



Performance and Evaluation in Political Parties Management

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ABSTRACT

In the context of the continuation of the electoral reform by improving the conditions for access to the political competition of political parties in Romania, it is necessary to approach specific managerial techniques in planning and carrying out the activities of a political organization, as well as their continuous evaluation, political performance. Against the backdrop of the accelerated growth of political competition and the need for loyalty of the electorate, it is necessary to analyze the efficiency criteria through key performance indicators. The purpose of the research is to analyze the possibility of diversifying the methods used to assess the activity of political parties in Romania by monitoring developed on different areas of interest of political organizations. The research is based on the review of national and international scientific literature and case studies. At national level, the opportunity to analyze the performance of political parties on the basis of efficiency can be done from the perspective of managerial methods, tools and techniques used by political parties in a given political context. The development of performance indicators applicable to the work of political organizations can be a viable alternative to assessing the efficiency of these endeavors' activities, with direct consequences on the government and political system in the country, and indirectly on democracy and civil society as a whole.

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1. Introduction

An analysis of the managerial methods, tools and techniques used by political parties in planning and carrying out specific activities proves its necessity as the first stage in developing a system of performance indicators applicable to the activity of political organizations with the role of evaluating the efficiency of these entities, in a competitive political environment, being constantly changing and reforming as a result of the requirements imposed by the civil society, by monitoring certain performance indicators developed in various areas of interest, there are created premises of diversifying the methods of evaluating the activity of the political organizations for the purpose of improving processes and obtaining performance. As in the case of economic entities, the functioning of parties is based on a number of notions which, according to Kotarbinski (1976), must be integrated in the "concept of efficiency of the two value dimensions: economic nature - as a ratio between the quantity of products and the volume of resources consumed; between the expected effects obtained and the volume of activities initiated and achieved, and the effectiveness - reaching the purpose intended; in this case, the increase in the number of party members, the percentages in polls and the winning of electoral consultations.

In the economic literature of our country, Ristea (2007) assigns the term of performance to three notions, respectively: economic nature which refers at procuring the necessary resources at the lowest cost, efficiency which refers at maximizing the results obtained, starting from a given amount of resources or minimizing the amount of resources for a predetermined result, and effectiveness which refers at the results obtained in order to achieve the expected results. The concept of performance from an economic point of view transposes the manner in which an enterprise achieves its proposed goals, and one of the major guidelines regarding the multitude of definitions related to performance is based on the degree of reaching the strategic goals of an economic entity.

2. Methodology

The analysis of managerial tools and techniques used by political parties in planning and unfolding out specific activities is a complex theme and has been analyzed by researchers and specialists in the field of political science, political sociology and management from the perspective of political parties, both at national and mostly at international level. There are various approaches to this evaluation and the review of the

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literature reveals the complexity of the management system for political party activity, although the analyzes performed are limited, since the aspects analyzed in the various evaluation systems lead to different results and only provide a partial evaluation. The research focuses on the study of recent approaches and trends in the field of performance management of political parties and on the analysis of various case studies. The purpose is to determine the impact of using different management tools and techniques on the evolution performance of political parties, monitoring and evaluating the performance by designing a set of performance indicators.

The proposed evaluation system, based on the studies carried out by various democracy defense bodies that analyzed the activity of political parties from several perspectives, created the requisites for carrying out the political parties' activity in a legally regulated framework, based on scientific and managerial principles, monitoring the efficiency criteria through key performance indicators. The comparative analysis between an economic organization, which intends to make a profit, and a political organization aimed at gaining power, highlights the areas where, through applying management techniques and tools specific to an economic organization, it can be obtained a higher degree of fulfillment of political objectives in terms of efficiency, effectiveness and economic nature.

3. Political organization management

Tamas (2006) states that organizations differ from one another according to the manner in which they respond to different social requirements. The basis and purposefulness of the theory of organization in the economic management is the efficiency of the functioning of an economic enterprise, instead, the political leadership being requested to simultaneously satisfy a diversity of subjective expectations of the population and, at the same time, a multitude of objective requirements of the social development, it needs organizational structures and mechanisms to corresponds to its responsibilities for the overall development of social life. In organizational terms, Tamas (2006) assigns to the political party the following components of the political activities: "organizing the internal life of the party, supervising the observance of the statutory provisions, managing the staff problems, organizing relations with other parties in the country and abroad, coordinating relations with NGOs, communication with the media, achieving communication channels among parties and citizens, control of the political party finances and management of the assets of the political party".

