MODEL FOR A NETWORK INNOVATIVE RESEARCH AND TECHNOLOGY TRANSFER

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Abstract. It is well-known that in the present the competitive advantage of an economy it is not based only on products or services, natural resources or geographic particularities. The competitive advantage it is obtained today through innovation and the extensive utilization of knowledge. This paper focuses on innovation systems in Romania as the key challenge and mean for embracing growth based on knowledge-based economy. The network presents a significant potential for growth and development of new businesses or in progress. This project aimed primarily: focus on the platform of information in various fields, making available to all users of studies or reports. Transfer of innovation has an exceptional importance in successful market positioning of new technologies and strengthen the market position of a company. It also has the role of economic development in the context of global competition, leading to social progress.

Keywords: e-research, technology transfer, research web platform, Internet research

Introduction

Knowledge, and the ability to create, access and use it effectively, has long been a tool of innovation, competition and economic success, and a key driver of economic and social development more broadly. Yet several dramatic changes in recent years have fundamentally increased the importance of knowledge, and the competitive edge that it gives to those who harness it quickly and effectively. The ability to process and transmit information, globally and instantaneously, has increased exponentially per unit of cost in recent years due to the combined effect of advances in computing (microprocessor) speed, and competition, innovation and lower costs in global communications networks [KALSETH, K., 2008]. As the technical impediments (distance, geography, cost) to accessing and using the best knowledge about a given process, skill, or market decrease, that knowledge becomes increasingly the key to competitiveness, locally and globally. At the same time, these efficiencies in information and knowledge flows make possible, and necessary, a closer link between research/development and downstream innovation, an increased rate of innovation, and shorter product life cycles in many major sectors of the economy [Spector, A., 2007].

Problem definition

The knowledge economy puts in the center of the innovation system the innovative enterprise, of which technological / knowledge investment decision, therefore behavior, is the very driver of economic growth. It balances the expected benefit from innovation given the perceived consumer preferences with the cost of developing traditional products at the average profit margin, on a specific market, and are initiating the innovative process, based on their market strategies [Innovation policy in seven candidate countries: the challenges, 2007]. Therefore, firms acting as innovation drivers should not be regarded as a passive demand for knowledge, but rather as active designers of the innovation.

The Technology platform—consider the key benefits of the development. Technology Platforms unite stakeholders from industry, the research community, public authorities, the financial community, regulators, consumers and civil society around a specific technological challenge. The key concepts for the Technology platform are:

- Development of a shared long-term vision;
- Creation of a coherent, dynamic strategy to achieve the vision;
- Implementation of an action plan to deliver agreed programmers of activities;
- Leading role of the industry.

Usability practitioners, managers, consultants, and clients face many challenges when it comes to integrating usability and user-centered design within organizations. As our profession has matured, we have developed common strategies and approaches.
for dealing with organizational challenges, from marketing usability to integration with existing processes to managing a large and diverse usability department.

E-cercetare.ro platform is divided in 3 parts that can work separately or together depending what is the purpose of the job. The 3 parts are:

– Research;
– Project management;
– Tools.

Project management is an important aspect in the development of a research or a product. Generally, this is overlooked or not treated to the real meaning. Planning activities and organization of a project, led often, in a more efficient development of the final product.

A project is conducted based on five phases:

– initiating the project: involves drawing a vision of the project by setting objectives, expectations, people involved and the scope of applicability;
– planning: involves identifying specific tasks, but also develop a timetable and budget for the project;
– project execution: include achieving goals set, solving problems appeared and project development;
– project control: refers to tracking changes occurred during project, carrying out adjustments to respond to issues raised but redefinition of expectations and objectives;
– completion and closing of the project: project delivery, confirm and evaluate results, should be allocated time to document the assessment process and effort involved during project development.

In project management, intermediate stages are not sequential, the duration project, these phases occur several times. Most projects are delivered late, exceeding the budget and not infrequently incomplete. The higher the spend more time on project management, with both increases chances of success for that project. Projects fail, in general, due to the following causes:

– not allow sufficient time, money or resources;
– objectives and expectations are clearly outlined;
– disagreements between those involved in the project;
– audience (target audience) poorly defined - is trying satisfaction of all.

1. Stages of a project

**Project Initiation**

To begin the project objectives are defined, so that they end able for all those involved in the project. Also in this phase is set in detail, target audience for the project concerned. Even if we consider that certain objectives are most times, obvious, their notation is required.

To identify the objectives, first it should be noted all that can be a goal for the project. At this point, you are in the brainstorming phase and not to worry about unrealistic goals, even if they do not meet criteria defined above.

