Elements of e-cercetare.ro Network Value in Promoting Innovation, Creativity and Technology Transfer

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ABSTRACT

Networking and network process are one of the most inspiring theory in socioeconomic science during last years – when knowledge and information are most important. An economy based on knowledge is one directly based on production, distribution and the use of knowledge and information. The platform 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

Research projects are aiming the development of knowledge in any research field, including social-human, through fundamental research as much as through advanced research that will develop complex problems, and will acquire new knowledge regarding phenomenon and processes, regarding the validation of new original hypothesis, conceptual models and theories. These projects are also after promoting original and high quality research, increasing the number of researchers financed through research projects.

Specialized industrial localization - consisting of various interactions fostered by inter-firm specialization and division of labour, the growth in the number of specialist

suppliers, intermediaries - serves to reduce transaction costs, and promotes competitive advantage in the local production system. Furthermore, in this approach, knowledge and know-how are accumulated and become locally socialized into a local industrial "culture" and local "innovative environment". In contemporary times, the phenomenon of the *collective learning processes* is also underlined as the creation and application of innovative and entrepreneurial knowledge for the creation of a regional economic advantage.

Collective learning processes are simultaneously becoming a factor in the creation of the system of knowledge in a region, as well as an element in the process of creating a vision and aims for developing a region. Furthermore, with regard to the variety of approaches and interests of particular groups of regional players (institutional, business, social etc.), the common activity constitutes an element in the creation of trust as an element in the social capital of a region. Innovation is seen as an interactive learning process that requires interactions between a range of private and public regional players. The abilities of a firm to adapt innovation and knowledge are determined by its surroundings: its partners, competitors, customers, the human capital available, the regional knowledge infrastructure and institutions.

The increasing significance of the processes of knowledge and high level of IT in the modern market has become the stimulus for the shaping of such notions as: an economy powered by knowledge, information economy, information society, which is generally used with the aim of systemizing the phenomena that started in the 1950s.

PROBLEM DEFINITION

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.

The first part, Research platform represents the phase I of a research project, basically here is where everything starts. The research part is divided in 3 parts also:

- Focus group;
- File sharing;
- Advanced reports.

A focus group involves encouraging an invited group of participants to share their thoughts, feelings, attitudes and ideas on certain subject. Organizing focus groups within an organization can also be very useful in getting buy-in to a project from within that company. Advantages of focus groups include:

- Quick, cheap and relatively easy to assemble;
- Good for getting rich data in participants' own words and developing deeper insights;
- People are able to build on one another's responses and come up with ideas they might not have thought of in a 1-on-1 interview;
- Good for obtaining data from children and/or people with low levels of literacy;
- Provides an opportunity to involve people in data analysis (e.g. "Out of the issues we have talked about, which ones are most important to you?");
- Participants can act as checks and balances on one another - identifying factual errors or extreme views.

File sharing is a application who can be accessed in this phase only by the manager and the head project managers. Here they upload all needed documentation referring a research project.

Advanced reports is the final page of the platform. Here is generated a full report of the project containing every step that was made during the execution, all phases of development and a conclusion panel for those interested in the project.

The project management is linked with the research panel. After the research project passed the focus group and accepted by all party members the project is starting following the steps.

Tools application is a collection of developing tools that helps project management application and the research. In this part of the platform is the advanced options that makes work easier for everyone involved in the project.

The firs tool to present and the most important is the human resource application that helps the manager (only account that is paid for) to set up the team by level of access. The levels of access are:

- Level 1 - manager -- account paid;
- Level 2 - head project manager – almost the same access in the project with restrictions in the human resource panel and in the finance panel;
- Level 3 - project manager: -- they are restricted to the project management application;
- Level 4 - helpers – usually the take care of the offline work that has to be done the right they have is to upload files and complete reports.

Second tool is the advanced calendar (a simple one is used by default in project manager application). This tool provides a complete workday organization focused on detail planning on milestones, tasks, to do list.

Third tool is the advanced Gantt diagram. If you complete correctly the task management, calendar and human resources platforms the Gantt diagram is 90% complete, only minor settings needs to be done.

And final the reporting tool where the project closes adding all the reports, all organization, conclusions structured is a presentation and an advanced reporting. These reports export to the research page in the repostand complete section.

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 functioning of the enterprises within the framework of inter-organizational networks of cooperation brings specific results in the area of their innovativeness. The ability to generate innovation through cooperating organizations is to a large extent dependent on the type of ties and position held in the network. The value of the enterprise comes from its participation in the network, but however, the amount of social capital accessible for companies is determined by its position within the structures of the network. Therefore, the organization can gain value through the ability to create and use the knowledge acquired thanks to participation in the network. The network structure is defined by appropriate mechanisms and types of interactions which have an impact on the quality of relations and simultaneously, on the value gained by the organization.

Analysis of the mechanisms and factors of creating network structures of interaction and their transformation have great significance for the effective management of development of enterprises (participants or future participants of the network of interaction), regions and countries.

Scientific work is less advanced in the case of the mechanisms of creating and transforming networks in a spatial sense, as well as comparative research on the aspect of creating and transforming the network structures in various regions/countries with the aim of identifying the factors of success of particular participants of the network and the network itself.

SUMMARY

Research are made every day more and more discoveries. But many of the ideas and results of research projects remain in phase or from lack of resources for their implementation or the lack of communication with institutions that need research results, or materials were able to implement them.

So make the link between researchers and companies interested in their work would solve many problems. On the basis of knowledge had the experience and professionalism acquired over time, big names in research could provide answers to questions raised by companies interested in innovation.

By accessing platform e-cercetare.ro can take possession of valuable knowledge in various areas, interested companies can save money, time, labor work, which would be invested in research on their own.

The labor market outcomes of people involved in research at a university, these institutions managed to attract some material benefits in place and time by customizing these results for another wish.

Platform e-cercetare.ro is intended to be such a link, much closer, faster and more direct cooperation between universities and businesses that the operation on the economic market and not only can be best achieved by means of modern communication via the Internet.

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