The monitoring and evaluation of these activities must be integrated into a strategic plan designed on a number of performance indicators that the political entity proposes itself to reach in order to ensure the objectives established both at local and at national level. The concept of performance cannot exist independently of the proposed goals and the process of setting goals is an intrinsic component of the organizational management which is also specific to political organization. In order to be able to approach the concept of management applicable to a political organization, it is necessary to know the basic functions of management that have undergone different interpretations and modifications in time.

Vojvodić et al. (2016) have adapted the functions of management to an economic entity on the specific nature of the political management, thus outlining an action framework for a political organization on the basis of the following principles:

- 1) maintaining the position on the political scene that forms the basis for the existence and development of a political party;
- 2) the division of functions in the party that is adapted to the need for specialization corresponding to the formal education and the party leaders' vocation, for the purpose of developing the management organization and efficiency;
- 3) the authority of the political party leader related to the political decision;
- 4) the party discipline intended for the party members concerning the unfailing implementation of political decisions by the lower levels of the party;
- 5) the aggregation of the issuance of party tasks in the sense that there is only one hierarchical superior from whom the lower echelon receives orders and with whom he/she communicates directly;
- 6) leadership aggregation, a principle according to which all activities with the same goal are interconnected and managed by the same hierarchical superior, which enables an efficient coordination;
- 7) subordination of individual interests to general interests, which implies that the interest of the political party is above the interest of an individual or a group;
- 8) development of the human resources of the party who are the main holders of political positions towards ensuring the members' motivation with a view to achieving the goals and mission of the organization;
- 9) reward as an incentive principle in the sense of satisfying the interests of the members;
- 10) centralization as a principle based on the balance between centralization of planning and control and decentralization of other functions;
- 11) establishing the hierarchy required for the decision-making system that includes all levels of the organization, both political superiors and subordinates;

12) position in the hierarchy, principle that is based on the phrase: "the right man in the right place" in order to know the members' abilities for positioning in the political organization;

13) equitableness, as a means of increasing motivation and efficiency, as a result of the existence and cultivation of upright human relations within the party;

14) stability of the members in order to counteract the phenomenon of political party switching;

15) the initiative, through which it is given impetus to creativity, innovation and continuous adaptation of the political organization to the changes claimed by the civil society;

16) team spirit, with direct benefits in the political organization efficiency.

The evaluation of internal and external environment in which a political organization activates is a fundamental need to which the study also refers and in accordance with this analysis, Van den Berg (2013) brings up the use of SWOT analysis as "an effective manner to identify the major internal and external problems which a political party is contended with". Strengths and weaknesses refer to the internal environment of the party, over which it has a certain influence and the opportunities and threats are related to the external environment of the party, where it exerts a relatively limited influence. The use of the SWOT framework helps a political organization to direct its resources towards the areas that contribute to the achievement of the goals and the mission and identifies new areas of exploration, as well as new opportunities for development.

Van den Berg (2013) indicates a number of questions applicable to each area of the SWOT analysis as it is shown in Table 1:

Table 1. Questions applicable to each area of the SWOT analysis

| STRENGTHS | WEAKNESSES |
|---|---|
| What are the advantages of the political party? | What are the disadvantages of the political party compared to other political parties in the system? |
| What is the organizational structure of the party, respectively the structures of other political parties in the system? | What programs and activities does the party perform with low results? |
| What does the political party do better or better than its political competitors? | What relevant resources are volatile, insecure or have gone and what is the cause? |
| What are the activities or programs that they carry out with very good results? | What aspects of governance are problematic?" |
| What relevant resources are there and what are they based on? | |
| What for is the political party known? | |
| What aspects of governance function correctly? | |
| What are the strengths of the party's human resources? | |
| OPPORTUNITIES | THREATS |
| What are the best opportunities for the party as concerns activity, members and resources? | What obstacles are most likely to occur? |
| What trends could or should open up new opportunities (changes in technology, legislation, political landscape)? | Are there old or new competitors that could pose a threat and why? |
| How would the changes in government policies influence the performance of a party in a positive manner? | Are there changes in demand and supply on the political market that could threaten the political party? |
| How would contribute to the development of the party the knowledge of social models, lifestyles, values and profiles of the population? | Are there problems with financing or cash flow? |
| | What technological changes could pose a threat? |
| | How would changes in government policies influence the performance of the party in a negative way? |

