

ROLE OF KNOWLEDGE AND INNOVATION IN THE DEVELOPMENT OF CIVIL SOCIETY

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Abstract:

Recognition and promotion of excellence in research, must be based on new discoveries and access new frontiers of knowledge, so that knowledge should be possible for all countries regardless of their level of economic development. Emphasis on research and innovation as a key to a nation's development has led to new challenges for management research and education, creating new areas of investigation in the industry and the economy, thus achieving a stronger connection with civil society in general.

Key words: innovation, information society, e-business, knowledge, e-society

JEL classification: L86, H55, M15

INTRODUCTION

Today, knowledge production systems cover a wide range of entities: universities, laboratories, research centers, government, industry and the private sector. These systems have undergone profound transformations to become the main drivers of growth in a globalized world. This has made major changes in the landscape of higher education, particularly in the university sector.

Consequently, all countries worldwide are facing increased demand for their research capacity building and knowledge production. This demand is increasing worldwide, it differs from country to country due to the particularities of contexts given their political, socio-economic and cultural. Thus, each nation according to their own capacity to respond, created and given a new system of national importance knowledge-oriented institutions. [1, 5]

It often requires efforts to renew higher education systems and structures for each country to have its place in knowledge-based societies that are both competitive and volatile. In turn, strengthening research and higher education multiplies pressures on funding, content and structure of knowledge systems.

Knowledge generated by research are based on sustainable social development. In this respect, it is an analysis of the following areas: [5]

- placing of knowledge, including high level within a development service (transfer of information);
- converting knowledge in all its forms, in value through service development (transfer of information). and assess the impact on society;
- sharing best practices to ensure widespread benefits.

Despite global uniformity in many areas of society, there is no response regarding the most appropriate systems, structures and policies for higher education, research and innovation. Because these activities on education, research and development company default occurring in different historical, social, economic, political and cultural life, their results are not uniform. It is possible that scientific research and higher education can be structured in ways more effective. But

experimentation in this direction should be encouraged and its findings widely discussed and shared regionally and globally.

Knowledge Society, vary in form but also as operating mode, and that cultural diversity should be seen as an indicator of dynamism. For this reason, understanding knowledge through further research is of great importance.

Recognition and promotion of excellence in research, must be based on new discoveries and access new frontiers of knowledge, so that knowledge should be possible for all countries regardless of their level of economic development. Meets promote research in areas such as science, technology, engineering, health, agriculture and economy where human capital is highly educated and qualified with specific investment scale. [2, 3]

Current problems facing the scientific research and the environment in which it evolves are: equity, quality, relevance of research, ownership and international research networking. A growing number of nations of different sizes gave priority to developing their knowledge base through higher education, research and innovation by employing the necessary resources for this purpose. The success of these research networks are becoming increasingly common in all regions and are characterized by the following indicators:

- Innovative policies in higher education and scientific research, technology and innovation;
- Desire to improve infrastructure required profile, including universities;
- Efforts to train, attract and retain highly skilled human capital;
- Increase investment in research and higher education.

THE ROLE OF EDUCATION, RESEARCH AND INNOVATION IN KNOWLEDGE-BASED SOCIETY

During the 90s witnessed a rapid and irreversible process of change leading to what is now considered to be the third industrial revolution, based on the emergence of new technologies have facilitated what is now called globalization. Today, the knowledge society and knowledge economy places cognitive resources as the center of human activity and social dynamics.

Access to education and training for everyone is clearly a right for all citizens and an obligation for governments. Moreover, each company already has its own knowledge base, which should be recognized and protected as to be on new ideas promoted by the knowledge economy. In this context, it is important that:

- Knowledge Society promotes knowledge sharing;
- Information and communication technologies (ICT) to enable new opportunities to achieve this goal;
- Knowledge society are much larger and richer than narrow the information society;
- Knowledge Society can provide a new approach relevant to developing countries in Eastern Europe.

Managing knowledge society is a complex process involving a series of strategies and mechanisms should work effectively to achieve the best results. Items range from governance issues, investment policies, knowledge management and staff involved so showing an interaction and adaptation of specific cultural and ethical values. [1, 2, 3, 5]

The use of the plural "knowledge society" suggests that countries should strive to promote their own version of the knowledge society for a global knowledge society, whose cornerstone is given by higher education and research advanced scientific.

