

CERCETĂRI PRIVIND METODELE DE INOVARE UTILIZATE ÎN IMM-URILE DIN REGIUNEA CENTRU

RESEARCH ON THE INNOVATION METHODS USED IN THE SMES IN ROMANIA'S CENTER DEVELOPMENT REGION

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Abstract: Innovation is an absolutely necessary condition for creating the dynamics favorable to economic progress. Romania faces a low innovation level, which is due both to the absence of a favorable environment and to the workforce decrease in this field. In a global economy, one of the competition components lies in the capacity of the small and medium enterprises (SMEs) to create high value added goods and services. In order to achieve one single successful product, it is necessary to generate a large number of ideas. Under these circumstances, the key problem of the contemporary economic progress is to significantly increase the production of original solutions, which requires the intensive usage of creation methodologies. The purpose of this research paper is to identify innovation methods/creativity techniques (IM/CT) used in Romania's Center Development Region, their utilization degree and the effects thereof. The research instrument used is the questionnaire based inquiry.

Keywords: innovation, small and medium enterprises, innovation methods, creativity techniques