Source: Van den Berg (2013)

4. Identifying the Performance Indicators in the Activity of a Political Party

In a study conducted by De Vrieze (2014) in the form of a guide addressed to the political parties programs, it is brought up the notion of performance indicators related to the activity of political parties analyzed in the context of an increasing interest from the European Union (EU) with regard to supporting democracy in general and assistance provided to political parties in particular. Increasing the EU commitment and support for the development of viable, democratic and representative political parties at present, seems to be needed not only to ensure a successful activity of backing up democracy through supporting the activity of political parties.

De Vrieze (2014) focuses on eight areas in which the political parties have recorded performances, areas synthesized in the form of efficiency indicators, as follows:

1. Functions & management:

The decision-making processes within the political parties must be comprehensive and democratic: Strengthening the party management requires the consolidation of the internal decision-making process and the decision-making transparency. It is vital that the democracy within the party is transparent to both the public and the members of the party who can be formally involved in the decision-making process through party commissions or congresses, a practice common to democratic parties. The decisions made informally are specific to many parties dominated by elites, in which the members do not have a substantial contribution in the decision making due to the weak institutionalization of the party.

Efficient communication among the headquarters and branches of the parties: If the key functioning aspects of the political organizations are properly managed, they lead to a party growth by setting up new organizations, subsidiaries/branch offices and to develop channels of communication between headquarters and newly created structures.

Transparency of party financing and responsible financial management: There are minimum five sources of party financing: state funding, corporate financing, private donations, membership fees, commercial income (party literature, newspaper, publishing house, real estate and other non-participating economic activities). In some countries, the parties report their financial statements to an independent, interparliamentary institution, electoral commission or other organization. The responsibility lies in observing the specific legislative framework as concerns publishing the incomes, the expenses coming from the current activity and the electoral campaigns, as well as of the mechanisms of budgetary reporting, monitoring and execution. Transparency consists in the way it is built the budget of the party, the way in which party projects or internal structures are allocated funds and in establishing the competences of the financial secretary /treasurer of the party.

2. The Electoral Process

Improvement in the parties' communication and access to citizens: Elections are the moment when the party leadership and members are the most involved, the focus being on establishing the campaign strategy, funds raising, designing the communication mix, incorporating public opinion to form messages, a better development of the party platforms and electoral promises. Best practices suggest the usefulness of a systematic and comprehensive mapping of citizens' concerns during pre-election periods. This mapping can contribute to a better integration of citizens' needs into electoral platforms. In order for the electoral platforms to become viable, it is important to consult the party's adherents and to evaluate the needs /interests in an extended area of the constituency.

Respecting and backing up the electoral framework by political parties: Adjusting the legislative framework for elections in the sense of reviewing the legislation for the operational requirements of the elections or for encouraging increased participation of women and other under-represented groups. In order to establish basic rules for party behavior during elections, it is often encouraged the "Codes of Conduct" development among political parties that contribute to decreasing electoral conflicts and promoting public confidence in elections credibility.

Strengthening political parties during elections: This can be achieved by building capacities for party volunteers for election observation / election monitoring and training on how to use polls at the exit from the ballot boxes and rapid counting techniques.

3. Party Development; Policies and Programs

The high capacity of the parties to develop policies and programs: The political parties that focus on clear sets of policies or programs and are committed to implementing them if successful in the elections, are directly responsible to voters in fulfilling their promises, and the opposition parties account for the role to create a system specific of "controls and balances" of the winning parties' actions. Therefore, programmatic parties are more likely to contribute to the nation development and poverty fighting than other types of parties trying to control the state resources.

Making more efficient the decision-making process: This aspect leads to more comprehensive party policies and programs regarding the diversification of policies on topical subjects such as state organization, streamlining the legislative agenda or the proper functioning of the government in the event of a coalition.

Regular monitoring and evaluation of the implementation of policies and programs: The parties regularly monitor and evaluate the implementation of party policies and programs by designing an internal system for their evaluation.

