

SOCIAL INITIATIVE AND ORGANIZATIONAL CIVIC BEHAVIOUR

BY

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Abstract. This paper wants to define the organizational civic behaviour and to describe the essential components of this type of behaviour in the context of the social initiative and the manifest civic competence. Thus, we define concepts such as: altruism, fair-play, organizational loyalty, organizational conformism, individual initiative, civic behaviour and personal development. We also delimit a series of social strategies of development of the organizational civic behaviour based on methods and techniques to value the group dynamics, strategies of personal behaviour of each person in the group, to activate the group as a social entrepreneur, techniques to stimulate the assertive behaviour in organizational and social context.

Key words: social initiative; organizational civic behaviour; social entrepreneur; assertive strategies; personal development.

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