This demand varies objective and scope for each applicant's knowledge society, covering traditional academic teaching and research and newest oriented training. As a

result, institutional diversification has become essential to achieve a number of provisions for all forms and must find a legitimate place in developing nations of qualified human resources.

Regarding the role and outstanding contribution in research universities, these are characterized by its graduates that are integrated into leading companies that research and technology transfer institutions. To ensure excellence in education and research institutions have determined the critical dimensions for a concentration of talent, so outputs to create a positive flow.

RESEARCH AND INNOVATION SYSTEMS

To stimulate innovation in the European Community area have been designed a series of programs and projects but they draw after them as many difficulties in implementation.

Complexity of innovation policy is a factor of difficulty in implementing innovation. Distributed in too many programs, actions and strategies in EU innovation policy is pursued through decision chains, objectives and proposals complicated. The result of this situation is spending significant sums of public money by various decision centers, agencies and established term. Goal of being innovative and competitive led to the creation of new programs that overlapped with existing ones. [4, 6, 8]

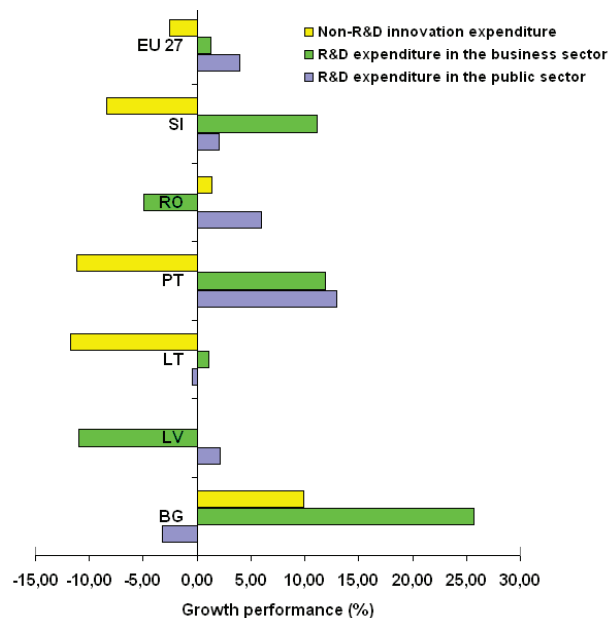


Figure 1. Finance and support
(Source: Innovation Union Scoreboard 2011)

Innovation systems can have various application areas (international, regional, national or local) and have different organizational and institutional components:

From an organizational viewpoint are formal structures created with an explicit goal and institutional point of view can be defined as a framework of rules, regulations, and legislation in which the specific activities.

In the research and innovation system identifies a number of critical activities:

- (1) Provide specific information research and development to create new knowledge, especially in engineering, medicine and natural sciences;
- (2) Strengthening the capacity to create a group of highly skilled labor for use in specific research and development activities;
- (3) Establishment of new product markets;
- (4) Quality assurance mechanisms;

- (5) Encourage creative organizations that promote entrepreneurship aimed at improving infrastructure to foster innovation;
- (6) Networking through linkages and mechanisms, in which can be developed interactive learning activities;
- (7) Develop creative activities in the institutions that facilitate innovation (such as intellectual property (IP), investment in research and development);
- (8) Business incubation activities aimed at promoting innovative projects;
- (9) Funding innovative processes to facilitate the commercialization of knowledge;
- (10) Consultancy services for technology transfer (including legal and commercial aspects of innovative activities).

In such an environment, innovation can be generated from the synergies of opportunities, capabilities, resources and incentives. Countries with a robust innovation are privileged to conduct research in a variety of areas through the educational system and the private sector.