4. Interaction with International Organizations of Political Parties

Membership in international political organizations: Political parties do not function only within a national state; often there are interactions with parties from other countries, through the so-called "Internationals of the parties" which are based on a similar historical or geopolitical ideology. The opportunities brought by the affiliation to international party organizations can be found in dialogues on subjects related to economic issues, security, migration, human rights and civil liberties, the relationship between state and religion, the relationship of parties with the diaspora.

5. Building Inter-party Relations and Communications

Feasibility of multi-party dialogue: The political dialogue contributes to the consolidation of democracy, socio-economic sustainability and to the coalition of political parties around a common national development program.

Strengthening the organizational capabilities of multi-party dialogue platforms: The extended nature of the conflicts leads to the approach of political dialogue that has to be done on a large scale with the participation of the relevant parties generating that conflict, with a view to settling the causes.

Facilitating interparliamentary dialogue concerning issues of common interest: The usefulness of interparliamentary dialogue against co-operating on issues of mutual interest, such as the reform of the political system or the electoral system, is eloquent in building a basis for cooperation and confidence between political opponents.

6. Political Parties and Society; the Involvement of Women, Youth and Disadvantaged Groups in the Activity of Political Parties

Increasing women's visibility and improving internal governance so as to enhance the participation of women in politics: In new or emerging democracies, women are significantly under-represented in political parties, aspects resolved through a series of organizational measures such as creating women organizations in parties or assigning them leadership positions within the party. The legal framework provides in some legislations the conditioning of the candidates lists in elections on the existence of women on the electoral lists. Increasing youth mobilization and improving internal governance in order to grow the youth participation in politics.

Young people face obstacles in the way of involvement in the political parties' activity; they are often overlooked in making party decisions and adhering to leadership positions as their role has often been diminished to providing electoral aid in election campaigns. Nevertheless, the parties have become aware that youth leaders form the basis for the next generation of party leaders. The activists from youth organizations provide access to student organizations and youth movements, thus ensuring the broadening of the traditional base of party sympathizers. Young people are often the impetus for promoting the party reform and introducing new practices. Bringing up the visibility of under-represented groups and improving internal governance for increasing the participation of disadvantaged groups. In some countries there is a more inclusive political system and the representation and promotion of the rights and interests of a specific ethnic community is done by creating political parties belonging to these minorities that benefit from an advantageous legislative framework through the assignment of seats in parliament.

7. Political parties and Parliament

Improvement of the organization, the decision-making process and the development of the Parliament group policies. The political parties tend to determine the behavioral norms in the parliament by establishing the composition of the parliamentary commissions and by appointing the heads of the parliamentary groups whose visibility increases along with the participation in the public debates.

Properly regulation by the parliament of the role of parliamentary groups: The parties play an important political role in ensuring that the government can count on a parliamentary majority. The reality has proven a different treatment of the parliamentarians in the governing parties versus the parliamentarians of the opposition parties although the practice has focused on ensuring that both groups have an equal and fair chance for public debate and parliamentary activity.

Improving the instruments for collaboration with the voters, including through the offices of relations with the constituencies: Improving the tools for collaboration with voters, including through the bureaus of relations with the constituencies. Depending on the electoral system, deputies often represent a certain region to which it corresponds a local party organization through which parliamentarians interact with voters. Also, in many countries, the parliament provides financial support or human resources to the parliamentary offices in order to develop relations with the constituencies in which they were elected.

8. Legislative Framework concerning Political Parties

Establishing the legislative framework to include the requirements on the registration and functioning of political parties: Strengthening the legislative framework that regulates the legal status of political parties, establishes the manner of registering and functioning a political party, accessing and managing the party funds. The legislative documents regulating political parties may be adopted by a law specific to political parties or incorporated in various other legislative acts that refer to the activity of political parties.

Designing a transparent, fair and accessible system for financing political parties and electoral campaign: The legislation regulates the type of activity in which the parties get involved, the financing method (public and/or private) attracting and using the funds, the obligation to publish financial reports.

5. Development of a System of Performance Indicators for the Activity of a Political Party

Within the same framework of performance analysis in terms of some barometers, a program guide related to political parties published by the National Democratic Institute (NDI) in 2008 summarizes the contextual factors that involve the way a political party acts in three groups: political space, political will and political capacity/competence. Political space refers to the ecosystem in which political parties operate and to

the freedom that organizations, groups and individuals must have in the democratic process. At the system level, this includes the freedom with which the parties can perform their basic functions: proposing policies, electoral competition and participating in government. Moreover, it refers to the nature of interparliamentary relations and interactions between political parties, on the one hand, and between political parties and other institutions and individual actors, on the other.

