

A word from our Editor-in-Chief

**CONCEPTS AND PRINCIPLES REGARDING
THE INNOVATIVE REVOLUTION IN EDUCATION**

The millennium in which we live time face one of the most discouraging challenges given the fact that most valuable resource is represented by the capabilities of imagination, creativity and innovation and the greatest danger that threatens us is that we look at the future without investing heavily in such capacity. This challenge should be a wake-up call for the education system that is the key to the future of education whereas and its stakes could hardly be higher.

The research is the result of the factors observation that diminish the creativity, among which are found also the current educational approaches that have the effect of inhibiting the creative instinct by the presence of a serious shortfall of courses concerned with innovation. The upshot of this shortage is being felt due to the transformation of the nature of the work, and this is seen by the ruling force of technological innovation.

The conclusion of this research is limited to presenting the need to include in the educational programs some course that treat concepts related to creativity and innovation.

In the long run, the competitiveness of an economy depends on the innovative potential won through the valorification process of intellectual property rights. But we can talk about this only in the context where there is a solid education in the field of intellectual property. The Romanian economy in the process of "transition" stabilizing the macroeconomic framework requires, in such a way as to be able to address all relevant aspects and needed restructuring and modernization of the Romanian society. Considering the current situation, the only way to ensure economic development and to create prerequisites for increasing the competitiveness of national industry is by applying the model of development based on innovation and one of the central strategic elements should be an educational system. In this way will be created a framework in which well-being will be a constant that will last in the long term.

Industrial countries' history has shown that the success of an economy at the macroeconomic level, depends on development of the innovation process, and the practice confirmed that in order to promote a process of innovation at the national level it requires more knowledge, applied science, embodied in the new technologies, new products and services, a new form of presentation of new products, a new functional structure, a new organisational form, new management methods and organization of education, in short to develop on the basis of creative efforts, a process leading to innovation: creating value by knowledge valorification. So, the main role of the organizations is represented by protection and integration of specialized knowledge.

To develop innovations, the national economy must be prepared to encourage creative activity, economic exchanges with not only new products and services but also new ideas, new results of innovative activity. All the stakeholders must be within the innovation chain that facilitates the creation of new jobs, new products and services that facilitate the conditions for increasing well-being.

Conditions for increase in wealth are created also by public funds. The largest amounts were received by the governmental sector unitățile (66.0%), followed by higher educational entities (17.3%). Sources of funding for research and development activity from abroad have been targeted mostly to the business sector (52.6%), higher education sector (26.0%) and government sector (20.9%). This highlights the fact that the higher education sector units have received the smallest portion of resources from public funds.

Romania has spent in 2014, about 2.55 billion for research and development, representing 0.38% of GDP, declining towards the year 2013 when this type of expenditure accounted for 0.39% of GDP (2.46 billion lei) public sector expenditure represented 0.22%, while those for the private sector represented 0,16%, according to data of the National Institute of Statistics (INS).

By the end of 2014, in research and development activate 42.963 employees, towards 43.375 at the end of 2013.

In current expenditure, the largest share - 54.9%- has personal expenses that are down slightly from the previous year when they represented 56.4% of the total. Material costs represented 12.6% (compared to 11.7% in 2013), and the chapter "other expenses" had a share of 32.5% (31.9% in 2013).

In 2014, the applied research expenditure represented 44.0% of total expenditure on research and development activity, registering an increase of 3.5 percentage points, compared to expenses in the year 2013 who had a share of 40.5%.

The expenditure on basic research registered a decrease of 4.5 percentage points in total expenditure intended for research and development activity, compared to the year 2013, respectively from 39.8% to 35.3%. Experimental development costs have increased with only 1.0 percentage point from 19.7% to 20.7%.

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The evolution of expenditure, over time, can explain also the fact that creative activity has decreased substantially in Romania.

Analysis of the phenomenon of reduced interest of inventors to protect their creations through the patent, highlights issues related to the interests of Romanian entrepreneurs to research national heritage; failing to detect the importance of creative activity results in support of development; lack of supporting the idea of the innovation process; lack of activities to promote the creation of the Romanian technical and perhaps most importantly the lack of education in this area. Lack of support for Romanian creations may be caused by the fact that in Romania, the research and development activity is seen almost exclusively in terms financial gaps.

It is the time to reorganize universities and is obviously the time of many changes for the better. But first and foremost is awareness time of importance of intellectual property for development and growth on all levels. It is the time that it should look at statistics and to act accordingly to bring Romania into top ranks related to competitiveness.

Changes should receive attention, despite the bold trend, in recent years, to debate endlessly detail at the expense of crucial issues affecting the country.

In a world of globalization, universities are seen increasingly more often as producers of knowledge, innovation, technology and qualified work force from a strictly economic point of view, thus contributing to the creation of wealth and competitive advantage. It is also expected that universities generate revenue due to high demand of superior education that comes from all over the world. But this should be looked at also through the fact that the university is not just producing technology and manpower, but they form the people, individuals, an active part of the society. Thus, on the shoulders of universities press responsibility of creating professionals who contribute to the long-term national wellbeing. The university is the central element in the generation of new ideas to influence society. Thus, universities are required to realise the need for themes and studied to evaluate the impact of new knowledge.

These approach requires the integration of a study program centered on intellectual property which represents a first step in developing a company aware of the power of innovation, knowledge and intangible resources. Through the universities can be create an entrepreneurial culture and a culture of innovation in particular, to promote innovation as a strategy for long-term success to ensure competitiveness in an era dominated by globalization.

To find out more, to keep up with the news, I recommend visiting:
<https://www.facebook.com/Centrul-PatLib-Sibiu-Protectia-Proprietatii-Intelectuale-1239280319420616/?fref=ts>

In the same measure, the academic staff must be aware of matters of intellectual property, both in terms of opportunities and risks but mostly from perspectives that would facilitate potential partnerships with the business.

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