Second, removes all points not directly related to the project, but are kept unlikely targets, which are considered difficult to achieve.

Third, to eliminate all that is an obstacle to achieving an objective try to identify the desired results, not processes themselves.

Finally, check whether the objectives meet the remaining six criteria defined up. Are they, really, what you want to achieve? Are realistic? If you work in a team, make sure that all involved cope targets possess a drawn. This step is very important to keep the focus team members, motivated and dedicated project.

**Project planning**

To begin to translate the objectives set out specific tasks to create a plan that allows the organization of these tasks (Tasks). Unlike goals, tasks are steps that can be identified on a schedule and sequence that can be allocated to some people.

Also, project manager must communicate changes in the research for all those involved, promptly and regularly. Changing the schedule is done every time when a modification appears or when the tasks change objectives. At the end of this phase, the manager of head project managers should create a list of emails team members in the human resource application which can be found in tools section [KALSETH, K., 2008].

At this time you hold a plan and a timetable for the project, identifying phases, tasks and project requirements. Each member involved in project must have a space where
has all the document required for the project: objectives, a complete schedule, tasks and requirements of the project, a list contact details of all those involved.

**Project Execution**

It may seem obvious, but the projects must start on time, if you start a project with could delay no longer can recover lost time. Execution of project begins with a meeting with all involved to discuss the work plan. Also during this time must be established following meetings with team members through a meeting planning. These meetings serve to promote commitment to the project and timeliness.

The manager must impose other team members periodically send a status of their tasks. Also, the manager should provide team inform periodically about the status of project tasks. Status of the task will enable maintain and update the project schedule and coordinate tasks that are in now.

**Project Control**

No matter how much time is allocated to plan the project, must be taken into account changes in some elements of the project.

A research project rarely unfolds as planned, not discouraged if the tasks do not meet established program. Execution and control of a project are two sides of same coin.

The manager should not lose touch with team members during project. This can happen all too easily if those involved have other responsibilities.

Communication among team members is crucial especially when changes occurring in the project. All those involved in the project must adapt to these changes. If you can meet the deadlines that you set, change them or consider an adjustment of project objectives.

**Closing the project**

If the development project is on time, then it can be done and a documentary. Documentation is important not only for the recipient, but also for all those who participated in its development process.

Also, must be included in the final report the following: a copy of the objectives initial list of tasks and project schedule.

**Gantt Chart**

Gantt chart, known as the graph of activity, enables organizing tasks corresponding to a project after a period of time. A diagram Gantt presents a project tasks, moments in which these tasks begin and intervals that they are carried out. Also, a Gantt chart can contain information about persons associated with each task separately.

**Results**

The dynamic ability to learn in an organization which generates a competitive advantage should therefore transgress organizational barriers. The functioning of the organization within the network of inter-organizational ties is seen as an important element in the organizational process of learning as the units learn through cooperation with others, as well as observation and adopting good practices from others.

Enterprises do not gain their skills in isolation but discover, assess and learn from their implementation during the course of cooperating with partners of exchange. The ability of the organization to compete is the quality function of international ties and the learning abilities provided.

The technology Platform will serve as an important catalyst in all these areas, not least by bringing stakeholders together for common goals. The key benefits are:

- Engages all key stakeholders and provides a forum for public-private dialogue and partnership;
- Facilitates targeted investments in research and development;
- Mobilizes and focuses existing
research and development capabilities, thereby fostering a more efficient approach to innovation;
– Stimulates coordination of European and national research agendas;
– Supports the ongoing development of a relevant knowledge base for the sector;
– Contributes to the overall growth of the EU economy.

**Summary**

Noteworthy, for all companies, the quality of the business environment is strongly correlated with their propensity to innovate. In Romania, the business climate has improved over the last years, but much remains to be done in order to create a friendly environment for doing business and for innovating. Several monitoring instruments have shown, among others, that in Romania businesses complain about market entry and exit procedures, which they still perceive as obstacles, about legislative instability or about the high amount of red tape, which increases the cost of doing business.

The knowledge economy puts in the center of the innovation system the innovative enterprise, of which technological/knowledge investment decision, therefore behavior, is the very driver of economic growth. It balances the expected benefit from innovation given the perceived consumer preferences with the cost of developing traditional products at the average profit margin, on a specific market, and are initiating the innovative process, based on their market strategies. Therefore, firms acting as innovation drivers should not be regarded as a passive demand for knowledge, but rather as active designers of the innovation.

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