

A WORD FROM THE EDITOR-IN-CHIEF

Prof. Camelia OPREAN - STAN, PH.D

We are facing a period of accelerated transition to new economic and social models, which leave no room for barriers between systems, leading to complex and profound transformations in all areas of activity, in private organizations, markets and public institutions. In this context, in the new economy, both at the micro and macro level, it becomes essential to manage efficiently the new accepted intangible factors of production. Knowledge is a new resource, a true capital of modern economies.

As a result, organizations face various challenges arising from the increasing importance of intangible resources and knowledge in all spheres of activity, while reducing the importance of physical resources. The main structural, organizational and management changes and mutations that are perceived in today organizations are presented as follows.

As a consequence of the increase in the share of knowledge, there will be an increase in the anticipatory and innovative role of management. Competitiveness through innovation will become a rule. In this context, the creation of knowledge, underpinned by inventions, will be innovated.

Acquiring and gaining knowledge will be done through the learning processes of employees and the organization; thus, the development of intellectual capital can only be done by improving learning processes. The company will truly become a teacher for its employees by using different training methods. In the recruitment process of human sources, emphasis will be placed on intelligence tests and on the “outside box” thinking.

Other changes refer to outsourcing to the maximum of indirectly productive services to highly specialized companies and creating, on an ever-increasing scale, knowledge – inventions.

In these perspectives, the main danger that emerges is the moral use of knowledge. To avoid this loss, the measures that may be applied refer to continuous professional development; advanced training courses; staff's self-study, lifelong learning, continuous information, participation in symposiums and conferences, learning by practice “learning by doing”. Very important is to attract human well-trained resources; widening employees' areas of competence; staff's motivation so as to stimulate generation of new ideas, transformation of ideas into products or services to be sold on the market; the accumulation of information on: the most advanced knowledge into the field; the best performing technologies existing worldwide; the real costs of machines, materials etc.; avoiding the formation of unused stocks of knowledge.

All organizations must anticipate and adapt to these changes, because if they fail, it will be impossible to survive on the market.