ENVIRONMENTAL ISSUES ON PROMOTION OF SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF INNOVATIVE BUSINESS

Associate Professor Gabriel I. NASTASE
Christian University “DIMITRIE CANTEMIR”
Department of Finance, Banking and Accounting
Director General of Department of European Studies Masters
Director of the Center for Research, Education and Applied Finance – Banks
Member of the Academy of Scientists from Romania (AOŞR)
Member of the Committee for the History and Philosophy of Science and Technology of the Romanian Academy (CRIFST)
Engineer Dragos Ionut G. NASTASE
Romanian Authority for Nuclear Activities -Institute for Nuclear Research – Pitesti
gabriel_i_nastase@yahoo.com

Abstract: Given the importance of SME sector plays for the national economy and flexibility of SMEs in relation to market challenges, it requires the establishment of a public entity (any agency) National Intellectual Property Turning to facilitate cooperation between owners copyrights and entrepreneurs.

Keywords: research, development, innovation, exploitation of intellectual property, business environment

JEL CLASSIFICATION: G32

The current economic and financial crisis has generated opportunities to get out of this situation very astounding in economically and socially.

One of these opportunities is the business of INNOVATION.

In the context of the law but also the trend of human society to progress and develop towards the knowledge, scientific research, technological development, innovation and technology transfer are the only antidote to stagnation.

Given the importance of SME sector plays for the national economy and flexibility of SMEs in relation to market challenges, it requires the establishment of a public entity (any agency) National Intellectual Property Turning to facilitate cooperation between owners copyrights and entrepreneurs.

Thus, the public entity will promote competitiveness through market launch of new products, services and technologies, as innovation is a catalyst for renewal business. Forecasting development investment opportunity in various fields through the application of patents may be the main activity of this public entity.

Focusing on innovative forces in Romania in attaining a proper organization of product standards is appropriate for economic recovery and use creative spirit shown by many decades of research, the Romanian inventors.

Agency will consider the potential of Romanian initially developed as individual inventions and research institutes to come as the support SME development potential.
Risk financing innovation will be taken by that agency to allow the entry of new product or by the contractor’s own investment in innovative or license agreement between the innovator and investor.

The main tasks of the Agency:
- give advice on assessing and protecting inventions and market new products (this is necessary to emphasize that OSIM and ORDA have similar powers. Thus, this activity will be consulting with these two institutions);
- finance and facilitate:
  - Organizing workshops and exhibitions to promote inventions;
  - Promotional activities of business use of certain inventions;
  - Developing and marketing the new product marketing;
  - Helps to support private initiatives are based on technical and scientific discoveries that contribute to economic growth;
  - Contribute, together with ORDA and OSIM, the creation of a database of intellectual property can be made available to those who are interested in its commercial use;
  - Provide background information to share inventors / innovative SMEs to information on patents, trademarks, industrial designs, etc., community programs in research and development of SMEs interested in applying the invention;
  - In a National Strategy for Research - Development- Innovation, national and regional level, promoting creativity and innovation in the interests of Romanian society;
- Supports the participation of innovators and entrepreneurs of small and medium enterprises in the country and abroad, specialized fairs and other events aimed at promoting the products, techniques and technologies;
- To provide advisory services to small and medium business entrepreneurs who want to use applications related to intellectual property and intellectual property rights owners who wish to use for commercial purposes;
- Cooperate with the Ministry of Education and Research and its subordinate institutes and research institutes and innovation to ensure the right to information of any Romanian citizen;
- Underlie and develop proposals based on the draft budget for its activities and submit the approval of the minister for small and medium budget proposals;
- Organizing and managing the processing of information held by the Fund;
- Provide financial and technical management of funds allocated from state budget and the funds raised;
- Approves the documentation for obtaining credit to finance business.

Financing of new products will be market studies that will highlight the market potential of the product, degree of innovation and the patentability of his employment as its promotion of techniques and technologies.
<table>
<thead>
<tr>
<th>Promoting innovation</th>
<th>Evaluation of SME business use of intellectual property</th>
<th>Consulting Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooperation with ORDA, OSIM, MEC and other organizations and institutions</td>
<td>Carrying out studies on the Romanian market requirements in terms of technology</td>
<td>Manner in which taken SMEs may have access to new discoveries science and technology</td>
</tr>
<tr>
<td>with responsibilities research and innovation.</td>
<td>Carrying out studies on the development of SMEs using new scientific discoveries</td>
<td>How to invent, and other holders of rights intellectual property You can use these rights activities in ee.</td>
</tr>
<tr>
<td>Organizing projects targeting SMEs innovation</td>
<td>Potential business growth</td>
<td>Popularization of the Agency website</td>
</tr>
<tr>
<td>Organizing workshops, seminars and conferences bring together inventors and SMEs</td>
<td>Supporting young people in the establishment and development of innovative SMEs. Organizing a mutual exchange of information for better knowledge activity of each institution, regarding the implementation of specific software dev. sect. private SMEs from Romania, the development innovative enterprises. Supporting innovative SMEs access to scientific and technical human resources in research, and innovation as well as property intellectual, on a contractual basis.</td>
<td>Working with radio stations and publications achievement in the fields like, 'Respond to listen workers' on issues related activity Agency</td>
</tr>
<tr>
<td>interested in innovation.</td>
<td>Annual achievement tests UCD-SWOT on their situation and SMEs, to identify of opportunities development</td>
<td>Writing guides that can be distributed but to those interested can be found in electronically format on the Agency website</td>
</tr>
<tr>
<td>Organizing related courses the encouraging activity innovation management.</td>
<td></td>
<td>Joint organization of activities for creating and maintaining reference channels of communication with business in Romania and other countries.</td>
</tr>
<tr>
<td>Creating a web of Agency to translate EU documents in the matter, and information about using innovation and technology. leaders in countries (USA, Canada, Japan, Singapore)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creating a favorable environment innovation and development of adequate infrastructure for research and development units, (UCD) and SMEs and to stimulate creativity, entrepreneurial culture in research, education and SME sector</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Organisation of intellectual property protection and the support of innovative business environment

