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## HUMAN RESOURCE MANAGEMENT AND DEMOGRAPHIC AND CULTURAL FACTOR

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**Abstract:** Research and treatment of topic is focused in recognition of demografic contest and cultural through bizness taking it for granted especially menagment role of human resources. The demographers presents new perspectivs for biznes world because they can predict biznes problems different from biznes people always (for example ,the different between age, period and time effects which re-shape a market). They information and consults, expanding prospects and serves like a catalysts for different organization. By ekspozation biznes people with new perspective, the demographers can raise opinion of menagment from a operational level in a strateg level. As constructive as possible like one of primary contenders of factories (from contenders extenal biznes aspect ) it will treatment these factors role in biznes community, like uncompromising alternative in menagerial processes of human recources in all product and service.

Demography is the study of the population in terms of overall size as well as their structural characteristics. From a business point of view, the main areas of business interest include the age structure of a given population, its gender balance, geographical distribution, and the tendency for both size and population structure to change over time. The business concerns that demographers address are many and varied. Accurate sales forecasts depend on forecasts of changes in population size and composition. Human resource planning requires data on the characteristics of the workforce and the needs of the business enterprise staff.

Cultural factors, for example, can affect the type of products to be produced or sold, the markets in which they are sold, the price at which they are sold, and a range of other variables. Humans are a key organizational resource and a fundamental part of goods and services. Circumstances and developments accordingly, socio-cultural have a significant effect on business operations as well as make demographic changes. Financial planning requires information on how demographic changes affect cash flows and return on investment. Many projects require population estimates and forecasts, often with detailed characteristics (e.g., age or income).

The role of these factors will be explained through the clarification of notions about demography, social class, lifestyles, reference groups, culture and subculture. Also the identification of demographic and cultural trends that may affect public and private sector organizations, with a case study the role of these important factors in human resource management environments in the research case. The interconnection and communication of these actors will be the theoretical and practical part involved in this paper.

Often, business owners or managers, in their human resource management functions across these businesses, wonder why sales fall or why the company gradually goes bankrupt. The answer in most cases is: lack of research care.

**Keywords:** demographics, culture, decision, organizational culture, organizational culture, decisions, management.

### 1. ENTRY

Demography is the study of the population in terms of overall size as well as their structural characteristics. From a business point of view, the main areas of business interest include the age structure of a given population, its gender balance, geographical distribution, and the tendency for both size and population structure to change over time. The business concerns that demographers address are many and varied. Accurate sales forecasts depend on forecasts of changes in population size and composition. Human resource planning requires data on the characteristics of the workforce and the needs of the business enterprise staff.

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The scientific and practical contribution of this research is the basic goal of the role, impact and importance of demographic, social and cultural factor in human resource management in enterprises as factors that affect income, customer retention and penetration of enterprises in the market by offering always new products and a step ahead of competitors as a result of these factors in human resource management. In essence, the role of enterprises differs in content from these factors, but the responsibilities of enterprises with their work and ideas make the relevance of

innovative ideas and enterprises that responsible persons tasked with achieving the objectives set out in their strategic plan.

Also, the effects of risk must be taken into account when applying and carrying out technical-technological processes and realizing the profit or loss of the firm.

Therefore, companies need to constantly take care of the risk that may threaten them and find ways to minimize its impact on the business and maintain their liquidity.

## 2. BUSINESS DEMOGRAPHIC ENVIRONMENT

Demography is the study of the population in terms of overall size as well as their structural characteristics. From a business point of view, the main areas of business interest include the age structure of a given population, its gender balance, geographical distribution, and the tendency for both size and population structure to change over time.

Demographers present new perspectives on the business world because they can predict business problems differently from business people usually (for example, the difference between age, period, and cohort effects that reshape a market). They inform and advise, broaden perspectives and serve as catalysts for organizational change. By exposing business people to new perspectives, demographers can elevate management thinking from an operational level to a strategic level.

