

## MANAGEMENT AND INNOVATION IN ENTREPRENEURIAL UNIVERSITIES FROM THE CULTURAL SECTOR

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### ABSTRACT

*In very many areas, the global cultural sector is currently experiencing a major economic crisis, caused mainly by the technology lag that has steadily increased in the past years. The possible elimination of certain art fields which cannot keep up with the dynamics of consumption markets will induce a series of adverse effects most acutely perceivable on the socio-educational level. This study defines the model of the "executive innovation" in functional and conceptual terms, being applicable in the sphere of art universities. We shall configure a series of entrepreneurial prototypes specific to higher education institutions meant to formulate an adequate position in relationship to the tendencies of the future.*

*We believe that, in order to innovate the top-level management in culture, we must identify and implement good managerial practices, based on the expertise of researchers with a high academic level, provide scientific arguments, achieve a realistic strategic plan that can produce a viable transformation leading towards an open, interactive system based on innovation and adapted to the times we live in.*

**KEYWORDS:** *benchmarking, innovation, entrepreneurship, strategic management, university.*

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### 1. INTRODUCTION:

A people's national culture has a major impact on a country's economy (Greif, 1994), perpetuating sets of values and behaviours with positive effects on sustainable developments. Society's dynamization through culture, its modernization but particularly its education through art have become factors of interest for those responsible for ensuring a certain life quality level all over the world (Ro ca, 2020). It is desirable to achieve community evolution by enriching national cultural capitals, by moulding a people's identity and standardizing certain value measures, which should determine individuals to revise their consumption attitudes in favour of a superior social environment. We can notice that higher education institutions have engaged in a race to find ideas that can keep up with the accelerated and permanent technological innovations. The bottom line for our present life is "flexibility", both subjective and objective, which is invoked by all means available and brings with it, more and more, an emergence of scientific compromises. Any university oriented unidirectionally towards academic performance must, according to these new norms, adapt in order to stay relevant for the "mass" society, being required to shift its position from "supreme educational authority responsible for the individuals' progress" into a "service supplier" subordinated to community's needs. The concern for the external environment, for the society that requires the educational services is now the main element that can reduce the value disparity between supply and demand. It is noticeable that the maintenance of scientific performances is feasible solely on condition that the environment, situated outside of the academic communities, accept all higher education interventions, which must be facilitated by identifying and

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