

KNOWLEDGE MANAGEMENT - A NEW TREND IN CONTEMPORARY MANAGEMENT

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ABSTRACT

Recent times have as a dominant feature "change" always and everywhere shown, with major implications for the evolution of contemporary society.

Transformations and changes in the economic, political and social, are produced with an amazing speed and affect the visible organization XXI century and default management.

The paper examines the importance of knowledge management in contemporary society and organizations ability to adapt to the specific future economy based on the values of knowledge, research and scientific creation.

They are also called into question the concepts related to information society and the impact that it has this on organizations.

KEYWORDS: *knowledge management, organization, society information, swot analysis*

1. Introduction

"The philosophy of the new economy, which should integrate both the interests of all individuals of our whole common man, society, environment and organization, knowledge of natural and human and social life becomes a stronger and more generalized concern" - DJ Hickson¹

Society, economy, environment, therefore all areas where one's mark in a man are changing and transformation, because he says that we walk today, a new era, the information based on information and knowledge, and they are considered to be paramount in any business.

For management information is "stone" and the same be said about the communication process within an organization, because the information must reach the person / department / sector when appropriate and necessary, and if not then the information loses its value. Performance management of an organization depends in particular knowledge operational and accurate supply and demand of domestic and foreign, the dynamics of prices, trends in technology and the use of company resources.

Currently, access to data and information is more easily achieved through the development pace of information technology and telecommunications, the question arises to know more and more, to know how to use the immensity of information that you have at a time given.

¹ Hickson D.J- "Knowledge based organisation, Information Society", *NewsMonth Magazine*, 2002

Thus, improving the management involves, among other things, the implementation of an information system, applying the principles and methods of science offered management and organization, operational research and not least the IT with the most effective methods and procedures for collecting, storing, processing, verification and transmission of information.

Over time, companies have paid special attention to manage money, materials, equipment and people, now they have come to recognize the primary importance of a fifth resource: information.

Need information to companies in a highly competitive society is that, currently, market analysis and consumer desires to become essential, and powerful companies trying to gain increased information about consumers: what they want, you eat, what products preferred which marks, etc..

The need for knowledge management requires companies need to make decisions at the right time and use of information systems at the firms as mandatory implementation of the concept of knowledge management within organizations. Also, more and more companies resort to participatory management systems, where decisions are taken by more people, thereby reducing the risk of failure.

2. Knowledge management - intelligent player information society

In the context of information society, knowledge generation must be the subject of investment for large companies, who have based their program on innovation and achieve long term economic performance by generating knowledge. These companies are motivated to generate new knowledge through the acceptance of the product vision and bold economic strategy, combined with a mentality of the organization that promotes transparency, dissemination of knowledge and their active use.

A modern organization must be trained, employees must learn and reflect, for the generation of knowledge requires a systematic work and a mentality in which knowledge is valued at their fair value. Managers must be aware that people who possess knowledge, decide, create and communicate ideas: using and managing knowledge may be applied only where the true values stimulated.

Report of a long time, the information age gradually take place of traditional industries and companies is replaced by the information society.

Information society and knowledge based and other resources, become priorities: information. This does not mean that industrial society no information or knowledge, but the technological explosion of recent years that information has become a strategic resource. The speed with which knowledge is renewed and that volume is an exponential increase in knowledge were part of a modern economy and a basic organizational principle in the new company. Knowledge has become the most important factor of production in the modern economy. It is the basis for the exercise of power, results in increased productivity and ensure business competitiveness.

In a society dependent on information, but also the larger number of organizations, knowledge seems to be only power guaranteeing social progress, economic and democratic are not eroded over time. Orientation to the capture and assimilation of knowledge is for most organizations the confirmation of a certain functional maturity, closely related with the essence of the information society that is allfă in interdependence.

The organizational environment, the knowledge derived from information processed by those who have the capacity to effective action, by assimilating and understanding the integrative, followed by operationalizing data in certain contexts.¹

Knowledge is generally defined as **the power to understand and capture the essence of the facts, recovery certainties and information obtained in the form of experiences and lessons**. The operation of such organizations, are crucial processes designated by the generic term of "**3 I**", **that innovation** (creating new knowledge), **learning** (assimilation of new knowledge) and interactive partnership for knowledge.²

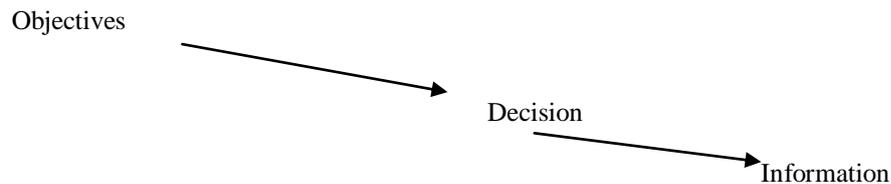
Thus, located in a complex environment, uncertain and highly competitive, the organization remain competitive only if it has developed its own collective intelligence and provide for the management of an appropriate knowledge. In these circumstances organizations are being redefined situation own culture through processes of organizational redesign and change in strategy.