As mentioned above, demographic change can have significant implications for both demand and the supply of the economy and, consequently, for organizations of all kinds.

**a) Population size** - the population of a country normally increases over time and varies according to factors such as changes in birth rate and death rate and net migration rate. For example, the population of Great Britain in 1971 was below 56 million, in 2001 it had increased to 59.1 million. Estimates suggest that by 2021 the UK will have a population under 64 million and that this could reach almost 67 million by 2050 before it starts to fall again. In comparison, Russia's current population of about 145 million is projected to fall by about 100 million by 2050 as a result of declining birth rates and rising mortality rates as a result of the country's economic decline.

**b) Population distribution by age and gender** - in addition to examining the overall size of a country's population, demographers are also interested in structural features, including the balance between men and women and the number of people in different categories.

Forecasts suggest that from 2013 the population over the age of 65 will exceed the number of those under the age of 16, a trend that has sometimes been described as 'time-bomb demography' which has a significant impact on the private sector and public, not only in terms of the general demand for goods and services but also including 'public property' such as education, health, social services, state pensions and social security measures. It is worth noting that the aging population of the United Kingdom is a common feature of many other states including those in the European Union.

**c) Other structural features** - the population can also be examined in several other ways, including their ethnicity and geographical distribution. For example, in 2001 during the UK census, about 8% of respondents described themselves as part of an ethnic minority group, the largest being Indian, accounting for almost 2% of the total population and almost 23% in the ethnic minority category. Also, cross-regional population movements and differential birth and death rates can result in large local and regional population changes over time with a shocking effect on both the public and private sectors (for example, housing demand). and school places).

## 3. CULTURAL ASPECT

The concept of culture was first described about 200 years ago by scholars of the science of anthropology, who aimed to study and better understand the phenomena of society by seeing it as a whole. Initially, anthropologist Edward B. Tylor (1871), (cited by Brown (1998), described culture as a complex whole that includes knowledge, beliefs, art, morality, law, requirements, and every other skill and habit realized by the individual as member of society.

The term "culture" generally refers to a complex set of values, norms, beliefs, attitudes, habits, systems, and objects that have been passed down from generation to generation through the process of association and that affects how individuals view it. the world and how they behave there. Culture includes norms of behavior based on learned actions, values, and beliefs. Business people agree that there are cultural differences between countries but do not agree with the existing situation.

Defined as follows, culture is seen to have three main features:

- It includes materials such as (eg objects such as buildings, literature, art, music) and abstract elements (eg rituals, symbols, values);
- It has been learned and transmitted socially over time;
- It affects human behavior.

In the context of business, it can easily underestimate the extent to which a person's perceptions, attitudes, and behaviors can be shaped by cultural influences, some of which may be relatively consistent (eg, certain values and beliefs. "main") while some others may be open to change (i.e. secondary values and beliefs). In the United States, for example, American citizens believe in the right of individuals to bear arms, and this is enshrined in the US Constitution. The purchase and sale of pistols and rifles has been welcomed within American society, despite the fact that they are often used in violent crimes including robbery and murder. In other states, the trade in such weapons is seen as highly controversial by most people and is usually severely regulated by the government for certain types of weapons for use in acceptable cases such as hunting or rifle shooting.

Enterprises need to raise awareness about other cultures. The energy oriented in this regard depends on the similarities between countries and the type of business claimed to develop. Cultural shifts occur as a result of different choices or impositions. Isolation from other groups due to languages tends to make cultural stabilization.

Under - the culture of a society is rarely culturally homogeneous. Within any subculture culture usually exists, groups made up of individuals with shared value systems are based on common experiences, origins, and / or situations. These identifiable sub-groups can be distinguished by nationality, race, ethnicity, religion, age, class, geographical location or even by several other factors and their attitudes, behavior, habits, language and objects that often reflect sub-cultural changes.

In some cases, subcultural differences can be the source of a significant degree of conflict between different sub-groups, resulting in a serious division within a society and even in war and genocide.

