

Romanian Managers and the Need for Security and Intelligence Education

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Abstract. This paper is an advocacy for the implementation of educational programs in the field of national security as specific activities of corporate social responsibility, in addition to the courses designed and delivered by academia. Yet, so far, educational activities that are a part of corporate social responsibility have not included any initiatives to promote security education and security culture. Having in mind that the main objective of corporate social responsibility is to increase the welfare of community, I plead for connecting the two fields: the responsibility of entrepreneurial environment and the education for security. As Romanian managers may be still influenced by the ideology and experiences during communist period, to spend money for the purpose of social responsibility and at the same time to accumulate the profit in our post-communist society that has to cope with a disastrous environmental infrastructure, such as vast scale pollution, often outdated industries (especially in the energy, mineral extraction and metallurgic fields) we seem to be faced with irreconcilable issues. In this context, the role of education for security is required as decisive. The existing academic curricula in the field of security and intelligence should be dimensioned according to the needs of the citizens. My conclusion asserts that it is important for business environment to assume such responsibilities through collaboration with other institutions of higher education in order to incorporate these new dimensions in their corporate social responsibility strategies.

Keywords: security education, security culture, corporate social responsibility, academic curricula, business.

1. Introduction

After the collapse of the Soviet Union and the Cold War, the world has changed dramatically and, along with this, the old concept of "security" has acquired new coordinates: the traditional approach, with a great emphasis on the military dimension, has changed by including some new aspects of economic, societal, cultural, and environmental security.

The meanings of security have varied depending on the society which we relate to, being derived from specific social and historical contexts. The differences were determined according to the preeminence of one moral value over another or whether the individual, group, nation or the entire world are considered to be of primary importance in dimensioning security policies.

Broadly speaking, security includes the absence of risks and threats in all areas of society: military, economy, culture, environment, identity etc. The United Nation Report entitled "*A more secure world: our shared responsibility*" identified and listed the main threats to international security: international terrorism, proliferation of weapons of mass destruction, inter-ethnic conflicts, organized crime networks, environmental issues, the dangerous widening gaps of development between the North and South [1].

Today the responsibility for security is no longer the exclusive privilege of the state political and military factors, but it is also a characteristic of regional or international organizations, non-governmental organizations, local communities or business environments. Currently, a healthy society should be open to changes and innovations and should be able to secure a balance between the public interest and the private interests of citizens while providing the social context that allows the contribution of each social actor (individual or group).

2. Security and intelligence culture

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In order to facilitate better human security awareness at both public and private level, the work of UNESCO stresses up three main elements that are needed to determine the transformation of theoretical concept into practice [2]:

1. the development of a common moral foundation that ensures human dignity as a central pillar of human security;
2. the establishment of new norms to ensure the implementation of the above mentioned values in relation to the protection of human rights;
3. strengthening education and training so that sustainable development is ensured and broadening democratic agenda to include human security issues.

The objective of these paradigmatic reconfigurations is essentially the foundation of security culture, conceptualized as an essential coordinate of every modern state. In 1949, Sherman Kent [3] insisted upon the idea that intelligence studies are not designed solely for the experts, but every citizen can be considered an appropriate target for this type of education.

Security culture requires a high degree of preparedness of society for the country's defense, law enforcement, observing national values, customs and traditions of people in order to counter a possible internal or external enemy, being also a moral, educational and formative landmark" [4]. The phrase "intelligence culture" can be defined as a set of rules, concepts, values, traditions, beliefs and ethical practices through which citizens are prepared to support the protection of values, history and traditions versus the potential opponent, in terms of intelligence work.

Security and intelligence culture is possible through education, which is a set of measures systematically undertaken by public authorities and NGOs which provide the concepts, ideas and information about the values, interests and national security needed for the training and development of intellectual, moral and behavioral dimensions of citizens regarding issues of national and international security [5].

Most of the developed Western countries agree that national security is a public good and every citizen must contribute to the smooth functioning of society and to combating potential threats. National, regional or global security may be provided only to the extent in which there is a two-way communication between intelligence agencies and citizens. Public support given to the specialized security institutions is essential. To achieve national security objectives is important to overcome barriers such as distrust to authorities, the poor image of different public institutions.

Allesandro Politi [6] also noticed the existence of a link between "security culture" and the concept of "intelligence volunteer", which is a desirable behavior of citizens in relation to the national interest. Having the background of a sustainable democracy, citizens can serve the public interest within the meaning of a cautious behavior and disclosure of any suspicious facts, given the conditions where these initiatives are implemented to protect citizens. As security has been lately considered to be a public good, also security policy is considered a public policy.

