

Companies and future challenges.

The new wave of companies proving themselves on the innovative goods market will mark a new era: the era of creativity. The fight for supremacy will not be held, firstly, on the efficiency level, but at the innovation level and the ability to satisfy the needs of consumers. It is obvious that companies are living if they are efficient and performant. Beyond traditional needs, there is a fundamental need for human beings: the need for novelty. The transformation of an idea into a product doesn't need anymore tens of years but, on the contrary, maybe just a few weeks or months. Novelty is becoming the catalyst of the global economy. Originality leads towards an evolutionary process that can mean optimized versions of the same product. In fact, there is a shift from mass production towards an individualized production, a personalized one. Creativity is a non-linear product that imposes a new learning curve. Thus, a strong pressure will be put on the depreciation of existing production line and that is why defining a culture based on creativity an innovation will impose a new value chain and a new way of thinking connected to production flows. In the future we can talk about a different management of creativity and innovation that is beyond technical elements. In fact, future companies must define a new type of organizational culture in which some essential ingredients for the development of organizations will be considered: recruitment quality, performance evaluation system's consistency and the components of the reward management system.

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