#### 4. ORGANIZATIONAL CULTURE

During the 1980s, considerable attention was paid to the concept of organizational culture in the literature on organizations. Many scholars, including Edgar Schein, treat culture as a new school of thought within the theory of organization. Particularly interested in the company's culture began to grow from the belief that this concept could explain changes in performance between firms of the same industry. The concept of organizational culture has its roots in cultural anthropology. Just as cultures exist in large social groups, so do cultures within organizations. These cultures are similar to the cultures in society therefore; they are shared among members of one group, communicated through symbols, and transmitted by one generation of employees to another.

Organizational culture is a summary and amalgam of how activities are run in the organizational environment and the standards and values it adapts to. It represents the climate or atmosphere that surrounds the organization, the prevailing attitudes within it, the morale, the standards, the strength of feelings towards the organization, and the general levels of goodwill it presents. It represents the basic feature of the effective creation and realization of the organization.

Organizational culture is a system of assumptions, beliefs, values, and norms of behavior of members of an organization that have developed and endorsed them through shared experiences that are manifested through symbols that analyze their thinking and behavior. The culture and structure of the organization develop over time, in response to the influence of a complex of factors. It is formed by the accumulation of traditions, values, policies, beliefs and attitudes that prevail throughout the organization.

The main influencing factors in the development of the culture of any organization are:

**History and Tradition:** the origin of the organization, its age, goals and objectives of the first owner and manager, their philosophy and values, its current values, the ways of its development.

**The nature of the activity:** the sources of success and effectiveness, the type and quality of the product and service, the importance it gives to the reputation and the type of customers.

**Technology:** the relationship between technology and the workforce, the design of the work and the structure of the organization, the barriers and the steps taken to overcome them.

**Goals, priorities and attention:** in relation to performance, staff, customers, community and the environment; and to progress and developments.

**Size:** with the degree of formal relationship and the structure it brings.

**Location:** geography and the obligations or opportunities it faces from choosing to settle in the city center, suburbs or rural area. Here we must also consider the recognition and consideration of local, national and sectoral traditions and values prevailing.

**Management style:** the forms that the organization adapts for the management and supervision of its employees.

#### 5. CULTURE POWER

Cultural power is presented in various forms, but it has become commonplace for its presentation to use the spider's web as a symbol of a cultural power woven with mastery and long-term patience. The basic characteristic of cultural

power is its extreme orientation towards the leader - respectively towards the first violin within the cultural orchestra. The tools, the strategy and the way to achieve the goals are in the hands of the leaders and especially in the competencies of the top star. The culture of power is presented in different forms, but it has become common for its presentation to use the network of mimicry as a symbol of a culture of power, woven with mastery and long patience. The basic characteristic of the culture of power is the orientation of its extreme towards the leader - respectively towards the first violin within the cultural orchestra.

The tools, the strategy and the way to achieve the goals are in the hands of the leaders and especially in the comments of the top star. In her cause, she first presents the overview of the overall family culture, in particular the cultural power of the head of the family, which is the decision-maker for many common family issues. His cultural power within the family bosom is indisputable. Reaction speed is the priority of power culture, since it equates to the cultural power of the leader (that each item depends on him) but at the same time it in itself contains a high degree of risk and individual leadership responsibility. The problem in itself for cultural power is the succession (division) of responsibility in critical conditions and moments for the organization, when certain levels of management begin to leave the organization, as many segments and priorities during succession undergo organizational and capital metamorphosis. The able-bodied go from organization to organization, and only the disabled and the overly obedient remain in the organization.

## **6. DECISION MAKING IN HUMAN RESOURCE MANAGEMENT**

Decision making refers to either a specific act or a general process. As such, decision-making is the act of selecting an alternative from a range of alternatives. The decision-making process involves understanding and defining the nature of the situation that requires decision-making, identifying alternatives, selecting the best alternative, and implementing it.

