

STATUS OF KNOWLEDGE OF ORGANIZATIONS

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Abstract:

In a major transformation of society and the development of turbulence, economic organizations the chance to resist the competition is fierce enhance responsiveness and finding new solutions to external impulses and new market situations. To achieve this goal, the organization must transform, itself from a relatively passive organization in a in a permanent dynamic (or "anxiety"), characterized by a "state of search, knowledge on the whole, and each of its Members. Entry and retention in this state is a continuous process and difficult to engage and consume enough resources and that requires a fundamental change of mentality at all levels of the organization. In fact, such an organization shall retain (or not) continuing the status and state of knowledge!

Key words: organization, knowledge, information, education and innovation.

JEL classification: D83 (Search; Learning; Information and Knowledge; Communication; Belief)

INTRODUCTION

For Romania, the relevance of "knowledge-based organization" stems from our commitment to a development firm, to continue the Information Society (SI), seen as a new company, but also as a precondition for achieving sustainable development (Crisan, 2007, pp 119-153).

Even if the Romanian society is still large gaps compared to advanced countries, knowledge-based organization is part of the landscape of daily life.

Moreover, it may just be the reform of certain sectors and to mitigate these differences.

For now, however, the organizational Romanian joined in terms of phenomenology, the general trend in the orientation of the contemporary knowledge.

Unfortunately - in the absence of a strong strategic options, explicit-this approach was quite desultory and often more than just the plan informally.

On the other hand, is widely recognized that large firms are significantly more attached to the configuration and functionality of hierarchical organization, while in the public sector - is still under strong political influence - the idea persists substantial leader / officer / director (even the term "manager" is, in context, difficult to assimilate!).

However, however, the creation of such organizations is essential for the development nationwide of an advanced economy and society, modern knowledge and innovation.

CONSTRUCTION ORGANIZATIONS BASED ON KNOWLEDGE AND INNOVATION

Such an organization (or company) is characterized (Epuran, Almasan, 2007, pp 83-92) by the fact that - within them - the process of innovation becomes decisive, influence the Internet is significant and the intangible assets, particularly knowledge becomes increasingly important.

Also, through such organizations shall:

- expand and deepen knowledge♣ and truth about the existence
- use and management of existing knowledge in♣ the form of technological and organizational knowledge
 - production of♣ knowledge through new technology innovation
 - unprecedented dissemination of♣ knowledge, by all its members, through November (with priority using the Internet and electronic book)
 - use the methods of learning through♣ electronic (e-learning).

Equally important is the fact that, at the macro level, in an economy - and, implicitly, an administration - are knowledge-oriented conditions for the affirmation of Romanian creativity as the main source of competitiveness and national identity in an international environment increasingly dynamic and turbulent, with pronounced trends of globalization.

Not incidentally, the grant - through structural instruments - international financial support is conditional on achieving the convergence criteria, resulted in reducing development disparities versus EU.

Objective to ensure, primarily, just by increasing the competitiveness and economic modernization, among other things, transport infrastructure, environmental, institutional and human resources.

As for contribution to the economy development institutions, and to economic development, it seems interesting in this respect, and an observation contained in a recent study (Marinescu, 2007, p. 100): "It became known that improvements software development - skill, knowledge, organizational and technological innovations, etc.. - Improving the efficiency provided hardware development - capital, labor, natural resources etc... "

The degree of influence of soft factors on the transformation depends on the hard efforts of the priorities, which include:

- training professionals♣ needed for the fields of knowledge and its management
- formal recognition♣ of new professions and occupations specific knowledge-based organizations
- training of trainers for the profiles of those powers.

Also, the education degree and post-graduate - especially in the economic profiles, information technology, management, administration, etc.. - It must be urgently adapted, including the inclusion of subjects or modules with relevant themes, like economy and knowledge management, managerial use of Internet and Intranet networks, scientific documentation, etc. in virtual environments.

