

A word from our Editor-in-Chief

ELEMENTS OF INTELLECTUAL PROPERTY IN THE ORGANIZATIONS THAT CARRY OUT ACTIVITIES IN THE FIELD OF NONCONVENTIONAL TECHNOLOGIES

The present historical moment represent the moment where a large amount of information that no human being or a group of people would be capable of processing and remember. The economy, the organization and the knowledge based management are common used concepts when we talk about the new economic tendencies. This fact is given mainly because of the knowledge revolution from the XXI century, which brought to the attention the “knowledge”, seen as a main element in the assurance of functionality and the efficiency of the organizations. The characteristic of the knowledge based society is not that we have great amount of information but that in this framework we must find out more through the process of their transformation in knowledge (new products, technology, etc.).

Nonconventional technologies are present technologies but also technologies of the future. All of these statements are valid in the current context of organizations that have manufacturing lines focused on nonconventional technologies. We consider this organisations to be knowledge-based organizations.

The contemporary economic landscape is shaped not only by physical waves of goods and material products, but also by intangible values and waves of data, images, and symbols. This situation develops the conditions for making a change in the organizations complexity order. Since economic development has become more dependent on intangible assets, it is important to investigate the role of intangible assets in terms of an organization’s market-based value. Because perceiving the organizations out of the economy and out of the relationship between them is absurd, it seems that in fact we assist to the apparition of a new type of organization, namely knowledge based organization. In the new conditions imposed by the accelerated changes and by the more and more complex changes in the business environment, the economic restructuring comes as a necessity in the global level.

The knowledge revolution is represented by the passage from an economy dominated by physical, tangible resources, to the economy dominated by knowledge. The process is very comprehensive and profound, generating essential changes in all the components of economic activities, analogous to those generated by the industrial revolution.

Knowledge-based economy is the economy of the future where organisations that have as their object the manufacturing processes where they use nonconventional technologies or how are also called, alternative. Here is how all these exemplary personal opinions only lead us to the conclusion that the technologies of the future have in their components also the nonconventional technologies (alternative).

The intellectual property assets and their value most of the times are not adequately appreciated. But in the knowledge based organizations, the intangible assets represent the point of interest when decisions are needed to be made. What must be taken into consideration by the organizations, generally speaking, is the speed by which the new products, brands, models and the results of creativity come out on the market as a result of innovation and of the daily process of creation, rightfully appreciated.

One of the most important aspects to be considered is the current tendency of organizations to rely on intensive knowledge and to capitalize on new ideas that lead to innovation. In the current

phase of economic life, businesses may be rather built around a thinking model than around a product and service provision model. For an organization to be effective, the efficient allocation of resources must be taken into account, in equal measure to turning intangible assets into economic value. In the end, if products and services are cast aside, the competition on the market relies on intangible assets.

Intellectual property, under the form of its two components, industrial property on the one hand and copyrights and related rights on the other, is a powerful tool for developing and fostering economic, social and cultural welfare. In this context, it may be said that the exploitation of intellectual capital represents a decisive strategic component for economic progress. We should not lose sight of the fact that intellectual property is one of the most valuable assets that measures the sustainability and future performance of organizations.

On the competitive markets from these days, the use and protection of these intellectual assets makes the difference between success and failure. Moreover, the intellectual property is an important means in the innovation processes and part of the intangible assets portfolio of an organization. Even so, it hasn't been enough evaluated like most of the assets, and treated right as a true asset in bookkeeping by the experts of the financial market. At the European level and also international level is still missing a general standard valuation approach. In the nowadays practice of the investment specialists, the traditional methods (the income approach, the comparison of market approach or the costs approach) are applied in combination with additional information of the market according to the specific circumstances, because of that the banks don't accept and don't implement any instrument of valuation in what concerns the knowledge based organizations. Even so, in what regards the bookkeeping practices and reporting, a number of European organizations and Asian organizations give substantial information about intangible assets to the interested persons.

Intellectual capital represents high value to organizations at present, but due to the composition of intangible assets, it will generate even greater economic value in the short-, medium- and long-term. Therefore, it is of utmost importance for managers who generate and manage value and wealth within organizations to be aware of the importance of these resources. The only possible way to manage intangible assets is by being aware of their composition and recognizing their value in the organization.

Organizations that do business in the field of nonconventional technologies are considered to be organizations of the future, learning organizations, entrepreneurial organizations.

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