

CHARACTERISTICS OF TECHNOLOGY TRANSFER IN ROMANIAN ORGANIZATIONS

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DOI: 10.24818/IMC/2020/02.16

ABSTRACT

In this research, in order to know the opinion of the subjects involved in the technology transfer processes, a survey was conducted based on a technology transfer questionnaire. The majority of the respondents to the questionnaire are represented by researchers from research institutes or by teachers from university education involved in research-development, technological development and innovation activities. In the case of universities and national research and development institutes, the research centers / sections / laboratories constitute, in the vast majority of cases, the organizational entities involved in the technology transfer processes. The situation is radically different in the case of private research institutes where the technology transfer centers and technology brokers are the most important entities involved in technology transfer processes.

KEYWORDS: *technology transfer, organizations, Romania*

1.INTRODUCTION

The development of new products / services or the renewal of existing ones, as a result of technical and technological progress is an important vector of economic growth and social welfare, having in the same time positive effects at the microeconomic level (of companies), by increasing sales, market share of profit (Cicea, Marinescu & Moroianu, 2015). If large companies and multinational organizations have to choose between the results of their own research departments and those produced by universities or research institutes, small and medium-sized companies do not usually have a structural representation of the research-development function since they would not afford the associated costs (Burdu & Popa, 2018). That is why they either take over the results of research abandoned by large companies in developed countries or those generated by national research-developed systems. The exception is usually innovative start-ups or spin-offs, the establishment of which is even a way of productive concretization of some results of research and development activities. Therefore, technology transfer is one of the ways in which organizations in the productive sector manage to meet their internal needs for renewal / resizing / improvement of the portfolio of products, services, works or activities. One of the most frequently used sources of technology transfer is the assimilation in the productive sector of the results obtained through applied research, technological development and innovation activities.

In Romania, the technological transfer between the research and development sector and the beneficiaries of this transfer has always been a topic of discussion both in terms of its characteristics and the efficiency of the process as a whole (Nicolescu L. & Nicolescu C, 2012; Sandu, 2014). If the multinational organizations present on the Romanian market satisfy their needs in the field of new technologies through internal transfers, the Romanian organizations, most often the small and medium ones are forced to resort (in the absence of their own research - development activities) to the results offered by the national research-development system.

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