Nowadays the competition, concurrence is so sharp and high speed response so that the old slogan "time is money" is increasingly overtaken by a new "each time is worth more than the other". Companies increasingly adopt the idea that "money is moving at the speed of light and information to circulate quickly."³

The information obtained provides organizations (manager, first) can identify and to best serve market requirements and consumer default and all information collected, processed and used in society are key elements of management information system.

It can be said that the need for information, and in particular the marketing is more acute than ever, following current trends of the times subject to change. It is noted that a marketing move from local, national and even one to one global market expansion as a consequence of the same size. In parallel, diversifying customer needs, desires increase, and as customers increase revenues, they are becoming more cautious, more demanding in choosing and buying property.

The need for information is determined by decisions to be taken which in turn are determined by the objectives pursued by the manager. This link between objectives, decisions and information is as follows:



Managers use information both for scheduling and planning activities but also for its control. Plan appears as a priority in the conduct of any nature activities organized as business objectives are established in this process.

Promoting knowledge management in Romania, then a challenge of the future, then an approach developed economies and standards of Euro-Atlantic structures, both by general characteristics and the long-term trends.

To succeed it is necessary for economic policy options to deliver on election validated immediately in the medium and long term strategy (25-30 years) to ensure

1 Murray, Ph. – *Core concepts in knowledge management*, (www.ktic.com/topic6/13_term2)

2 Drucker, P.– “The new society of organizations”. *Harvard Business Review*, 1992, 95-104

3 Ciucan, L., *Marketing - fundamental elements, strategies, tactics*, Targu-Mures, Publisher University "Petru Maior" IFRD Department, 2005

continuity and complementarity of economic activities. This would also help to increase efficiency in managing resources and very limited in Romania.

If I have this current situation in Romania regarding the use of information technology and communications based on social factors and human, technological, and economic policies affecting development have reached the following conclusions:

Swot analysis of ICT use in Romania

Tabel 1

<i>STRENGTH</i>	<i>WEAKNESSES</i>
<ul style="list-style-type: none"> ▪ Romania has the human capital training, internationally recognized; ▪ Community ICT began to engage increasingly more in the process of transition to knowledge-based economy; ▪ The current political situation is favorable to the development area information; ▪ Ability to adapt quickly to modern techniques; ▪ The possibility of rapid development of information solutions, because skilled personnel; ▪ Quick return on investment in ICT; ▪ The rapid pace of growth of internet users on the Romanian market; ▪ The rate of increase in mobile users in Romania; ▪ Strengthen the market for telecommunications operators. 	<ul style="list-style-type: none"> * We have developed strategies that were unsuccessful due to inadequate control, conventional thinking, fear of change, mismanagement of resources, inability to motivate those involved hiding bad results, corruption; * Communications infrastructure is still poor, requiring large investments; * The education system will deteriorate because of inaccessibility to new technology; * Developing economy of Romania; * The average salaries of ICT professionals is small relative to developed countries; * Very few colleges and universities in Romania are presented on the Internet; * The existing legal framework is very uncertain is marked by many changes; * High level of piracy in the use of soft-ware - 80%; * Cost rather than access to information technologies, including Internet.
<i>OPPORTUNITIES</i>	<i>THREATS</i>
<ul style="list-style-type: none"> ▪ The trend of world economy to go to the information economy; ▪ High demand for specialists in this field in developed countries; ▪ Funds dedicated to the implementation of existing international information economy in developing countries; ▪ Technological progress enables the convergence of communications channels. 	<ul style="list-style-type: none"> * Decrease the number of ICT specialists working in Romania, as there is a huge demand for specialists in this field in developed countries, where wages are significantly higher than those local * The economic gap with other EU countries; * Competition on the market; * Some operators are reluctant to the changes in the economic context.

Source: Data downloaded from the website [www. gateway.ro](http://www.gateway.ro)

Knowledge management and information management are differentiated by how the leaders mobilized workers **to apply, use, communicate and develop existing knowledge.**

It is estimated that the **new type of management** will provide a huge advantage emerging markets and economies in remote areas of the world, that advanced technology can lead to loss of social and geographical barriers, enabling people to be in contact and to communicate directly, as they remain separated by distance, culture and economic strategy.

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