level (Dransfield, 2000: 70). Further, we appreciate that these objectives should be concretized taking into account the relationship between organizational culture and different methods of an effective development of strategies (J. Ivari., N. Ivari, 2011:509-520).

Opening a typology of evaluation under the new economic/social paradigm, expresses on a social level, the existence of methodological strategies through which materializes effectively the reorganization and the restructuring endeavor of specific competencies. Under these conditions, the issue of certain educational standards is significant at this level of organization, and the epistemic modality of comprehension consists precisely in the form itself of education manifestation. Therefore, we consider that a systemic analysis of the new economic/social paradigm entails taking into account the criteria to be followed while capitalizing the cognitive structures.

Such a paradigm has to take into account what is known in the specialty literature as the process of motivation. It is well known that in the business organizations, the process of motivation has to be embedded by both, managers and subordinates (Certo, 2002: 465). Under these circumstances, the new undertaken paradigm delivers a methodological approach with regard to the operationalization of the assumed objectives (Bart; Baetz, 1998: 823-853). The decisive role in this process of knowledge does nothing but underline a complexity of conceptual-theoretical transformations that are evident for the scientific paradigm.

This type of assumptions legitimizes the idea of responsibility for the social actors and, analyzed by reference to the decentralization-strategy relation (Govindarajan, 1986: 844-856), we consider that it should be linked to a performance criteria specific for the socio-economic field. Therefore, a methodology with regard to the application of cognitive structures to the extent of an economic education - managerial education relation, depends on the very dynamics of scientific explanation.

This model precisely captures, at scientific level, certain specifics of every learning activity. Therefore, it is possible that, within an educational system, the set of strategic options must consider an assessment of psychosocial dimensions of science in general. The identification of cognitive dimensions at the level of economic reality represents an unique perspective of approach.

This situation is materialized depending on the area of significances resulting from the investigations carried from a scientific point of view. Equally, in the light of the new developments of scientific nature, the knowledge problem requires (re)formulations and hypotheses designed to provide legitimacy to the recent assumed theories. However, in this manner, the instructive process concentrates a number of strategies through which the idea of socio-educational system can be reassessed. Moreover, we believe that an expression for the validity of an economic education should be linked to the idea of legitimacy of the social and economic alternatives.

This perspective is reintegrated into a socio-economic dimension within which functional structures constructed according to certain guidelines of value are evident; we consider, in particular, the link between the potential dimension and the contents of political economics. Therefore, the issue of the reassessment necessity of the specific field for economic education refers to the analysis of points that manifest as individual forms within a social system.

III. THE MISSION OF THE BUSINESS ORGANIZATIONS AND THE SOCIAL EXPERIENCE

For the elaboration of a business mission we must take into account the ambiguity and the vague structures retrieved in this statement as flaws or errors. In other words, "the instability and the conceptual relativity" (Gioia, Schutz, Corley, 2000: 63-81) enable certain changes regarding the resizing of the organizational mission's enunciation and definition. Define and state the business organizations mission requires, primarily, a conceptual-linguistic adequacy to the nature of the intentions envisaged by the company founders.

Considered as the first step towards the strategic planning process (Pearce, David, 1987: 109-116), developing a mission statement highlights a series of coordinates meant to legitimize the subsequent functional validity of business organization.

Therefore, in its drafting trial must be provided the need to harmonize the general objectives of the company with the potential reconfigurations on the level of products, technology or consumer's demands. In this way, immunization against external influences (Pederson, Dobbin 2006, 904) constitutes one aspect that, in organizational practice, should be taken into consideration upon the moment of "realization" of a mission statement. Also, it should not be neglected the potential dimension of the risk, which we must aggregate with what is intended to be a mission statement. In other words, at the business level, the organizational mission must also be analyzed, considering the idea of risk management (Modigliani; Miller, 1958: 261-280).

The clearly formulation of the organization's mission by top managers emphasizes the planned strategy itself on a long/medium/short term. It becomes relevant, in this context, the relation between the organizational culture and the undertaken strategies. In this sense, the global competition and the current market generate new strategies of action, status which implies a reconsideration regarding the understanding of the idea of "organizational culture". Therefore, it is rather preferable to adopt a new strategy that is adapted/adaptable to the new organizational culture (David, 2008: 287).

Therefore, temporal markers reveal, in vertical plane, the articulation of a company's directing structure, allowing the adaptation of strategies based on the range of the requirements programed on the future economic markets. Furthermore, in order to preserve the main function of the organization, we consider it appropriate to anticipate the dynamics of the company on the the graph of the key temporal variables:

- time 0 of launching on the economical market;
- the present of a crystallisation as an economic entity within the high-desirable parameters;
- the foreseeable future of the strategies` launching and implementation;
- the future on the consumer market, the key-moments of financial flow changing;
- timeframes for the implementation of operational and administrative policies;
- the range of developmental stages.

The aspects previously suggested lead us to conclude that both philosophically based and from an entrepreneurial perspective, it would be desirable that the top management of an business organization which states the mission, to demonstrate, even since the moment 0, realism and humanism. However, the social experience has shown that a consumer's expectations derive from conjunctures, while the formulation of the requirements is determined by its context of manifestation.

We consider, in this context, periods of crisis / recession, when, most of the times, a significant number of business organizations are subject to a certain organizational reshaping. Furthermore, the last global crisis (2008), scheduled and subsequently analyzed from critical or less critical positions by some economic professionals (Nouriel Roubini, 1991: S49-S72; Stiglitz, 2003: 195-205) captures the essence of a capitalist society (if the market mechanism is self-sufficient for allocating resources or income and ensuring the balance between classes on the background of globalization).

Globally speaking, the implications of the strategic management on the business environment (and not only), in order to develop and modernize the organizational structures, determine an evolution based on the performance of the established strategy.

Currently, at the level of business organization, an organization's mission represents a key element for the approach of all actions aimed at setting the subsequent action strategies, the growth and the quality of the workforce, the operating process in general. This situation expresses the fact that the utility of this system is not limited to one single area, but it finds its applicability toward more horizons (resizing/reformulation of a business organization's mission).

IV. CONCLUSIONS

Trends pursued in the strategic management through the light of a functional process can provide valuable enhancements in the organizational field, being materialized in practice without too much difficulty due to the professional quality resulting from the working together with modern technologies. In conclusion, we can assert that, (re)sizing the organizational mission in conjunction with the potential dimension of value, within a business management perspective, brings a valuable approach under a continuous progress towards the established objectives and the possibility of acquiring a positive feedback.

Therefore, from a theoretical and practical point of view, the idea of economic and social entrepreneurship requires a formal and also an informal approach of the needs and requirements viable on the market. In this way, the economic market particularities highlight precisely the idea of managerial decision at the level of a business organization. We consider, in this context, the economic interaction patterns retrieved within social systems.

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