Using of New Management Approaches in the Field of Personal Marketing in the Transport Company

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Abstract. Personal marketing is a relatively new field in the theory and practice of human resources (HR) activities in the corporate and business sector. As a separate area of HR management was established of the earmarking of personnel management. In the article is mentioned about the facility manager. This position introduces a specific category - behaviour of manager. The facility manager has to dispose the skills from the areas: operation and maintenance, property, facility management processes, human factors of environment, planning, function devices, finance and quality management and innovation and communication. In the article is described the situation in transport company, specifically – Railway Company Slovakia, Inc. (ZSSK). Employees of the company works in departments as: managers, sellers, operators for services and maintenance, economists and controllers. The transport company had 5949 employees in 2015. That was about 108 employees more than the previous year. Facility manager and the company, set the targets which want to achieve within the planned time. Beyond the objectives are fundamental the values of company, business vision and mission.

1. Introduction

Personal marketing was established as a separate area of human resources activities by setting aside of the activities of personnel management. It was created at a time when simple advertising to find and retrieve the labour force was insufficient. This is a reason of the prevail job offers (for example lack of adequate labour force) in the labour market need to initiate a proactive approach finding, obtaining, persuasion and motivation of the workforce, decided that this offered the job. In defining the essence of marketing personnel are faced with different depth of field of the discipline. It is still not fully specified, that personnel actions are only in the competence of personnel management. The theoretical and practical areas have personal marketing in addition to the particularities and common features of personnel management.

The application of the concept in practice firms is primarily due to the position on the market and the market situation (goods, services and labour). Implementation of the concept of personnel marketing tools, help application personnel marketing, where priority and importance are communication tools. The powerful tool for monitoring performance and financial health of a transport company are its management outputs [1]. Important information about market development potential of personal mobility services [2], the EU-funded project i-Tour addresses safety, efficiency, environmental sustainability in personal mobility by providing intelligent multi-modal mobility services, considering user preferences, real-time information on road, weather, public transport and network condition.
2. Personnel activities in the field of personnel marketing

Roles for interpersonal relationships are those that involve people (subordinates and people outside the organization / company, for example: clients, property owners, tenants, company directors, etc.) and other obligations that are ceremonial and symbolic.

There are three tasks:
- manager with authority,
- leader,
- builder relations.

Authors [3] recommend more intensive use of public relations tools towards the inhabitants of the region, where the selected company operates and recommend following the use of external personnel marketing principles in external hiring. In the role of selling information to facility managers receive collect and disseminate information. It is also three variants:
- monitoring,
- expanding,
- storytelling.

In the role of the decision transferring facility manager’s choice, there are four tasks:
- entrepreneur,
- crisis manager,
- allocator of resources and
- negotiator.

The main majority of the existing facility manager has the technical expertise that includes knowledge and skills in certain specific areas. This knowledge is particularly important at a lower level, because they work with people who make a manual labour. Most of today’s facility managers switched to its position of trustee role from which mainly provide expected operational running of the property. Business management, management of processes and activities of the transport company depends on the environment in which it is located [4]. Globalization is changing the priorities, values and needs of people, as well as similarly in the business environment.

Human knowledge is the ability to work well with people, whether individuals or groups. As facility managers to deal directly with people, they are the key of knowledge. Facility managers with good human knowledge are able to get the best from their people. They know, how to communicate, motivate, lead and awaken enthusiasm and confidence. This knowledge is important for all levels of facility management. Human capital represents one of the company inputs. It is involved in the creation of the market value of the company and also represents the most valuable source of company [5].

Conceptual knowledge is ability to think conceptually and comprehensively. Professional manager has to manage the strategic role of tactical elaboration of strategic plans and management across the enterprise. These skills enable facility managers to perceive the organization as a whole. They have to understand the relationships between different parts and see the extent consistent support processes are the main business. This knowledge is the most important facility for senior managers. Senior facility manager is taking on a team where they are the pattern. Senior engineer complements the technical details. It establishes a base or facility management team.

