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Management of a company's communication structures with its collaborators

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Abstract. *As it is identified in the specialized literature, the management activity of a company (no matter how big it is) puts in the foreground the concept of identification and rational solution of all situations in the activity and last but not least, on systematic and logical thinking. Because people are primarily involved in the management activity, this determines the granting of an important decisive to the possession and application of interpersonal skills - the ability to work with different categories of people, but also with complex work teams. Extensive research developed on this topic, notes that the field of management is located in an area of intersection with a large number of other areas, each with its importance and influence on activities. Taking into account these general ideas, this paper proposes an analysis on some aspects regarding the structuring of communication modules, on different "axes" (vertical, horizontal, random) with partners, collaborators or other interaction entities necessary for a good development of the activity. the company. In the first part of the paper are identified all the forms of collaboration, respectively the interaction entities, in order to define their relationship and the meanings of the collaboration or informational communication. In the second part of the paper is proposed a model of interaction-communication-information of a company with its modular relational elements, in order to identify the points or areas or directions of development and flexibility of information transmission. In the final part of the paper are presented the observations and conclusions of the use of these fundamental principles of construction of a modular management system that can be applied in various situations.*

Keywords: management, communication, modeling.

Introduction

A series of aspects from the activity of a multifunctional company of medical clinic type in the field of ophthalmology / optometry can be highlighted and related to the characteristics that determine excellence (quality of services, performance, competence, ambience, promptness, diversity, etc.) in order to classify it. in relation to other centers or profile companies.

Because in recent years there has been a substantial development of the optometry activity, in a clinic of excellence in ophthalmology / optometry must be identified and highlighted first of all, the place that this field occupies in the managerial configuration. As presented in the literature, "management focuses on rational problem solving and logical thinking.

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As management necessarily involves people, it is of great importance to have interpersonal skills - the ability to work with individuals, but also with work teams in the multifunctional center, but at the same time with different entities within public administrations. In addition, other forms of collaboration can be identified, given the impact of digital technology and the concentration of information in different fields.
The field of management intersects with a large number of disciplines - social sciences, logic, philosophy, mathematics, technology, computer science, international relations, linguistics and culture "(Cornescu V 2003).
According to the definitions in various specialized articles (DuBrin, A.J., 2010), management functions are the major components of management through the important activities that make up this complex process.
Management functions are defined as: planning, organizing, leading and controlling or regulating.
By **planning**, a series of goals (objectives) are established and also the image of the way in which they are to be (elaboration of the plans) is applied during the activities.
The form of **organizing** activity ensures the existence of the necessary resources (human and physical-technical, IT, legal, etc.), for the realization of the plans and the achievement of the objectives.
Among the components of the **management** activity is identified an extremely important action that takes into account that the management of the management induces to the group of subordinates the principles and characteristics of involvement so that they contribute to the achievement of the organization's objectives.
The control (or regulation) operations act in the sense of comparing the real results with the planned ones and taking corrective measures in case of need, in the future development of the company's activities, or of future orientation towards the development of the main activities (Corciova, C., 2017) .
These general aspects applied in the field of technical-medical management can be detailed as follows, as shown in (Corciova, C., 2017): "*The role of Medical Technology Management (MTM) in health services, Standards, Technical Requirements, MTM model, Organizational structure, Human resources, Process planning and monitoring, Equipment use, Spare parts insurance, accessories, consumables, Budget instruments, Maintenance planning, MTM activity monitoring systems".*
It is currently observed that the most important aspect in the management of medical technology is the implementation of an information system, through which any organization is able to identify priority needs in its development.
These needs are aimed at ensuring the competence and relevance that affects the quality of information.
Also a main action is determined by the capacity to evaluate the effectiveness of the actions undertaken, by the impact and importance of the activities and by the way in which it contributes to the achievement of the objectives through the quality of the information used or generated from the activity. In addition, there is an acute need to constantly maintain interest in education, improving experiences and high-class qualification.
Information management is also seen as a dynamic and complex mechanism that allows planning operations over different periods of time, to implement the activity of monitoring, analysis and improvement of information through statistical techniques and, last but not least to expand the use them.
Improving the informational content within the activity of a multifunctional center can be achieved by using active and reactive policies on the quality of activities and services offered to potential customers, periodic verification and redefinition of activity

quality objectives, analysis and interpretation of data obtained from various forms of audit, corrective and stimulating actions of prevention and analyzes performed by management. (Gregory E.I., 2017)

Practical principles of ethics applied in the activity of an optometrist

Because the entire activity of an optometrist specialist in a multifunctional ophthalmology / optometry center involves interaction with human subjects (clients, partners, collaborators, etc.), with various institutions represented by specialized persons or any other entities involved in its activity, a first a condition that is imposed from a practical point of view is **the observance of the confidentiality of the information**.

