Effective Competences Management Using E-Learning Services

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ABSTRACT  
In the carrying out of the corporate economic-financial processes, the informational system is influenced by a series of internal and external factors, and its overall analysis is hard to carry out. Its knowledge supposes a detailed analysis of its components, such as the pieces of information, their nature and their origin, their significance and their usefulness, the road they go through and the transformations they undergo on their way, their final goal, the material support on which they are recorded, and the means of gathering, processing and storing them.

KEY WORDS  
information, financial, accounting, processing, storage, management

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1. Introduction

The reason why the financial-accounting information system exists is to assure the necessary informational basis for an efficient carrying out of both the management and the execution processes in the organization.

The main components of the financial-accounting information system are: data and information with a financial-accounting character, informational circuits and flows, and financial-accounting information processing means. Regardless of the nature of any activity carried out in the corporate functional structures, it will trigger financial, human and material resources whose monetary value is put down obligatorily in the financial-accounting situation.

Each component of the financial-accounting information system, as financial-accounting information sub-system, is both an emitter and a beneficiary of financial-accounting information, participating to information flows and circuits.

For each corporate financial-accounting information sub-system, the data and information gathering pattern must be unitary from a methodological perspective. The unitary data and information gathering assures a rigor and the functioning of the financial-accounting information sub-systems and implicitly of the financial-accounting information systems, which at the same time permits an automatic processing of the data and information, and the meeting of the internal information needs.
2. Qualitative features of the information provided by the financial-accounting information system

The qualitative features of financial information are grouped as follows:

- Fundamental qualitative features;
- Amplified qualitative features.

The fundamental qualitative features of the financial information consist in their relevance and their exact representation, this separation being essential as: “Financial information without the two fundamental features, relevance and exact representation, are not useful and cannot be made any more useful, even though they may be comparable, verifiable, opportune or intelligible.” (IFRS – Informational Financial Reporting Standards, 2011, p. 33)

The relevance of financial information is determined in agreement to its predictive and confirmation value, having as impact the finding of differences identified in the adoption of decisions, consequently helping the users “make new forecasts, confirm or correct previous forecasts or both.” Moreover, from the statisticians’ perspective, the predictability of the financial information in the sense of its accuracy assures the possibility to foresee the next number of a series and the persistence – as far as a series of number is concerned – in continuing to change as it has done in the past.

Accurate representation. In order for a piece of information to be represented accurately, it needs to have three features available, i.e.: completeness, neutrality and lack of errors.

The complete description of financial information includes all the details necessary to the user for him to understand the phenomenon described and the necessary explanations. A complete description may require explanations concerning the significant facts on the elements’ quality and nature, concerning the factors and circumstances that could affect their quality and nature and the process used to determine the numerical descriptions.

A neutral description is not the result of errorless influences in the selection and presentation of financial information. Errorless means that there are no errors or omissions in the description of the phenomena, and the process used to generate the information reported was selected and applied in an errorless manner, yet, nevertheless, this does not mean perfection exactly from all the perspectives.

A piece of financial information is not necessarily useful if it has an accurate representation, for instance, if the uncertainty level of an estimate is sufficiently high, the respective estimation is not too useful.

A piece of financial information can be useful if it is relevant and accurately represented. No accurate representation of an irrelevant phenomenon and no inaccurate representation of a relevant phenomenon can help the users make efficient and effective decisions.

The usefulness of information, defined according to the general framework of the International Financial Reporting Standards of 1989 mentions that “Information has the quality of being reliable when it does not contain significant errors, does not take sides and the users can trust that it correctly represents what it has aimed to represent or what it is reasonably expected to represent.” In the IFR Standards emitted in the year 2011, the term “reliability” of the financial information is replaced with “accurate representation”.

The amplifying qualitative features are those features that amplify the usefulness of the relevant information and their accurate representation, and they are: comparability, verifiability, opportunity and intelligibility.
Comparability is one of the features of financial information that allows the users to identify and understand the similarities and the differences between elements, at least two elements being required for a comparison.

Verifiability assures the users of financial information that they represent exactly the phenomena for which the users manifest their interest. A group of independent observers can reach a consensus, yet not a total agreement, that a certain description is accurate, through verification. So, the quantified information must not be a single punctual estimate, but an interval of possible and probable values. The checking can be: direct, by means of which the accurate values and representations of the information are directly observed, and indirect, which refers to the checking of the inputs for a result recalculation pattern, formula or another technique, through the use of the same methodology.