Facility task manager is to make sure all of the highest quality at the lowest cost. Higher workplace comfort after allows extra performance worker. This leads to the desired synergies, where on the one hand, reduced costs of delivering enhanced performance. Network externalities are classified from different perspectives relating to effect, resource and recipient, listing all the forms that might occur [6]. Indirectly, facility management may bring side benefits as optimizing the environment often leads to the release of non-profitable areas. These in turn can be effectively used to rent or to expand their own business. It can be defined the fundamental objective FM: The aim is to strengthen the processes in an organization through which workplace and workers are given the best performance and ultimately
contribute positively to economic growth and overall success of the organization. This is characterized by volatility and increasing demands on the ability of managers [7].

2.1 Main targets for facility managers
The self-assessment process required us to define, what we have to offer so that we know our value-add. The next practice of discovering what we want, requires us to identify specific short-term and long-term goals, as well as an execution plan. We are ready to articulate and discuss. Many of us reflect on previous year (in practice: every December or January) and think of ways to start fresh. Similarly, all of us need to have a mission for our career and specific purpose what we want to accomplish. We do not have direction or criteria for accountability without the plan. Were there missed opportunities as a result of not having a targets for the year? Did you hold back your career by not identifying specific targets, which you wrote down and reviewed monthly for progress?

Table 1. Outline certification tests by Facility Managers Association IFMA, [8].

| FM PROCESSES                  | SCOPE                                                                 |
|------------------------------|-----------------------------------------------------------------------|
| 1 Operation and maintenance  | Oversight of his installation, installation, operation, maintenance and removal of technical building systems. Maintenance Management of structural elements of buildings and interiors. Oversight of his installation, installation, operation, maintenance and removal of furniture and equipment. Oversight of his installation, installation, operation, maintenance and removal of landscaping and external elements (exterior). |
| 2 Real estate FM processes    | Preparation, management and implementation of the Master Plan Property management. Organization and management of property management. Scope of activity. |
| 3 Human and environmental factors | The development and deployment practices to support and to protect the health and safety of people and property, environmental quality, work environment and organizational effectiveness. Organization and management to prepare for emergency procedures. Creating installation plan. Planning and management of all phases of the project |
| 4 Planning                   | Organization and management of the planning and design of the project design Organization and management of construction works and removal Defining and planning functionality of the device |
| 5 Functions of machinery     | Management personnel to operate equipment Managing the work on machinery Organization and operation control equipment (services) |
| 6 Finance                    | Ensuring funding management and operational (budget and the economies of operation) Management process of assessing the quality of services and efficiency of equipment |
| 7 Quality Management and Innovation | Management process benchmarking Management control processes and their evaluation (audit) Promoting the development of FM services through innovation and improvement of facilities and quality services |
| 8 Communication              | Developing effective communication                                      |
Annual target setting allows you to achieve the following outcomes:

- a mission for your career,
- specific targets, you want to accomplish both personally and professionally,
- plans, with detailed directions for execution,
- criteria for accountability.

The following five-step process you can help to stay on target and achieve the kind of success you envision for yourself. It will enable you to move your career in alignment with your aspirations, while remaining open to unexpected opportunities and exploring new paths and directions. Steps are:

- vision, mission and values,
- create SMART targets—specific, measurable, attainable, realistic/relevant, time-bound,
- develop target setting process, determine commitment and maintain accountability.

Skills facility managers: Facility managers are often conformed to the medieval sages. His knowledge and ability to be involved in many areas. They must know enough to be a good partner to clients at the same time. However, this cannot know in detail that a competent expert.