On the other hand, we find, however, something that may seem paradoxical - in Romania, the creation and operationalization of new organizations based on knowledge and innovation is often a much more simple than the transformation in this direction, the existing structures.

However, regardless of your starting point has been initiated under the imperative of reform (from the perspective changes on the world), we believe that the only strategic option in this direction is gradual, but determined to promote nature-based organizations knowledge and innovation (in close conjunction with efforts to boost informatisation).

In order to define, however, ways of action for a gradual transformation of existing organizations in the organization based on knowledge and innovation is necessary, automatically, a stage where they are.

Unfortunately, in most areas of activity, the evaluation takes place only at the individual level - employees - according to standard cards, which show, in particular, only accumulation Biographical and less annual personal development.

Therefore, nothing in this assessment standard - created by higher-ranking managers or top - show the evolution of knowledge of organization members and the degree to which they cover the needs of the job they occupy.

Moreover, there is no reference, reference or reporting to the level of knowledge - imposed as mandatory for a particular post and conduct an effective type of activities - to ensure, especially in view of the international working together, the correlation with partners in other countries.

Even if the assessment would be employed by modern methods and criteria is needed, therefore, an assessment of accumulated knowledge at the organization.

For a rule, they are not a simple sum of existing knowledge (and manifested) at the individual, or organization members.

Also, the interaction between various organizations - even if done by individual contacts - is the name for those organizations, as a whole.

Should not be omitted, especially in a time of crisis and instability of some, the existence and persistence of no confidence and a sense of fear towards the assessment, which can generate, at all levels, members of a resistance organization against such approaches .

In addition, if organizations for economic "justice" ... the market is paramount, for various public organizations operate (and perpetuate) and the perception that evaluation and the punishment is carried out shortcomings, in particular, only in the political, by vote of the electorate (rather false assumption, because "the penalty is imposed only by elected local).

In reality, the assessment and penalty of the involution is not necessarily political influence, but much depends on issues of social systems and a wrong perception of how the involvement of those concerned.

From the perspective of recovery as the optimal results of the assessment, we appreciate that such an activity and hence the transition to knowledge-based organizations and innovation, must be conducted in each State, but the team on his all.

Absolutely necessary requirement whereas you can not be efficient or to apply new knowledge in an organization that is unwilling to conduct a constructive !

Therefore, we believe, a first step - towards this type of organization - would be designing a clear and modern evaluation of knowledge acquired by members of the organization and, in its entirety.

It should be based on conclusive tests (from the requirements of the domain in question), conducted by independent specialists collective and not hierarchically superior heads (too little interest to ascertain the qualities of outstanding subordinates).

Also, these assessments should be reported to performance standards clearly defined objective established that based on expectations of a functioning administration and European economies and modern, to be in full compliance with current and evolving with existing resources (and / or possible).

In this context, it deserves to be taken into account, perhaps, and other assessment systems, which lead to default, and to promote innovation, but also in quantifying the level of knowledge according to their ability to find and support new solutions and positive improvement activity.

We appreciate that the starting point for other steps - essential for reforming government - can be quantified the individual and collective knowledge (gained in the organization), which would form the basis for other specific actions of management of human resources:

- the development of the plans for individual and collective training and refresher training;
- the establishment of the modern curriculum needs of professionalism functions and present level of knowledge in organizations;

- the establishment of a new system of assessment of the individual and collective;
- the promoting of the other criteria of the selection and remuneration of employees;
- the defining - for each of the employees - of the career plans, related with the individual plans to training and refresher training.

On the other hand, to achieve this goal, we need to know very clearly who is the final target.

In this sense, a projection of developments, the short and medium term, the organization concerned with defining the essential details you need to grow in coming years, the staff concerned.

Which means that - from this analysis - to foreshadow the place and role that will hold each member of the organization in the collective future developments (including the defining of the careers each component of the team).

In this way we can know - the basis of modern individual assessment - What are the knowledge of each member of the organization, relative to the requirements of similar positions in Europe.

