

MANAGEMENT OF CHANGE IN ORGANIZATIONS ON KNOWLEDGE AND INNOVATIONS

MANAGEMENTUL SCHIMBĂRII ÎN ORGANIZAȚIILE CUNOAȘTERII ȘI INOVAȚIILOR

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Abstract:

The transition process of Romanian economy towards the market economy and the single European market is extremely complex and requires major changes, at all levels. The management of this major change process also implies organizational transformations and even an innovation of the organization in its ensemble.

Analyseing this process in the context of the appearance and assertion of the Informational Society, the paper pleads for the configuration of a new type of organizations, capable to uphold these changes, respective the organizations based on knowledge and innovation. The appearance and function of these can also facilitate a rearrangement of the organizational transformation process management, with visible effects in the change accomplishment plan. The creation (or re-configuration) of the new type of organization assumes an intervention of several plans – educational, managerial intervention, organizational culture, work methods and instruments used in this purpose.

Key words: *Change, organizational transformation, knowledge, innovation, Informational Society.*