Political will describes a variety of concepts related to the desire of political leaders to engage in reform. Political will refers to the motivations of various stakeholders, including political leaders, activists and groups, which influence their behavior and can be formed by a multitude of factors including values, culture, personal history, desire for financial gain or power or personal perceptions of the political landscape and its risks and opportunities.

Capacity/competence refers rather to the skills, information, systems, relationships and financial resources that the parties must manage an organization to formulate policies. For example, the party staff and activists need certain skills to perform their daily tasks. The effective organizational structure for internal communication, administration and financial management are equally important for the overall effectiveness of political parties. Finally, in order to function, the parties need resources for organizing activities, hiring staff, paying rent and covering other operating expenses.

The entirety consisting of "political space, political will, and capacity/competence" offers a structure for analyzing the manner in which political parties achieve their representative role, based on performance indicators that are based on the following considerations:

1) Arguments for assessing the impact of political space, as it follows:

- Identification of formal rules that govern and influence the performance of the party. These may include the electoral system, legal and constitutional provisions and parliamentary rules;
- Evaluating the performance in terms of factors such as the political calendar or the frequency of elections;
- Identifying informal rules or habits that influence the performance of the party; for example, the existence of a history of patronage or clientelism, the significant role of religious structures or other traditional structures of power in national or regional politics;
- The existence of legal barriers that prevent certain groups from voting, running or holding positions, for example, there are age restrictions that prevent young people from holding certain positions.

2) Arguments for evaluating the impact of political will, as it follows:

- Methods of motivating the influential actors of the party, incentive based on financial ambitions; the desire to advance in the party structures and to exert personal influence; or ideological or specific political interests;
- Controlling the decision-making process and financing the party according to the party's organizational culture, including values and priorities; for example: involvement of middle-level officials and members of lower structures in party decisions, the manner of developing and approving party policies and platforms, the manner and frequency of selection of party leaders and candidates in elections.

3) Arguments for evaluating the impact of party capacity/competence, as it follows:

- Understanding the roles by the party staff and activists and evaluating skills in specific areas and policy development;
- Yielding of internal communication structures, organizational management;
- The method of allocating the funds coming from public financing, from the state;
- Restrictions concerning the ability of the party to raise funds;
- Positioning the party as concerns access to information and managing relationships with influential groups and individuals.

6. Building an Original Framework for Evaluating Performance of Political Parties

Starting from a guide made by Metzger et al. (2012) for World Resources Institute regarding the concept of sustainability SWOT – SWOT which can also be transposed in the analysis of the activity specific to the political parties, in conjunction with the analyzed indicator schemes, there are created the premises of the construction of an original analysis system, with influences from the management of the performance of economic organizations, overlapped to the political organizations.



Figure 1. Sustainability SWOT (sSWOT)

Source: Metzger et al. (2012)

The Sustainability SWOT (sSWOT) which is introduced in Figure 1 can be customized for the strategic analysis of political organizations, the instrument being intended for designing an overall vision of the organization, based on this model, from the evolution trends of the political system and the electoral system in which the party also acts the challenges of this environment. It works as an x-ray of the political organization and evaluates at the same time the internal and external influence factors of the political party, as well as its position on the political market or in relation to the other political competitors, with the purpose to highlight the strengths and weaknesses of the political formation, in conjunction with the opportunities and threats existing at any given moment in the political market.

In the case of a political organization, the technological and social opportunities and the use of social marketing techniques and behavioral analysis can lead to the knowledge of social models, the profiling of the population being very useful in knowing the social trends and anticipating and satisfying the electorate needs. As for the fears, for a political party is representative the competition existing in the political market. The emergence of new political parties, the merging of existing parties, as well as the creation of political or electoral alliances, contribute to the great dynamics of the political market which leads to the design of flexible organizational structures with good flexibility and adaptability to market trends. Regarding the strengths, the political parties that have financial resources from both public and private sources, territorial representation, the development of local organizations and the availability of human resources with good governance expertise are notorious. The organization of the activity from a managerial perspective as well as the development of relations with the mass media in the corollary of belonging to the international political families, create the premises of an effective and efficient political organization. At the opposite pole, the promotion of unsustainable governance policies, the lack of reforms within the party and the media dependence on the party leader can create the image of a non-effective, closed and drifting party.

