

ASPECT REGARDING THE DYNAMICS OF INNOVATION IN ROMANIA

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Abstract:

Innovation, socially and economically, can be as important as technical or scientific innovation, serving the purpose of changing resource management. In a market intensively competitive, such as the European one, innovation becomes the main reason of economic competition. The latest developments in the economical research and practice "clearly demonstrate that the management of innovative activities must be regarded as a part of the process of organization management. In order to encourage and efficiently control creativity, managers must understand the creative process, choose the right persons to work in the creation field, stimulate creative behavior and organize a propitious (favorable) climate for creation. The management of innovation should prepare the terrain so that the personnel be capable of seizing and applying innovative occasions. Having this purpose, the study wants to present a series of our research results regarding the elaboration and implementation of the innovation strategies.

Keywords: clusters, management of innovation, organizational culture, types of leadership.

Introduction

Each person has its own creative heritage, of variable (little or high) value. This heritage (dowry) may be developed through theoretical education and practice. The creative potential can be fully exploited in a favorable social environment (favorable to creative activity) when there exists a spiritual, social and material motivation.

Organization leaders should take the responsibility of creating an innovative environment, identifying the existing areas of motivation (in each particular case) and stimulating the growth of creativity.

High quality management must understand the connection between innovation, technology, productivity and wellbeing, a bond common to all states, regardless of their economical, social and industrial degree of development.

National welfare and individual standard of life are strongly influenced

by the correct use of technology, thus by the application of creative ideas.

Innovation is more and more associated with concepts as: interdependence, interconnection, management, clusters as well as with the way in which universities, research institutes, businesses and public authorities cooperate, especially at regional level.

General background of the necessity of innovation

In a market intensively competitive, such as the European one, innovation becomes the main reason of economic competition. Unfortunately, different analysis and statistics have signaled an increase of discrepancies between Romania and the European Union in the last years, materialized in the massive importation of technology in the detriment of innovation.

The national strategy regarding the field of research, development and innovation for 2007-2013 establishes the directions of national research focused on the broadening of the business field, the opening towards education and society. The lower cost of the Romanian research seems a short-term advantage but it creates a supplementary risk related to the "brain exodus" in the context of globalization. On the other hand, there is the example of important companies that have opened new centers of research in Romania as well as high-tech services. The objective for 2013 is to approach the European average of innovative products and service.

The innovative power of a certain organization becomes a crucial factor in a competitive environment. In order to recurrently update the process of innovation, one must implement an adequate/suitable management to encourage creativity and innovation. The knowledge exists as well as the need of permanent innovation. All that needs to be done now is the including of an enterprising and innovative spirit in organizations.

Innovation and entrepreneurship

The notion of innovation re-enters in the focus of entrepreneurs during the '70s. 1993 brought in the theoretical international debate the concept of "national system of innovation", defined as an institutional collaboration between private businesses, universities, funds and governmental programs established in order to stimulate innovative initiatives at the level of profitable economical agents.

The concept developed by Cristhofer Freeman (The National System of innovation in historical perspective, Cambridge Journal of Economics, nr.19, 1995) defines the national system of innovation as a network of institutions activating in the private and public domain, initiating and spreading new technologies.

The latest developments in the economical research and practice "clearly demonstrate that the management of innovative activities must be regarded as a part of the process of organization management (leadership)" (Tripon, 2002, pag. 7).

Entrepreneurship based on innovation represents an important field to be promoted during the 2007-2013 trial period, sustained by the creation of risk-funds as well as through the development of incubation and innovation-based services.

The lifespan of organizations confirms the hypothesis of creative actions as an increasing factor of the efficiency and productivity. During this period of competitive resource crisis, detailed/varied work and high prices, creativity allows survival and represents a chance of anticipating change. In order to encourage and efficiently control creativity, managers must understand the creative process, choose the right persons to work in the creation field, stimulate creative behavior and organize a propitious (favorable) climate for creation.

The number of researchers working for private businesses decreased from the estimated 15436 in 1999 to 9092 in 2004. In contrast, the number of researchers employed by the government increased from 5703 (in 1999) up to 6326 (in 2005). In the high education branch, a spectacular growth of the number of researchers has doubled their man power from 2334 (in 1999) to 5654 (in 2004).

The number of established researchers has suffered retrogression during 1995-2000 after which, the European foundations offered new perspectives to research. While in 1999, the number of researchers was estimated at 8926, in 2004 it had reached 9318.

Innovative processes must be guided towards clear applications, concrete, finely defined, specialized on certain needs, on a certain final result.

The management of innovation should prepare the terrain so that the personnel be capable of seizing and applying innovative occasions. In the case of innovation, as in the case of any other activity, talent, creativity and inclination play an important part. Innovation requires a sustained amount of work, specialized and oriented on a purpose, as well as a lot of appliance, persistency and commitment. (Drucker, 2000)

Discussions our perspective regarding innovative organization

The perspective we wish to present on the problem of innovative management has been inspired by data presented in books, articles and other sources of information, influenced by certain authors and adapted to Romania's cultural background and current, contemporary issues.

Organizations adopt different approaches to innovation, towards de risks of introducing the factor of novelty and present as many strategies of responding to risk. Thus, we approach the types of practiced management, existing organizational culture, and types of leadership.

Recent analysis, "risk schift"-type reveals that organizations take higher levels of risk than individuals due the greater quantity of information they have access to, as well as the influence of powerful leaders and the possibility of dividing the responsibility in the case of failure among a greater number of people. (Brezeanu, 2007, p.148)

Innovation, socially and economically, can be as important as technical or scientific innovation, serving the he purpose of changing resource management. Change gives the possibility of creating something new, different. Thus, popular and efficient innovations are, most often, quite common, exploiting not a scientifically/cultural approach but rather the social element of surprise, change.

Through the creation of a stimulating work climate and the

encouraging of teamwork, individual experience (the personal mark of every employee working in the firm), can be shared with others.

The efficiency of the "tacit-tacit" type of conversation mostly depends on the work atmosphere provided/created by the employer and the remuneration system applied.

It is recomended that the organization implements a sistem able to concentrate the flow of ideas towards a central reference point, where they would be collected and evaluated (Kotler, 2000). It is also advisable to denominate an experienced and respected person, as manger of ideas; thus, the other stakeholders (employees, purveyor-supplier-, distributors, clients) are encouraged and rewarded to communicate their ideas to the manager of ideas.

A type of innovation management is practiced by the organizations that create departments specialized in Research-Development-Innovation. The results obtained by the RDI are either used by the mother-organization or shared with other organizations, on a contractual basis.

Another type of approach is that of innovation regarded as a project, in this case presenting many common points with project management.

The present tendency is that of extending the innovative management on the level of whole organizations.

Conclusions

During the process of innovation, one must never forget that of creating a product implies the participation and fully commitment of a certain number of persons; each idea, theory or problem being born from a distinct context. The stages of the creation process do not follow a concrete, clear line of action, requiring a constant analysis of past steps. A new idea is not born in a pure, polished shape, it is actually the result of an intense labor.

If the staff/personnel is well organized and properly leaded, when the leader has followed the steps of creating reliable teams based on psychological criteria, ideal unity and attitude, this group of people can efficiently work as one on solving many problems. Of the total 23404 companies, only 3983 (17 percent) have registered as research-active in industry and services.

The environment of the evolution is one of the fundamental elements of the process of innovation, a creative environment representing a favorable factor to creative spirit.

This requires an educational beginning based on evolution principles of the innovative spirit, so that each factor conditioning creativity be developed and reshaped.

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