This principle of work ethic presents a multitude of aspects such as: the observance of confidentiality by employees towards the company; by the supplier to the customers; by the negotiator towards the outside, etc.

Another equally important aspect is defined by **the sensitivity to conflicts of interest** through its components of their detection and, if possible, their avoidance, by using informational transparency, or even by appealing to neutral arbitrators to resolve them.

Respect for the rules of law represented in all countries, even if they are inappropriate laws, considered bad by outsiders, or some that can be excepted as extreme situations is a reference point in the application of the rules of professional ethics.

In the case of **professional conscience** (**professionalism**) are important the conditions for exercising the profession with conscience and prudence, for cultivating professional competence and obviously for limiting decisions and actions only at the level of professional competence.

For a good development of the activities specific to this field, **loyalty and good faith** can be materialized by conditions that do not deceive any party involved in the professional relationship, keep their word and be fair, also to respect business partners and to be based on exposing the truth to negotiations.

All these aspects are correlated with **the sense of responsibility** materialized in the attention paid to the practical consequences of the decisions and obviously the assumption of one's own responsibility based on the proven competences.

An extremely important principle is also **the respect of the rights and freedoms of others**, thereby ensuring freedom of conduct, freedom of opinion and the avoidance of discrimination of any kind.

This last principle, **the respect of the human being** complements the previous ones by emphasizing the attention that must be paid to the fact of not bringing intentional damages to others and of respecting the human personality, with its needs, needs, options and expressions..

Experimental aspects regarding the dynamic interaction of the optometrist specialist with the specific functional modules

Thus, an important aspect of the activity of an optometry specialist - optometrist engineer - is the development of complex activities in the field of medical optics and optometry by developing business, respecting the principles of ethics, whether it is carried out horizontally or vertically or spatially.

The variant identified and proposed by this analysis to obtain a synthesis of the activity in a multifunctional ophthalmology / optometry center with the final goal of having a faithful "mirror" and to cover the entire specific activity is represented in fig.1.

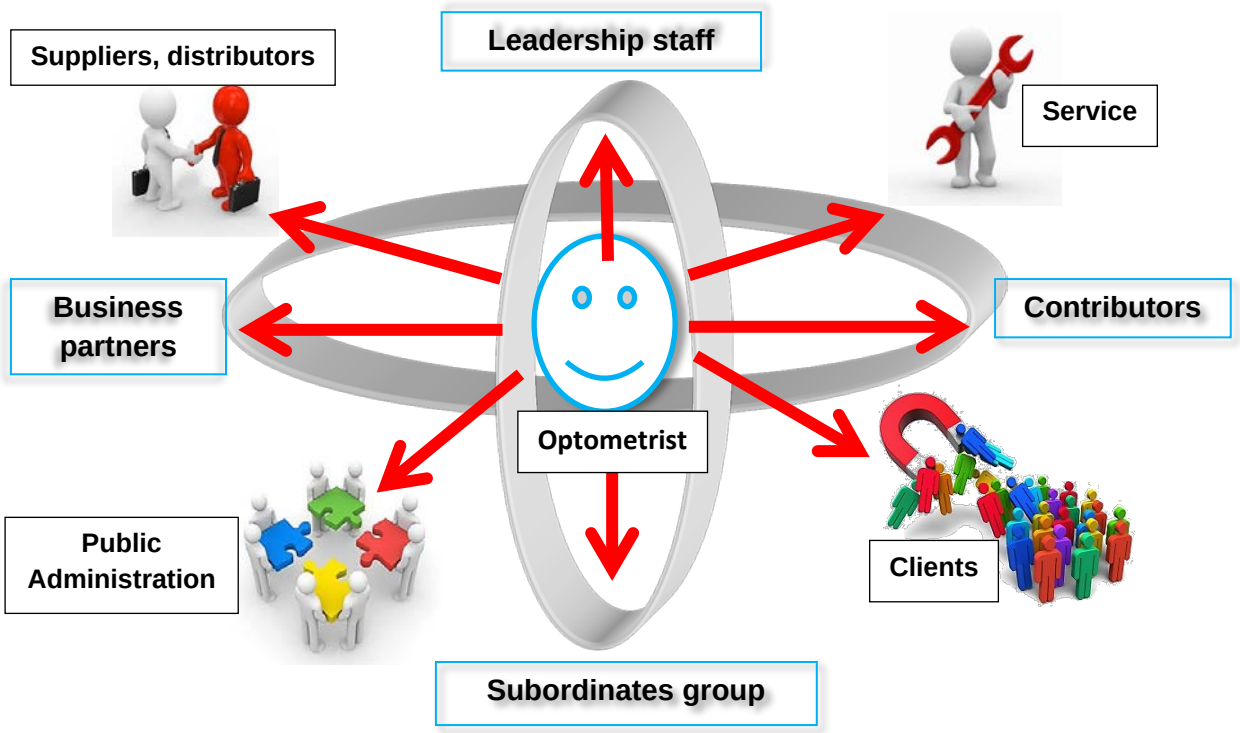

Figure no. 1. Scheme of interactions in the activity of an optometrist

The involvement of an optometrist in the field of work takes place in the two main directions (vertical and horizontal) and in addition in a plane, circular, random with several necessary entities during his activity.