Correlated with the degree evaluation and, most importantly, the collective dynamics of accumulation, we can define, exactly, the general fund and real knowledge, ideas and practices (from the ensemble), which will indicate the stage of development including the organization .

On this basis, will quantify the prospects it would become in time - depending on the gap and made from similar structures in other countries - an organization based on knowledge and innovation.

According to these assessments and the intrinsic organization will be able to define optimal ways of action and resources needed to reform them, and the coordinates of profound organizational transformation.

Only under these conditions we can develop and implement a realistic training and refresher training, with priorities ranked well, which to allocate the necessary resources.

Beyond the numerous and generous offers professional training, it seems, equally important, and another survey question.

It is the existence in each member organization, a desire and need for self-improvement, and the manifestation of that impulse - explicitly or implicitly - the knowledge and modernization through its own forces.

To become reality, such a state implies the performance of the organization, at least three conditions:

- creating a favorable climate study
- providing the material resources to achieve consistent sources of documentation (additional and complementary Internet)
- stimulate outstanding achievements in the field.

Unfortunately, at present, intervention management organizations in this direction is limited, at best case, the provision of resources type information and communications technologies (ICT), which - although seem limitless - not cause accumulation of specific depth in the study.

That and because, typically, not all knowledge is available (or affordable) in electronic format, and many reference books in a field of study or research results are published only in paper format, being present, usually in shelves of academic libraries.

One element which should keep in mind is that most of the knowledge available on the Internet is accessed and competition, which can cancel the competitive advantage that could provide operation - minimal in these circumstances - an organization based on knowledge.

And to justify in these circumstances, execution of investments in this direction, means a deep change of mentality of each member of the organization and commitment, directly or tacitly, to increase efficient use of knowledge generated by this effort financially.

Here and highlighting the emergence and consolidation - all members of the new type of organization - a need for awareness of self-improvement.

Without it, each member organization can understand and assimilate the idea that progress depends on each individual part.

Or, for the present period is needed assimilation freely consented, to the most advanced knowledge, without which we can recover the gaps that divide the goals pursued.

If you deal in this way, the problem of accumulation of knowledge, then the training of each organization should be designed on several levels, using as many forms of training - personal programs for self-improvement, collective training sessions or brainstorming, resource endowment with specific documentation (books, magazines, CDs, etc..), the creation of electronic libraries, participation in specialized courses and seminars, etc..

The development of such plans can be beneficial for the system and training institutions and professional.

By the existence and correlation of such documents can develop - with sufficient accuracy - a curriculum program that matches in the highest degree, needs major training and professional organizations.

In contrast, in the absence of such documents may be found, unfortunately, a waste of human and material resources, both at the level of targeted organizations and institutions empowered.

Times, it is important, especially in a time of crisis, the construction of knowledge based organizations is done with efficiency ...

To avoid going through some additional steps, but also a waste of resources in search of appropriate solutions, must use models or best practices in European countries.

Typically, the EU does not indicate how the reformed organizations - to meet and sustain these changes - but leaves it to the Romanian specialists to find ways of adapting or construction activities, to meet the challenges.

Therefore, European models of organization and operation may constitute targets and to suggest future avenues of action.

Whatever they must remarks the particularities of the Romanian society, resources, conditions (context) covered the period, objectives and political options, etc.. and, very importantly, to ensure a steady pace and cost of possible changes ...

Correlation with modern practices in the field is essential and necessary and strictly from the perspective of the emergence - in terms of integration - of certain interact among similar organizations in our country and in European countries.

For it to be the same "wavelength", organizations must be compatible to circulating the same type of information, messages or documents to evolve to the same standards of quality to use the same means and, especially, to "speak the same language "(to himself and figuratively).

In fact, wherever they run - in Bucharest, Brussels, Paris etc.. - Businesses are (and should) be the same, that is ... European.

Undoubtedly, all these elements contribute to the emergence and operation of organizations based on knowledge and innovation, but not guaranteed automatically, and their long-term.