Opportunity refers to the availability of financial information to the decisional factors in due time, so that it may be able to influence their decisions.

The intelligibility of financial information resides in its clear and concise classification, characterization and presentation.

3. Information systems, the “engine” of the informational system

Information technologies, in their quality of support of the financial-accounting information system, are made up, on the one hand, of hardware and software with a role in the obtaining, processing, storage and transmission of data and information, and, on the other hand, of the ways of communication represented by the internet or the extranet as a compilation of the two ways mentioned previously.

The behavior of an economic organization represents a collection of rights, privileges, obligations and responsibilities, well balanced during a period of time. However, the technological changes (including the progresses of the Information and Communication Technology) influence the environment in which the inputs are turned into outputs.

A particular importance in the carrying out of the activities pertaining to the financial-accounting system goes to the information systems and the logistics needed in order to implement the information systems (software, hardware and data migration). Each important economic organization has to have an integrated information system, thanks to which it may realize its ICT management in an adequate system, so that the economic organization may realize convergences between the IT use strategies and the activity management strategies.

Information systems represent a crucial component of the corporate information system and permit the realization of the data/information gathering, transmission/processing and the spreading of the information obtained as a result of the use of the IT means in full harmony with the personnel specialized in automatic data processing.

The quantity of information, concerning the corporate economic activity and the environment in which the organization operates, is conveyed between emitter and beneficiary via informational circuits. The trajectory any piece of information follows in an information system starts with its transmission from the emitter. He can choose the destination of the message he transmits. Then, the information is submitted to a complex series of actions concerning its processing, classification, arrangement, calculation, in harmony with the information typology, after which, through the output channel, one allows the receiver to get the message addressed to him or requested by him. The feedback is the opposite of the relation between emitter and receiver and it has the role to check if the message has been perceived correctly and corresponds
to the users’ needs.

In the work *Management Information Systems*, the Professors Kenneth C. Laudon and Jane P. Laudon present the functioning of the information system as follows:

![Diagram of the information system](http://www.amazon.com/Management-Information-Systems-Kenneth-Laudon/)

**Figure 1. The functioning of the information system**

The representation of the functioning of the corporate information system allows one to notice that the actors involved in the corporate economic processes, namely clients, providers, competitors, shareholders, regulatory agencies, interact with the organization as a whole and implicitly with the information system.

One must not neglect the fact that in the functioning of this system, different disturbing factors may appear, interfering with the transmission of the message, generating distortions, noise, filters and blockages. These factors’ nature can be material, when the technical means are worn and no longer correspond from a technical perspective, or subjective, if one does not give the necessary attention to the transmission of the message or to the emitter’s incapacity to express himself clearly.

The national legislation regulates the way and the goal of the elaboration of the formalized operational procedures, they being realized for all the corporate activities. The primordial role of the operational procedures consists in assuring the planning, the operation and control of processes. The formalized operational procedures must meet the following demands: they must be simple, specific; they must constitute a working tool for each activity domain. The procedures elaborated in this way must be made known to the employees involved in the activities described by them and must be permanently updated in agreement to the evolution of the regulations included in the reference framework in this concern.

In assuring the functioning of the financial-accounting information system, the informational procedures are as important as the operational procedures. The role of the informational procedures reflects the progresses recorded when it comes to the designing and the functioning of the financial-accounting information system. By means of the informational procedures, one establishes the information supports to be used, the succession of the information processing, the
operations, calculation patterns and formulas used, the means to be used for gathering, recording, transmitting, processing and archiving information.

The main resources contributing to the support of the existence and functioning of the financial-accounting information system are tangible, being mainly human and material resources. The corporate management is directly involved in turning to good use the resources so that the functioning of the financial-accounting information system may be realized with an increased efficiency and efficacy.

The human resource constitutes an increasingly complex factor, with an increasingly obvious corporate role, and obtaining, keeping, and using it require a new approach characterized by a human resource management based on knowledge, special efforts and requiring a lot of creativity from the corporate management. At the same time, the human resource constitutes the main strategic resource and represents the key factor participating completely interdependently along with other factors (material, technological) to the realization of the corporate objectives.

The corporate culture represents an intangible managerial resource (vision, values, autonomy, learning, validation, impact, challenge etc.) for the organization and participates to its development and consolidation, on condition that it should always have in view its remodeling in agreement to tendencies imposed by internal and external corporate factors.

