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EDUCATION AND DEVELOPMENT OF HUMAN RESOURCES IN TRANSPORT COMPANY

Enterprises should adapt to the changing environment with modern technologies but more with quality human capital. Slovak transport sector is no exception. Human resources are a source of competitive advantage through the operation of their disposable exceptional skills, knowledge, experience and skills, including the application of effort, talent, enthusiasm, willingness and motivation. The system of vocational education is a repetitive set of activities that reflect the strategic objectives and corporate policy, education, and are based on the realities of business and market environment. Lifelong learning staff in transport is becoming increasingly important not only for business but for society as a whole. Transport business must develop new core competencies and have a skilled, educated and competent workforce in order to provide better service. Under these framework conditions, core competencies and skills of employees are considered important conditions for present and future competitiveness of transport at global market.

Podniky sa musia prispôsobovať neustálym zmenám a to nielen modernou technológiou ale o to viac kvalitou ľudských zdrojov. Slovenský dopravný sektor nie je výnimkou. Ľudský kapitál je zdrojom kompetenčnej výhody prostredníctvom pôsobenia disponibilných znalostí, skúseností a zručností zamestnancov spolu s ich úsilím, talentom, entuziazmom a motiváciou. Systém odborného vzdelávania je reprezentatívnym súborom aktivít odrážajúcich strategické ciele a podnikovú politiku ako aj trhové prostredie. Celoživotné vzdelávanie zamestnancov v doprave je čoraz dôležitejšie nielen pre podnikateľskú činnosť ale pre celú spoločnosť. Dopravné podnikanie by malo rozvíjať nové kľúčové kompetencie v záujme poskytovania kvalitnejších služieb. Z tohto hľadiska sa kľúčové kompetencie považujú za dôležitú podmienku pre súčasnú a budúcu konkurencieschopnosť dopravného podniku na globálnom trhu.

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1. INTRODUCTION

The worldwide globalization trend, the current economic situation and the seriousness of the economic crisis requires that businesses are more interested than ever about the possibility of technical innovation and technology base, improve our processes, improving the quality of products and services. It is necessary to invest on one side of input into the transition process and on the other hand seek ways to optimize and improve it in order to cut costs. Enterprises must therefore adapt to the changing environment and it is not necessary to promote the use of modern technologies and human capital through education and its development.

Slovak transport sector is no exception. When a company wants to be successful in the market, it should try to gain a competitive advantage. Of automobile traffic on a daily encounter with domestic and foreign competition, they must use and develop according to the trends in important skills and qualifications in order to maintain competition on the international and domestic market. Member States' policies on education, training and employment must focus on increasing and adapting skills and providing wider opportunities for education at all levels to create a highly skilled force that meets the needs of the economy.

Council Conclusions of 11 May 2010 on the powers of promoting life- long learning and the initiative "New Skills for New Jobs". Underline the importance of core competencies at all levels of education and training at all stages of life. EU's strategic objectives are to develop core competencies in the knowledge society.

2. VOCATIONAL TRAINING IN HUMAN RESOURCES MANAGEMENT

2.1 Education and development

The role of human capital management through the implementation of quality personnel activities and interaction with the management apparatus of the company to create such working conditions and working environment for the staff involved as much as possible to increase productivity across the company. One of the functions of human resources management is training and staff development. At present it is not possible that workers remained valid only with the knowledge and skills acquired during training on the job. Education and human resource development thus became a lifelong process.

The term defines the development of Armstrong (2007) as "personal growth or the implementation of the skills and potential available through educational activities and practice." Therefore represents a set of formal education, but not only that incorporates the elements of informal education, ie learning by doing. Education represents "the process and outcome of systematic knowledge acquisition and knowledge and related intellectual and working skills and habits." [1]

Training by businesses, is an important part of lifelong learning and an individual can contribute to improving the efficiency of internal processes and business organization as a whole. Such an assumption can be fulfilled only if the corporate training approaches systematically, based on the overall mission, vision and organizational strategy. In order to understand the learning process as the system is certainly necessary that the organization was perceived not only as a tool to "repair" the absence of knowledge workers, respectively. their shortcomings, but as a tool for the implementation of organizational

strategy. Basis as to achieve such an approach is that already in the definition of human resource development strategy must follow the same concepts and procedures as are followed in determining corporate strategy.

2.2 System of vocational education

The system of vocational education is a repetitive set of activities that reflect the strategic objectives and corporate policy, education, and are based on the realities of business and market environment. Since learning in organizations should be based on corporate policy, it can be concluded that in order to such a system could be successful it requires the acceptance by the workers whose skills are to be developed.