Table 2. Amount of employees, source: Annual report – year 2015

| Employees in ZSSK          | Year 2014 | Year 2015 |
|---------------------------|-----------|-----------|
| Section of managers       | 131       | 135       |
| Section of market         | 1048      | 1066      |
| Section of operation      | 3122      | 3195      |
| Section of economics      | 76        | 74        |
| Section of services       | 383       | 383       |
| Section of maintenance    | 1081      | 1096      |
| **Total**                 | **5841**  | **5949**  |

Table 3. Breakdown of employees by gender, source: Annual report of ZSSK – year 2015

| Employees in ZSSK          | Year 2014 | Year 2015 |
|---------------------------|-----------|-----------|
| Men                       | 3819      | 3881      |
| Women                     | 2022      | 2068      |
| **Total**                 | **5841**  | **5949**  |

3. Results and discussions

The planned number of employees to 31. 12. 2015 was the 6000. The actual number of employees till 31.12.2015 was 5949, which is less than planned by 0.85 % employees. Compared to 2014 it occurred in 2015 to increase the registered number of employees from 5841 to 5949, which is 1.85 % more employees.

The average salary in ZSSK reached a height of 2015: € 956.25. Compared to the year 2014 (= € 912.58) has increased the average salary of € 43.67, an increase of 4.79 %.

Age structure of employees in 2015. Of the total number of employees 5949 were the age:

- to 29 years 679 employees
- from 30 to 39 years 943 employees
- from 40 to 49 years 2035 employees
- from 50 to 59 years 2069 employees
- from 60 to 62 years 196 employees
- over 62 years 27 employees
The statistics also show that compared to 2014 occurred in ZSSK in 2015 to decrease the number of employees in the age groups 30-39 years, 60-62 years. On the contrary, an increase in the number of employees occurred in the age groups:
- 18-29 years,
- 40-49 years,
- 50-59 years and
- over 62 years.

Due to the global trend of overall aging and racking employees for reproductive - working age (45-64 years), ZSSK intention is to gradually increase the share of employees in the lower age categories. This phenomenon has to be set particularly in key operational and repair occupations.

The use of instruments to achieve this objective in 2015 were regularly two times a year. That was organized for train drivers as well as active cooperation with high schools with which the ZSSK signed an agreement on mutual cooperation. ZSSK from 01.04.2014 has launched a graduate program ZSSK. The main aim is, to the gradual reduction of the average age of employees, ensure employment in key professions ZSSK in the future through education of qualified and productive workforce resources. In the year 2015, the average age was 45.36 years, which is compared to 31.12.2014 (45.55 years) a decrease of 0.19%.

Employee education structure in 2015: In the educational structure in 2015 compared to 2014 there was an increase of employees with education:
- Vocational school with GCSE about 98 employees,
- General secondary education with GCE by 6 employees,
- Secondary vocational education with GCE about 26 employees,
- Master's degree on 1 employee,
- University education degree by 51 employees.

The decline occurred employees with education:
- Base of 57 employees,
- Two-year apprenticeship of two employees,
- Secondary without graduating about 66 employees,
- Increased by 1 employee.

4. Conclusions
Mention traditional marketing has been using the internet as a mean of transport for advertising, usually through the use of banners or sponsored links [9]. They present game foundry a new online platform, which aims at creating an innovative web game engine and game distribution system. They will provide support for knowledge management and game activity monitoring based on simple network games. Personal characteristics and household composition have relatively little to do with the persistence of sustainable transport in China [10]. Human potential is an important part of the company’s value. The value of human potential is reflected especially in the assets of the company [11].

Important to future of the enterprise will become:
- awareness of the importance of human resource,
- the establishment of the department of personnel marketing for the implementation of activities (for example: personal marketing integration within the personnel department),
- to incorporate the principles of employment marketing do the business policies of cultures,
- alignment of corporate objectives with employer’s individual targets,
- orientation on external and even internal job market by creating employer currency through motivation,
- constantly stressing the importance for the employer’s business pointing to the possibility of professional development growth,
• implementation of activities of personnel marketing manager all the strands and even as all employees and others.

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