All organizations, regardless of whether they are small or large, private or public, profitable, as well as regardless of the field in which they operate, in their activity have one thing in common - the need to manage. Each of these organizations, in order to achieve a goal, engages a number of resources: human, material and financial. In this context, the manager is the one who in the work process unites and coordinates these resources to achieve organizational objectives. The primary task of managers in the modern business world is to accept risk and make decisions, in a dynamic environment where a wide range of economic, social and technical factors are intertwined and influenced that act as innovators in the presentation and introduction of products or services. new, modern technology etc.

Practice has proven that the decisive factor for the success or failure of a job (business) is the ability or incompetence of the management team. Management as a science is relatively new. It began to develop in the pre-historic century, especially in the period when business organizations operate in conditions of strong competition, domestic and international, rapid qualitative technological changes, and the risk of failure - bankruptcy. . C.George says that the manager has become today a central activity of our time and economy, a powerful and innovative force on which our society relies in the field of material and national welfare. The responsibility of the manager in our society is crucial not only for the organization itself, but also for the public attitude towards management, for its success and status, for the future of our economic and social system and for the survival of the organization as an independent institution.

## **7. THE ROLE AND IMPORTANCE OF DEMOGRAPHIC FACTORS CULTURE IN MANAGERIAL DECISION**

The demographic environment refers to the size, distribution, and growth rate of groups of people with different characteristics. Decision making can be considered an activity of problem solving ending it with a solution that is supposed to be satisfactory. This, then, is a process that can be more or less rational or irrational and can be based on explicit knowledge or tacit knowledge. The importance of the demographic factor in decision making is high because the wider the demographic environment, the more we will need to make decisions.

The advantage of the demographic factor in business activity is considered to be the birth rate which shows the number of births per thousand inhabitants, as a result of which the population grows in size, the demand for many types of goods and services also tends to increase energy, sustainability. of consumption, food. A growing population also provides greater labor force, while other things being equal. The disadvantage of demography in business activity is considered to be the aging population increases the demand for a range of goods and services of the public, private and voluntary sector (eg health, pensions, specialized vacations, housing).

When we talk about social aspects, you focus on social forces. So these can be family, friends, neighbors, colleagues and even the media. All of these factors can affect our attitudes, our opinions, and our interests, directly affecting sales and services of products from businesses and the revenue earned. We as humans are shaped by these factors

and our behavior, even our attitudes towards what we buy, are all affected by these. Here is a good example. The attitude of people in the UK is changing towards diet and health. Because of this shifting behavior, businesses that have invested in fitness and organic food have seen massive growth.

Often, products produce the best of social factors. Wii Fit, for example, tries to address society's concern about the lack of exercise for children, which is essentially a good example of the social environmental factors that affect business as described at the beginning of the document. Organizations are also directly affected by population changes. The structure of the population determines how the supply and demand of goods and services may change. So the decline in the number of births means that demand will increase thus indicating a high level of competition as the total consumer goes down.

As another example, predicting food shortages would lead to a call for large investments in food production. African countries facing food shortages such as Uganda are reconsidering the refusal of genetically modified foods. Products and services provided by business organizations must be tailored to suit consumer lifestyle and compliment their behavior, this is where social factor marketing is considered. The slow response or lack thereof to changes in society can be a costly affair for any business, for example the loss of market share for fast reactors.

## 8. CONCLUSION

During this scientific work I came to the conclusion that demography is a study of the population both in terms of overall size as well as their structural characteristics. From a business point of view, the main areas of business interest include the age structure of a given population, its gender balance, geographical distribution, and the tendency for both the size as well as the population structure to change over time. The population can change either in size or in structure, with significant consequences for economic activity both within and between countries. The size and structure of a country's population depends on a number of factors, the most important of which are birth rates, mortality and the rate of net migration.

Demographers present new perspectives on the business world because they can predict business problems differently from business people usually (for example, the difference between age, period, and cohort effects that reshape a market). They inform and advise, broaden perspectives and serve as catalysts for organizational change. By exposing business people to new perspectives, demographers can elevate management thinking from an operational level to a strategic level.

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