With each of these modules the optometrist engineer establishes relations of subordination, coordination, collaboration, partnerships, business, commercial or other professional field, all necessary for a good organization and development of its main purpose - that of "specialist of healthy eye "(as defined by the World Council of Optometry - WCO https://worldcouncilofoptometry.info/).

Thus, through this way of organization, the importance of the central positioning of the **Optometrist** specialist can be defined from the point of view of his professional activity - the activity in the center of medical optics and optometry - the central element of the analysis.

The group of subordinates represents the category of employees in the company that the optometrist coordinates in the activity, with which he can even work together and which he guides in the activity depending on the main line defined by the specifics of the activity.

The management staff is composed of the coordinating staff of the activity in the center to which the optometrist is in a relationship of subordination or maybe he himself is an integral part of this staff.

The business partners are members of other companies with which the optometrist from the medical optics and optometry center, through the competencies assigned to him by the management through the job description, enters as a company representative, in business relations (consortia, short-term partnerships, etc.)

Collaborators are defined as physic or legal persons with whom the optometrist can collaborate for short or long periods to solve technical, financial, IT, design, etc. problems.

The service is provided by natural or legal persons authorized for the optometric field, entities with which the optometrist can collaborate permanently to ensure the

maintenance, up-grade, improvements and service of the equipment or facilities in the center.
Distributors, suppliers represent personnel specialized in commercial activities with which the optometrist can collaborate for the purchase of various materials, products necessary for the current activity in the field of medical optics and optometry or for the development, redevelopment and maintenance of the center.
The public administration is represented by state or private institutions necessary for the good development of the activity in the center (bank, financial administration, mayor's office, fire department, public health department, environmental agency, other agencies for approval, control and guidance, etc.).
Clients are defined as natural or legal persons with whom the optometrist comes into direct contact to solve the problems requested by them and in accordance with the specifics of the multifunctional ophthalmology / optometry center.
Compared to the presented variant, it was found during the analysis that there is an additional need for other functional modules that can be integrated in the principle scheme, modules that do not fall on either the vertical axis or the horizontal axis reporting the specific activity of an optometrist. -a multifunctional center.
These modules refer primarily to **continuing education (vocational training) (L.L.L. = Long Life learning)** for specialization and updating the knowledge of employees in an ophthalmology and optometry center. This important module will be able to be introduced in the scheme neither vertically nor horizontally, but in an external position (the motivation being that there are no subordinations of the optometrist with the specialized trainers!).
Secondly, it was possible to identify, in the analysis of the functioning of some optometry centers, the need to define **some development compartments and forecast the implementation of those activities specific to some areas of residence or needs** of the potential clients market. This type of activity appeared to be necessary after periods of construction and development of actions of the center as a possible lever for diversification and development in the future.
Therefore, the module that can be added in the proposed structure, in a space above the horizontal plane, becomes an informational module of initiation, coordination and action in order to improve the activity of the center in the medium and long term.
Another important module identified from the analysis of the needs of specific activities in a multifunctional center is **the module of organizational diversity of activities** through which each employee can work in the multifunctional center of excellence but in another field of activity.
This is necessary in order to be able to observe what it implies and what it means in terms of professionalism, the activity of these employees and in other situations and to be able to get involved and better develop their professional skills of their activity that are related by others from the same place.

Results and discussions

The activity in a multifunctional centre with specifics of ophthalmology / optometry is in continuous dynamics, being necessary adjustments and permanent correlations between the market requirements and the range of services offered or internal activity.
During the analysis it was observed that the flexibility of the connections between the modules that interact with the optometrist is beneficial and can lead to an increase in the efficiency of the basic activities.

In addition, it was found that the intensity of the interactions between the modules and the optometrist may vary due to different conditions of evolution or conditions outside the activity of the centre.
Under these conditions, a periodic analysis is required (depending on the management decision) of the stage in which the activities are carried out and also an analysis of how many times it is necessary to intervene to correct some blockages, adjust or adjust some functions from the activity of the centre.

Conclusion

Therefore, this structure proposed by the interaction between the optometrist and the functional modules of a center of excellence in ophthalmology / optometry in order to transform it into a large company involves periodic, relevant and rapid reactions to allow its development. vertically as well as horizontally, involving all the necessary levers.
As the evolution of technology and technologies, of the informational or financial field is very fast and dynamic, it is necessary to elaborate strategies that predict and minimize the effect of known / unknown and / or assumed risks.

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