On this basis we can formulate three essential attributes of corporate training. In order to implement and process to be able to provide the desired effect, should have the following characteristics:

- Systematic - as well as any other process in the organization, it is necessary to the learning process to be accessed systematically so as to reflect market requirements, corporate culture, environment and also provide support in achieving the objectives. Such a systematic approach likely to help ease the new adaptations of existing staff but also to the changing business environment. It also brings transparency systematic educational activities and creates a simpler framework for assessing the achievement of objectives in this area
- Cooperation - this feature is necessary to take into account both the opportunity and motivation of individuals, that is, to some extent involved in determining training needs and, secondly, it is necessary to articulate the needs of individual departments as likely saves money spent on education but also gives me the function of teambuilding and improves cooperation.
- Cyclicity - education can be seen from two angles. Taking into account the organization of education in business, so this process, as well as management process is constantly repeated (course content with variation depending on the changing environment), thus creating continuity and cyclical steps of the educational process. However, in view of acquiring knowledge alone can find another key reason cyclicity - Forgetting is a natural phenomenon of the human psyche that can be easily eliminated by the regular repetition of acquired knowledge ("repetition is the mother of wisdom").

Procedure for corporate training

Business education is an integral part of human resource management in the organization, corporate training procedure consists of four phases. And this:

1st Identify needs and define learning goals

2nd planning education

3rd Implementation of the educational process
4th Assessment of learning outcomes

Procedure of corporate training can be illustrated as follow :

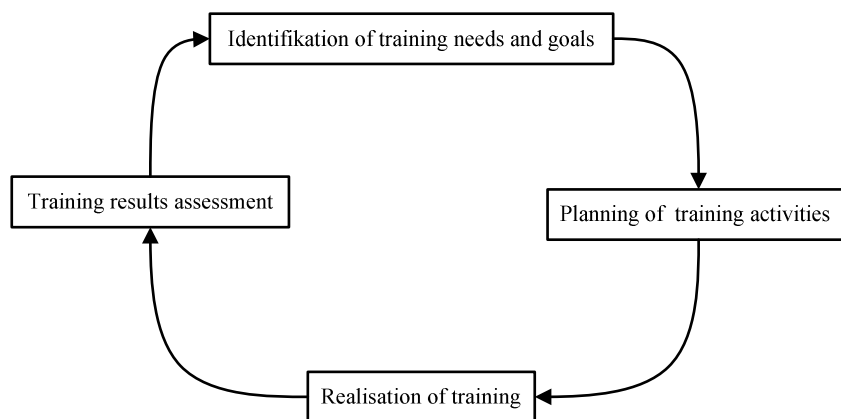


Fig.1. Steps of the corporate training [2]

3. LIFELONG TRAINING IN TRANSPORT COMPANY

Lifelong learning staff in transport is becoming increasingly important not only for business but for society as a whole. Arrangement of transport activity has an impact on the functioning of the country's economy. With regard to new policies and requirements of the transport market structure varies with the traditional, characterized by the movement of goods from one place to another on a modern transport market. The new market is characterized by customer orientation, innovation, accuracy, reliability, higher frequency, flexibility and advanced global logistics services.

3.1 Core competencies

Transport business must develop new core competencies and have a skilled, educated and competent workforce in order to provide better service. Under these framework conditions, core competencies and skills of employees are considered important conditions for present and future competitiveness of transport company at global market.

Core competencies are defined as those competencies which are portable and universally applicable set of knowledge, skills and attitudes needed by each individual for their

personal fulfilment and development and successful employment. Under these circumstances, the ability of companies to effectively carry out competency-based human resources management is becoming more and more crucial for their survival.

Core competencies are unique skills that give the company a favourable position in relation to the competition. Qualification describes personal qualities or skills that characterize the corporate management and employees and is one of the most important parameters of competitiveness of the future. Core (key) competencies and thus represent a unique combination of business skills and qualifications of employees. [3,4]

Currently, businesses increasingly starting to realize that not only advanced technology, but that human resources are a source of competitive advantage through the operation of their disposable exceptional skills, knowledge, experience and skills, including the application of effort, talent, enthusiasm, willingness and motivation. Development of the human factor has a great role in business decisions on business success or failure in market conditions.

3.2 Terms definition

To create common rules for the profession of road transport within the European Union have been defined terms:

- a) Occupation of road transport
 - Means the occupation of road passenger transport operator or the occupation of road transport;
- b) Occupation of road haulage
 - Means the activity of any undertaking transporting for hire or reward goods through either very expensive vehicle, or combination;
- c) Occupation of passenger transport
 - means the operation of any company engaged in passenger transport services to the public or to certain categories of users for reimbursement by the persons carried or organizer of transport, by means of motor vehicles designed and equipped so that they are suitable for carrying more than nine persons including the driver and for this purpose;
- d) The firm-means any natural or legal person, profit or not any association or group of persons without legal personality, whether profit or nonprofit, as well as any public authority, whether it has legal personality or authority depends on having such personality.
- e) Transport manager
 - means a natural person employed by a company, or where that undertaking is a natural person, the same person or where a natural person designated by means of a contract, and who managed effectively and transport system business;
- f) Permission to pursue the occupation of road transport
 - is the right decision the company fulfilling the conditions laid down by Regulation authorizing the occupation of road transport