A strengthened security culture can be developed only by implementing these three dimensions as a whole, which allows interaction between these levels, and strengthens each link involved. In shaping the security culture, authorities have the responsibility to provide the civil society the support needed to properly understand the concept of strategic security and the availability to show transparency in promoting security. Civil societies should be involved in consultations and debates with reference to current issues of national security sphere.

The level of involvement of social actors in activities that contribute to national security can be a powerful predictor of the effectiveness of intelligence, but also for the standard of living. It is important to point out that public inactivity related to national security is determined by individual's value system. People assume the roles of "intelligence volunteer" or avoid such situations depending on the nature of their values. Sometimes intelligence related activities are wrongly associated with espionage or deletion and, therefore, rejected by common people.

At the international level a series of psychological and sociological studies have been made regarding the individuals' social representations on national security. Unfortunately, most studies have revealed that people

tend to pay very low importance to national security. This is a very surprising conclusion, if we have as a premise the well known “pyramid of needs” [7] which stipulates that people firstly meet their basic needs as food, water and housing, but also the need for safety, for being a member of a community, for social recognition and for self-actualization. For example, Americans and Canadians have placed national security last in Rokeach's value scale [8]. This finding is simply incomprehensible and requires further deepening: why people no longer consider important to be protected from any attack and to be safe!

3. Security and intelligence education – Romanian intelligence studies

In many developed states, intelligence services have established their own partnerships with universities or recognized educational institutions in order to establish educational programs to study intelligence and security. The most important steps in this direction are found in the United States of America, Great Britain, Israel, Canada, and Germany, where important centers for studying security and intelligence have been founded. Central Intelligence Agency itself has organized conferences and roundtables on such topics. Many of these programs are designed to train practitioners in the field of homeland affairs or corporate security.

John Gannon [9] encouraged state authorities to increase their efforts towards a greater investment in human resources expertise, and especially of its scientific component. The Director of *Intelligence Romanian Service*, George Cristian Maior [10], emphasizes that one of the reasons why intelligence has not received an academic recognition so far is derived from the alleged secretiveness of the process.

Nevertheless, this obstacle has been overcome in the contemporary era because of the public interest, but also because intelligence organizations have shown a greater openness and desire to have a transparent relationship with its beneficiaries and public. The paradigm of openness was also imposed by the specific developments of globalization. At EU level there are some disparities between member states in terms of security culture of each society. For example, compared to Romania's, the civil society of United Kingdom is more active and more critical regarding the inability or mistakes of intelligence agencies. While Romanian citizens need a lot of education through strategies, programs or actions to support intelligence applications, it is a great honor for a British, American or French citizen to be involved this way [11].

The Romanian Supreme Defense Council included among other duties of *Romanian National Intelligence Community* the promotion safety culture in partnership with authorities, public institutions or private organizations. For the partnership between civil society and domestic intelligence services to be viable it is necessary for the actions assumed by these structures to be open and for the civil society to overcome their prejudices. The importance of security culture is also emphasized by the *Strategic Vision of the Romanian Intelligence Service 2007-2010* when speaking about defining appropriate instruments to link civil society and the private sector. Representatives of the *Romanian Intelligence Service* said that security culture training represented obligations for the civil society and for the national security system structures, including the *Romanian Intelligence Service*.

Despite having a vast tradition of studying and theorizing of intelligence (as "*Mihai Viteazul*" *National Intelligence Academy* which was founded 20 years ago), a Romanian School of Intelligence does not exist. The approach to the field was mostly passive and contributions remained confined in a cone of shadow. The lack of nationally and internationally visibility may be one of the reasons that the ongoing initiatives of intelligence educational programs do not have a strategic national plan to promote such a specialization and also the need for the security and intelligence culture. Instead of cooperation and collaboration, Romanian academic research centers seem to be rather in a competition without tangible results. In rare cases, institutional cooperation is recorded, such as the master degree "*Intelligence analysis*" conducted by the *Faculty of Sociology of University of Bucharest* and "*Mihai Viteazul*" *National Intelligence Academy*.

Therefore, as a proof of maturity of Romanian society in this regard and in full agreement with the changes occurring in the international security environment and the commitments assumed by Romania in the perspective of European integration some institutions of higher education have introduced in their curricula themes that address frontal or tangential the problem of community survival, especially security issues.

