

THE WORKING CONDITIONS OF HIGHLY QUALIFIED EMPLOYEES IN MARKETING-ADVERTISING AND IT&C SECTORS, IN ROMANIA

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ABSTRACT: This paper aims to identify and comparatively analyze the main features of the working conditions of highly qualified employees in two economic sectors specific for the knowledge-based society, IT&C and marketing-advertising, in the opinions of some non-management employees and of some managers in these areas, in Romania. The empirical research was based on in-depth interviews conducted face to face with employees and managers in these domains. We conducted 15-16 interviews with employees and 3 interviews with managers for each of the two sectors, so a total of 37 interviews, during February to July 2012. The results of our survey showed that in both sectors, professionals' complaints regarding their working conditions vary by the nature of the activity, but also by the capital source and the size of the company.

Key words: working conditions, knowledge-intensive organizations, highly qualified employees, marketing-advertising, IT&C.

JEL codes: J28, J24.