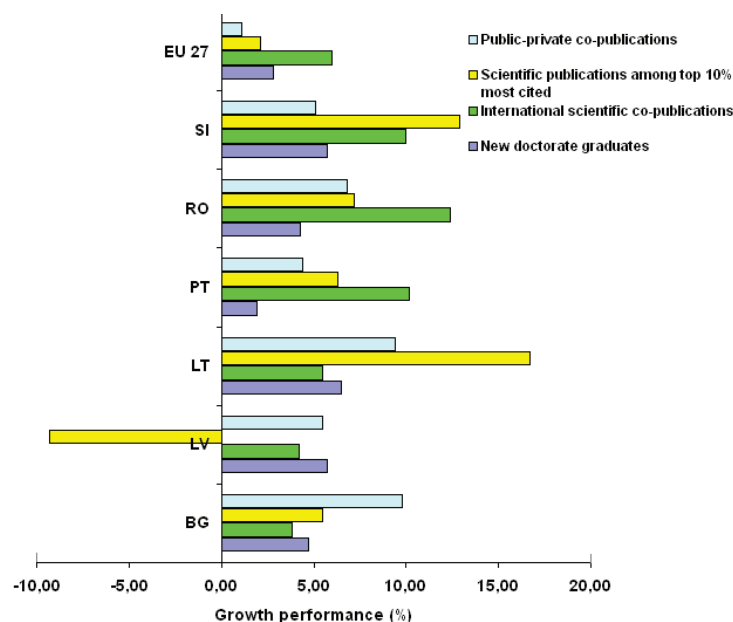


Figure 2. Human resources and attractive research systems
(Source: Innovation Union Scoreboard 2011)

According to the study - The Power of Simplicity - Ernst & Young in conjunction with the European Centre for European Policy, the proportion of 82%, respondents of this study believe that the allocation of EU funds be simplified, and 69% believe that EU innovation policy is not sufficiently adapted to the requirements of industries. 82% of respondents believe that current policy is fragmented and needs better coordination [6].

Although developing a business plan has become more complex and has to face many challenges, there are new opportunities on the horizon. The economic downturn has caused changes in consumer behavior and companies can increase their chances of success, if I meet the new needs of its innovative products and services.

In recent years, the emphasis on research and innovation as a key driver for national development. This has led to new challenges for management research and education, creating by their research ties to investigate new areas of the industry and the economy, thus achieving a stronger link with civil society in general.

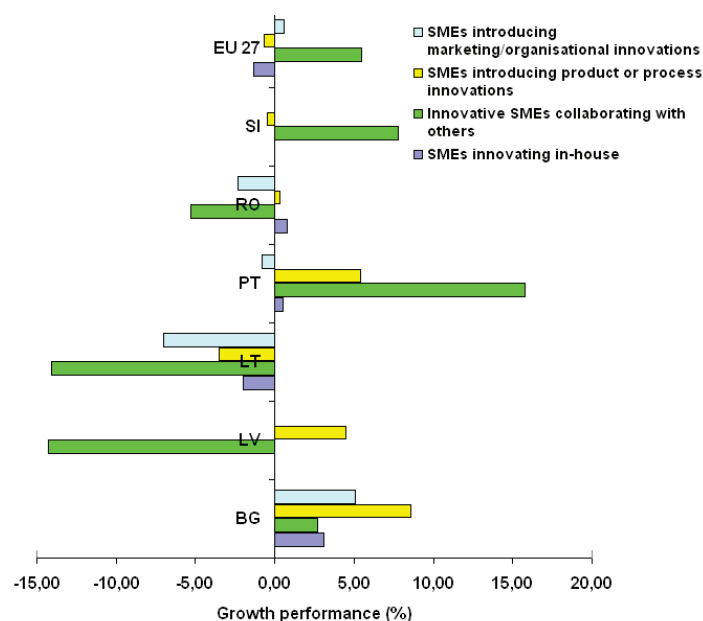


Figure 3. SMEs innovation
(Source: Innovation Union Scoreboard 2011)

It is not surprising that research and innovation have become important. Their results became possible for civil society to understand why and how certain environments that encourage innovation and allow optimized benefits. Innovation through research and can identify how knowledge is translated into innovative actions and how diversity can lead to positive change.

Access to knowledge is another area where serious discrepancies persist, with adverse consequences for society. The areas most affected are information and communication technology and research productivity.

Research productivity indicators (patents, scientific papers, the number of active scientists, etc.) are very low in countries with middle and low incomes.

Progress of a nation to achieve and maintain the level of development, the benefits resulting from the investment in knowledge. Investing in knowledge must be a tripartite process that includes research and development, higher education, and information and communication technology (ICT) real balance between these three elements ranging from nation to nation.

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