

INNOVATION, PERFORMANCE AND COMPETITIVENESS THROUGH CLUSTERS

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ABSTRACT

The article addresses clusters, a modern concept of development, because this network of organizations is part of the theory of innovation management. Clusters must innovate within the organizational network by improving strategies that lead to their performance, to meet the requirements of customers and society, to improve competitiveness, and last but not least to provide opportunities for stakeholders interested in this type of network. The establishment of a collaboration network as an objective within the clusters shows that successful innovation requires an efficient collaboration between the actors involved in the private environment, the public environment, universities, catalysts, etc. This article aims to investigate how the cluster has a triggering role in the development of the North-West region of Romania, integrating innovation, performance, competitiveness and to observe how the human factor through the activities undertaken, leads to more efficient investment in human resources and organizational level. The research methodology is based on the use of the organizational environment as a method of quantitative analysis of the collected data. Through this analysis within the sampled group, the interaction between the organizations involved can be quantified and visualized. The results highlight the link between human capital efficiency, knowledge management, investment in human capital, cluster relations, with a significant impact on competitiveness and organizational performance, in the innovative approach of cluster members. This has the effect of optimizing the adoption of organizational decisions, through better communication between cluster members, the integration of new information and educational dimensions, more effective projects and the development of unique partnerships that lead to a development of the analyzed region.

KEYWORDS: *clusters, competitiveness, human resources development, innovation*

1. INTRODUCTION

Clusters are designed to stimulate innovative activity, technological development, transfer of expertise, establishing partnerships, stimulating innovative activity, collaboration between organizations, dissemination of information and all this leading to a pole of regional competitiveness.

Clusters are for the economic environment of the North-West region of today's Romania what professional associations were, before the emergence of new technologies. Unlike previous forms of sectoral collaboration, clusters bring together not only companies in the same field, but also universities and administrations, at local or regional level. In the European Union, clusters have been talked about for almost two decades, as the new support structures for companies, their main goals being to maintain competitiveness, by improving human resources, generating innovation, with the help of universities and creating /maintaining a business environment friendly, by collaborating with administrations. Clusters catalyze the attraction of European funds, both through their own projects and through partnerships or the transfer of information on funding opportunities

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