To conclude, the level and visibility of intelligence educational programs in Romania is conditioned by the existing strategic interest in that area, but also by the financial strength and the importance attached by authorities to security and intelligence issues. Although the dimensions of Romanian programs are harmonized with those of developed countries of the world, there is a gap in terms of funding, methods of dissemination and the degree to which experts and research results are valued by the state authorities.

4. A new perspective in security education of Romanian managers: a model

As several studies reveal [12], in countries that encourage cooperation and trust between the actors and that emphasize the human and social capital there is the highest prosperity. Unfortunately, the opposite is also true and can be invoked to explain Romania's situation where a large number of people has a low social consciences and a low sense of belonging to the community.

This is a strong reason for authorities to involve themselves in designing a national strategy with the objective of changing the attitudes of people towards intelligence and security and also of improving their involvement in security issues management. In a holistic approach, this model should consist of several stages:

I. the first stage should be designing a comprehensive national strategy aiming to improve security and intelligence culture.

Authorities should offer a legislative framework for making security and intelligence culture possible. Such a law would facilitate the linkage of activities related to security culture performed by a national network of NGOs, by educational institutions and by different companies through their CSR actions. Most activities will be circumscribed to:

1. designing a communication campaign on these themes and regarding the benefits of an efficient security and intelligence culture,
2. educating people in school and through extracurricular activities,
3. obtaining security and intelligence certificate by certain categories of people,
4. different activities organized within every specific community.

II.the education of the most important leaders of opinion in every society, such as managers, journalists, public authorities.

While the present need for security becomes more acute in the context of an unmanageable information bombardment in the postmodern era, providing security is very difficult to achieve in the absence of a social framework that allows the contribution of each individual or organization. Therefore, along with meeting the need for accurate information, the possibility of specialization in security and intelligence studies is at least as important because it represents the foundation of the culture of intelligence of the civil society.

For example, to attain an efficient security and intelligence culture at the level of Romanian managers it is important to provide the most important knowledge necessary for understanding specific issues of intelligence and security, but also to change their cautious and sometimes hostile attitude towards specialized agencies. Only the social conscience of managers and their understanding of the benefits that security culture might have on them and on community will make them act in the direction of educating their employee and the regular members of the community.

III.having each category of leaders aware of the risks and threats related to security and intelligence some new steps will be added.

For exemple in the entrepreneurial field, the next step to be done is to include activities designed to promote security and intelligence culture in the corporate social responsibility sphere (CSR is expanding in recent years in the business environment, but this area being circumscribed especially to protection of environment, helping disadvantaged and disabled people, encouraging innovation and providing technology to various public institutions and sometime educating people). Managers can exert influence and persuade their employees and also to the community as a whole providing more information to their employees. For people to have a better representation of what security is, managers should direct their money to the specialized institutions to organize courses, roundtables, conferences, in terms of providing knowledge but also to change the hostile attitude of the citizens.

According to social psychology, a person will change an corpus of attitudes in three main situations: through one's own experience, transferring the new attitude from semnificative people around them or learning them from one's own group as social stereotypes.

Social psychology asserts that one of the main causes of atitudinal changes in everyday life is the discrepency between affective, evaluative and behavioural elements [13]. For exemple, what people feel regarding security or insecurity represent the affective dimension while the evaluative dimension consists in the way they think about such issues, their relevance in society and their correlation with other area such as education, welfare, employment. Not the least the behavioural intention is a result of the other two, but there are situations when behaviour may change alone the entire attitude (as the case of being unpectedly involved in a terrorist attack).

These dimensions can be handled through different types of trainings and exercises designed to improve the autocontrol of people, their ability to choose the best behaviour in a given situation, but also through a better understanding of what security involve and the activation of moderate feelings of fear towards insecurity.

I exemplified this model with managers' situation, but the model can be replicated in every social category. As soon as the attitude towards security and intelligence issues are changed, people will involve themselves in helping authorities, noticing the dangers in their neighboring, providing the necessary information to the authorities. The most important effects of these new behaviours will be more efficient specialized agencies, more sefety in the community efforts and, most of all, a better welfare.

5. Conclusion

Because contemporary social and political international developments determined intelligence and security agencies and intelligence issues to become more visible in the public space, the working present day's hypothesis is that each citizen must know his duties, responsibilities, methods and consequences specific to intelligence.

In this paper I suggested a holistic model to educate the citizens in this respect, having as nodal points the influent people in every society. I particularized this model for the category of managers who have the resources (directed to corporate social responsibilities activities) to involve in such activities as soon as they are aware of their benefits. Although the analysis of CSR concept made clear that security issues is not included in the list of socially responsible activities our proposal is to make such a linkage possible involving managers in this type of activities.

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