In the program of Development Cooperation and the World Intellectual Property Organization (WIPO) in June of 2001 was signed a cooperation program between WIPO and the Government of Romania, which was approved by the Government GD 974/2001.

Section 7, par. 1 a Programme of Cooperation between WIPO and Romania Government concerns “assistance in small and medium enterprises through the national SME support institutions and development policies / programs on the effective use of intellectual property system by SMEs “

Support for the intellectual property rights by SMEs is reflected in the National Intellectual Property Strategy (2003 - 2007), as distinct point in this project.

Thus, under this program was carried out by WIPO with the Ministry of Small and Medium Enterprises and Cooperatives (at that time, 2001-2003), a study on “Using intellectual property system by SMEs in Romania”.

This study is structured as follows:

A - Part I deals with analysis of the overall situation of SMEs and SME activities in Romania related to intellectual property;

B - Part II outlines the main achievements recorded by SMEs in Romania in the field of intellectual property, making a distinction between trade secrets, patents, patents, trademarks, industrial designs and correlative rights which are relevant commercially and profitability;

C - Part III examines how to use the intellectual property system by SMEs, and recommend to the Government of Romania on practices and policies to encourage the optimal use of intellectual property system by SMEs (especially micro-enterprises) in to increase their competitiveness on the Romanian market and foreign markets.
A. Part I of the Study
1. General on the development of intellectual property, including government policies, programs, projects, administrative and institutional framework for creating an enabling environment to facilitate SME development by improving SME access to finance and development services for SME business growth sites.
2. The main ways to access the private sector, particularly SMEs, the results of research and development units (such as R & D institutes subordinated to the Ministry of Education) and universities;
3. General issues concerning the relationship between demand and users of management development and related training institutions, advisory services and consulting business for SMEs in the area in accordance with their needs;
4. Statistical structure of SMEs particularly in production and services;
5. General on the functioning of various SMEs, including academic institutions and providing training services, NGOs and civil society in the field of intellectual property;
6. General on the functioning of institutions and different forms of financial support to SMEs, including universities and governmental and non-governmental institutions that provide training in business management;
7. Overview of how the legal system guarantees the protection of intellectual property by identifying intellectual property rights and related rights recognized by the Romanian and international legislation, outlining the changes required to improve the protection of intellectual property by the Romanian law, especially in those areas that are essential for the development of innovative SMEs;
8. General on the development of information and communication technologies, with particular emphasis on their use by SMEs, with emphasis on issues related to the use of intellectual property in this area;
9. General aspects of services related to intellectual property rights and related rights, including intellectual property management and the strengthening of SMEs to protect their use, emphasizing the usefulness, accessibility, affordability and application of intellectual property rights to them through advisory services, training and training in intellectual property (including counterfeiting and piracy issues and the involvement of SMEs in the fraud);
10. General on contributions from international agencies and regional programs in developing SMEs and bilateral intellectual property rights.

B. Part II, this part contains illustrative examples of successful business recorded by SMEs, since the incorporation of intellectual property (IP) business plan and business strategy, so that through proper management of IP to achieve profitability, growth and business competitiveness.

C. Part III includes;
1. An assessment of the situation regarding the use of IP by SMEs in Romania
   - Highlighting the requirements of SMEs in the use of IP as they are perceived by SMEs, SME associations and the Government;
   - The existing institutional framework necessary to sustain government activities in encouraging the use of IP by SMEs.
2. Recommendations made on the analysis of government policies and strategies related to a more efficient use of the IP system by SMEs, with the emphasis on the following areas:
   - Develop policies, strategies formulation and implementation of specific programs, and making suggestions on improving the current legal framework on the marketing of IP rights;
   - Nature of assistance to develop the relationship between supply and demand in terms of PI according to the rules of a market economy through the development of appropriate support services;
   - Improving and developing the current structure to support innovation in Romania.

REFERENCES

NASTASE, I., G., Financial Management of the Company. Methods of analysis, evaluation and calculation of financial and economic efficiency of intangible fixed assets. Case Studies -
The patent PROUNIVERSITARIA Publishing, Bucharest 2010

NASTASE, I., G., LEPADATU, G., Interdependence of economic and technological environment, journal QUALITY, year X, no. 6, June 2009, p. 40-45


NASTASE, I., G., Economic and Financial Crisis in Romania in our Globalized World, Causes, Effects and Solution METALURGIA INTERNATIONAL Magazine, vol XV (2010), no. 3, p. 111-113


NASTASE, I., G., BADEA, C., D., System problems, research and development and innovation (RDI) of Romania, EUROMENTOR Magazine, Vol I, March 2010, p. 29-30