Doing business in road transport can allow a natural person or legal entity, which demonstrates that in addition to general business conditions under the Trade Act:

- reaching the age of 18 years,
- legal capacity and
- Integrity,

3.3. Range of knowledge for transport managers

1st National Road Transport

A. right

a) civil and commercial (concluding contracts, transport contracts, liability, companies cooperatives, etc..)

b) financial (accounting, insurance, pricing, taxes and fees)

c) right (road traffic, road transport, public administration and organization responsibilities government bodies and municipalities in road transport, health and safety at work)

d) employment (employment contracts, employment of persons, salaries)

B. corporate governance, in particular business organization, financial management company, operating records, commercial policy, public relations, human resources, employee care, union status in business;

C. road traffic, particularly business conditions in road transport, the obligation of carriers in the road

Transport requirements for crew vehicles, the technical basis for the movement and other transport documents, the conditions

carriage of dangerous goods, live animals, perishable foods quickly, road safety;

D. standardization and technical capability of the vehicles, in particular technical standards and terminology in the field of road transport, the technical parameters of vehicles, vehicle maintenance standards, technical and emission control vehicles.

2nd bus Transportation

a specific point along the carriage of passengers, their luggage and pets, bus transportation shipments, the carrier's obligation to bus transport, assembly and use timetables and fares, insurance and passenger bus crews, taking care of passengers.

3rd International road transport

A. international agreements on the transport of persons and things

B. customs regulations and foreign exchange regulations

C. duties of the carrier in international traffic. [4]

These areas of knowledge must be updated during their career in accordance with changes in different areas of the business environment and occur along with other skills, a lifelong learning managers of transport companies. High level vocational qualifications can improve the socio-economic efficiency of the entire transport sector.

3.4 Competence of transport company

Of automobile traffic must focus its attention on developing core competencies, without which development can hardly meet the requirements of demand for transport services market. Some companies underestimate the importance of educating workers do not understand that increasing competition in the transport market requires a greater need for education to improve workers' skills. Creating a competent competitive customer-oriented transportation business is a prerequisite for achieving and maintaining economic development.

Provides a summary of traffic management measures and activities for planning, preparation, establishment, operation, monitoring and evaluation of complex transport processes.

Requirements for the competence of participants in the transport market can be divided into

- competence of the transport company and
- competence of transport managers.

Factors of competitiveness in the transport market from the traditional view

- Price
- Quality
- Security service
- Low cost
- Transport services
- Comprehensive transportation solutions
- Knowledge of market
- Market coverage
- Development of products and concepts
- Networking
- Information technology
- environmental factors
- Limitation of damages

Competencies refer to the organization and reflect the company's ability to use resources efficiently.

Key competencies are the special powers provided by the company in a favorable position in relation to the competition. Qualification describes personal qualities or skills that characterize the corporate management and employees and is one of the most important parameters of competitiveness of the future. Key competencies and thus represent a unique combination of business skills and qualifications of employees.

Constructive dialogue and cooperation between businesses, educational institutions and research organizations are an important element for understanding the responsibilities of objectivity. Improving conditions for business in this sector may affect:

- Establishing cooperation between companies and educational institutions in order to better understand the transport market, its needs and common objectives.

• Development of educational and training programs for automotive companies is one of the most important mechanisms for developing the necessary skills to be able to compete on the international transport market.

On the European Common Market, transport companies must realize that marketing requires strategic development of key skills and qualifications. Transport companies must accept this request if they want to be competitive.

It is not possible to establish a universal recipe for companies to develop core competencies, because they are unique for each firm. Based on the findings of objective requirements and trends in road transport, however, clearly suggest car transport undertaking to respect the following competency profile:

- Financial Management
- Information technology
- Logistics
- Understanding the market, its development and its requirements for the transport undertaking
- Ability to co-operation with customers and other transport companies at national and international level
- Understanding of environmental requirements [5]

4. CONCLUSIONS

Key responsibilities of automobile traffic cannot develop without qualified personnel. Not all businesses are aware of the potential of their employees. It is necessary to adapt individual skills to business needs. The result is more satisfied and motivated workforce, which is good for business.

Competence models today become part of personnel management and are subject to the proper selection of workers, which are taken into account only the criteria for ensuring high performance. Selected the correct person occupying the position selected on the basis of a competency approach can quickly navigate through a new environment and their activity will bring us maximum benefit. In addition, the competency model is also useful in designing training and development programs, usually the basis for staff evaluation and guidance in career planning.

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5. REFERENCES

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