Times, unlike other types of organizations, they may not retain the status for a certain period of time ...

They are and remain - or not - for long, even for their entire existence, the organization based on knowledge!

That whereas, on the one hand, knowledge (and hence the formation) is and should be continued, as dowry for this type of mankind is enriched ceaseless!.

On the other hand, the accumulation of knowledge must be a deliberate process undertaken, one of which makes the essential needs of everyday activities and even existence itself of the individual.

In addition, who lost the competition with new accumulation, it is (and will be) very difficult, even impossible, to recover remaining behind!

And here comes the insistence - to such organizations - the concept of learning (not sporadic), essential for maintaining and enhancing a state - the economy.

Not incidentally, the Operational Program "Human Resources Development" - in which the EU financially supports the reduction of disparities in this area of our country towards the advanced - puts a special emphasis on the need for continuous knowledge, seen as a reaction including the dynamics of major changes society at the micro and macro.

What is an additional argument for the creation and strengthening of such organizations, which must be made on the basis of firm strategy, which plans to combine individual and collective training and to use all the specific instruments (the study until to the e-learning).

Undoubtedly, knowledge-based organization is not a fashion or a fad or management theorists of genre ...

If you start from unanimous appreciation that always represent human knowledge in a company that develops, the key to success in any competition, then the existence and functioning of such organizations is a necessity in a society and an economy in crisis.

For a knowledge-based organization is a community that creates and propagated using the knowledge to develop and be more competitive.

To do this, however, fundamental to any organization and individual - including the knowledge itself - remains education.

More and more specialists (Rosca, 2007, pp 9-12) considers that in the coming decades, Europe will be based on industries and services based on education and research triangle development and innovation.

Even the World Bank nominates the pillars of a knowledge based economy, among others, foster entrepreneurship, education and the development of the human factor, an innovative, ICT development, etc..

Unlike other professionals, Roşca define, but the university as the engine and the knowledge economy the focus of the new concept of developing a modern society.

People with education and with an appropriate qualification - and in particular young people - may be the main pillar of the creation, dissemination and use in an efficient manner, knowledge.

This process is feasible, but only in an innovative and efficient system of public or private organizations - companies, research centers, universities, consultants, public authorities and other organizations - to use the fund rising global knowledge (which may to assimilate and adapt to local needs), capitalized them in the form of new technologies or products.

Idea supported - in particular by the structural funds - in the form of promoting the "poles of excellence", considered essential for enhancing economic competitiveness.

Such a system generates by default, and premises to ensure organizations (and their members) the ability to innovate and to introduce new, in fact, to capitalize on multiple plans, the knowledge (and knowledge).

Interesting in this respect is the observation (Matthew, 1999, pp.221-222) that, given the complexity of socio-economic community - it is part of an organization - there are 3 plans of innovation that makes each other:

- innovation management (which means adapting to the management and transformation of current trends)
- structural innovation (innovation related structures, depending on the objectives of development, being assimilated to institutional innovation)
- technological innovation (specific growth).

Whatever the field of manifestation, innovation is needed - in order to manifest and materialize - a favorable climate, this kind of specific organizations, and appropriate interactions (between the community and the various sources of knowledge).

CONCLUSIONS

Overall, we are convinced that the battle for knowledge can not be conceived without achieving speedy (and concurrent) of desideratum:

- the introduction of advanced performance evaluation of human resources and modern management of a career;
- application - in any type of organization - a management concept based on the 3 E (each member should work fine and legal and especially effective);
- a management to promote - both to the organizations and of members - information and knowledge as a major new implementation and participation, knowingly concerned in the decision-making.

The mere knowledge of everything that is new but does not resolve, by itself, the issue of reforming the former being concurrent resolution require more complex problems - to enhance the expression of legitimate employees, dialogue and involvement of partners from the technology, communication with the social optimum public.

In fact, from the perspective of knowledge should be promoted a culture of true information, which allows each citizen to position better (and closer to their aspirations), as a member of the new SI.

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