The sustainability and the performance of any organization is directly interdependent with the quality of the existing human resources integrated in the corporate activity and with the way of turning to good use the human capital.

In the accomplishment of the corporate goals a special role goes to the general, structural and financial-accounting management. The managers must possess such skills as: perseverance, self-control, accepting changes, assuming different roles (examiner, examined, competitor, overseer, designer, executor, coordinator, organizer, counselor, etc.), adopting efficient behaviors to go over crisis situations etc.. These skills are practiced through a continual knowledge update and professional habits improvement, by acquiring and respecting the professional deontological principles, and by manifesting the specific behavior in competition situations.

The people involved in the activities specific to the organization as a unit of physical, intellectual and moral acts, carried out in order to obtain a certain result, need to systematically use their own forces in a certain domain, to take active and conscious part to training, information sessions etc. At the same time, they need to have communicational skills and abilities, which help one carry out his activity with efficiency and efficacy.

Abilities are features synonymous to skill, dexterity, denoting ease, velocity, high quality and precision in carrying out certain activities. Being a work method, pattern or behavior applicable to concrete tasks, ability should not be confused with habit, as it relies on neuropsychological flexibility, and it cannot be reduced to knowledge, as it represents a condition for the optimal formation and use of habits and knowledge in new situations.

Skills represent the structured set of knowledge and habits acquired through learning: they are substantiated in intellectual abilities that suppose transfer, applicability and operation with diverse contents; they permit to identify and solve, in different contexts, certain problems specific to a particular domain. Unlike performance, competence can be acquired after longer periods of time, involving mental skills and operations.

Another essential aspect of the human resources management, involved both in the financial-accounting activity and in the other activities carried out in the organization, is related to the employees' capability and motivational resources.
Corporate success depends on the quality of the pieces of information and on the way they are used to attain the proposed goals and objectives. Exploited at its maximum potential, information becomes a management tool on all the corporate levels.

The financial-accounting information system, as an essential part of the corporate informational system, provides absolutely necessary information to substantiate the managerial decisions, on the one hand, and to satisfy the permanent need for information of both the internal and external users, on the other hand. The financial-accounting information is present in all the economic domains and constitutes one of the essential elements of corporate progress. The double-entry representation of the reality of the accounting information in the informational accounting system renders the corporate image to the outside world through the general or financial accounting, and, on the other hand, it renders the internal corporate processes by means of administrative accounting.

As a component, the financial-accounting information is provided, gathered and processed in the financial-accounting information system of the respective organization.

In point of the factor of influence on the financial-accounting information system, the action of the financial-accounting information stands out through its quantitative and qualitative attributes.

The importance of the information provided by the financial accounting system is given by its accounting information demand and offer, addressed both to the internal and to the external users. From among the external users we shall recall: corporate financers (present and potential investors, creditors, providers, state, location provider, etc.), clients, social partners, etc.. There are pieces of accounting information of common interest, but there are also pieces of information that interest a single category of users, just as the International Accounting Standards Board (IASB) admits: “the financial situations cannot meet all the users’ information demands; implicitly, it results that investors are privileged users”. Consequently, meeting the informational needs is meeting most of the needs of all the categories of users. The internal users are the corporate managers who, on the basis of the accounting information, substantiate their decisions. The information provided by the financial accounting clearly reflects the exploitation, investment and financing policy.

In order to be useful both in the evaluation of the corporate performance and in the decisional process, the financial-accounting information needs to provide data about the economic resources and their modifications over a period of time.

According to the international conceptual framework, financial situations provide a faithful image of the corporate financial position and performance and on the activity carried out according to the legal stipulations. At the same time, financial situations provide useful information in the adoption of managerial decisions, and the most representative information can be found in: balance sheet; profit and loss account; and treasury board.

4. Conclusions
The complexity and the diversity of the activities carried out in the organization in general and especially in the financial-accounting activities have deep implications in the carrying out and the improvement of the decisional process. In this context, it is necessary to realize an interdisciplinary study of the corporate economic-financial activity, using scientific methods based on the knowledge of reality in order to establish the cause-effect relation.
The most used method of turning to good use the financial-accounting information provided by the financial-accounting information system is substantiated in the economic-financial analysis. Through its procedures and techniques, this analysis allows one to determine a diagnosis of the ongoing corporate processes and phenomena, establishing their causality relations, their factors of influence and the measurement of the activity performance. Based on the results obtained, the management can adopt decisions with impact on the improvement of performance.

References