In addition to a classic SWOT analysis, the sustainability SWOT approaches two new evaluation areas, which consist in prioritizing actions from a political organization and drafting and achieving an action plan as a result of prioritization. The determination of the action in the case of a political organization is more emphasized during the electoral periods, when the focus and the actions are centered on obtaining the best score during the electoral consultations. Both analyzes, both SWOT and sSWOT, also show a subjective configuration due to the categorization of strengths, weaknesses, opportunities and fears because there is a high degree of uncertainty in a political market.

7. Political Party Financing as an Indicator of the Political Party Performance

Taking over the notion of financing the activity of political parties and electoral campaigns, a number of studies emphasize that a vibrant and truly competitive democratic policy is based on an efficient functioning of political parties, whose anchoring in the society is based on substantial financial resources and the regimes of political financing from the entire world is distinguished by a contingency and a great diversity, variation that is put forth both from one political system to another, from one political party to another, and within the same party from a local organization to another. On these lines, Moses (2014), carried out the study for the organization Global Integrity developing a number of indicators regarding the financing of political parties and electoral campaigns. The report was built on a series of practices and data collected from 54 countries around the world and processed by experts from Global Integrity, and the score of Money, Politics, and Transparency (MPT) evaluates the essential components of efficient regimes of political financing in the countries participating in study, which include enactment of the direct and indirect public financing, limits of the contributions and expenditure, reporting and publishing information, regulating the action framework of third parties, and monitoring and implementing regulations.

From the analysis of those indicators, the MPT framework underlines the following aspects:

1. There are many cases where countries and institutions in charge of ensuring the integrity of political funding systems consistently fail to enforce the existing laws in various situations such as the fact that, in some countries, supervisory authorities are organized in such a way as to prevent the actual enforcement of them by the political appointment of the management of such authorities, in which case, the execution capacity is inefficient.
2. In countries where standards for reporting and publishing financial statements are regulated, policy makers are less inclined to violations or abuse of existing legal frameworks, and where there are violations, an effective reporting and publishing of financial statements may be a mechanism through which to empower the media and civil society to claim a certain measure of responsibility on the part of the political parties.
3. The importance of third parties varies enormously within the MPT sample. In some countries the aggregate electoral relevance of third parties, non-profit organizations, political action committees and unions seems to heighten. As such, these organizations can exert a large influence during campaigns, either through contributions to candidates or parties, or by making independent expenditures on behalf of specific campaigns. Without the legislation in force in most countries to govern such activities, citizens and journalists are not able to implement the accountability and transparency rules, which may limit the extent to which campaigns are open and, in some cases, competitive.
4. The MPT research proves that, despite the frequency of direct and indirect public funding systems, few countries transparently govern the allocation and granting of state subsidies to parties and /or candidates. Moreover, the MPT evidences suggest that in most systems, despite clear prohibitions concerning the use of state resources during campaigns, state-owned logistics are often used in election campaigns.
5. The MPT study underlines that cash contributions are, for the most part, unregulated in many countries. Anonymous donations are often allowed, and many countries do not mandate reporting of loans and donations in kind, situations in which these regulatory deficits increase the opacity of political funding systems.

The MPT proofs suggest that regulation of limiting the expenditure is efficient, which enables political actors to spend a certain amount for each relevant voter, and those countries that rely on self-regulation or establish very low expenditure limits are typically faced with breach of legislation, the integrity of political financing system being compromised by unregulated financial flows. Finally, the disjunctions between legal regulation and practical application is persisting in all countries participating in the study.

8. Conclusions

The international practice regarding the analysis of managerial methods, instruments and techniques used by political parties in planning and carrying out specific activities reveals the existence of successful models which, applied within the political organizations, have led to achieving a higher degree of the political objectives in conditions of efficiency, effectiveness and economic nature. Also, designing a set of performance indicators applicable to political organizations, with the role to evaluate the efficiency of these entities, created the premises for unfolding the activity of political parties in a scientific framework using managerial principles and techniques for the purpose of obtaining the highest degree of political goals accomplishment.

In the Romanian political environment that requires a change and reformation of political parties, customization and development of these indicators on various areas of interest, would represent an efficient barometer for national political organizations, in order to improve management processes and obtain performance in both the current activity, and especially in electoral consultations.

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