

APLICAȚII ALE MANAGEMENTULUI CUNOAȘTERII ÎN ÎNTREPRINDERILE SOCIALE

APPLICATIONS OF KNOWLEDGE MANAGEMENT IN SOCIAL ENTERPRISES

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Abstract: This paper aims at providing answers on issues related to the collaboration between universities and social enterprises in order to increase their ability to withstand on the market. Social entrepreneurship is a concept not properly defined and accepted. In this sense it can be seen that social entrepreneurship does not yet have a clear definition to separate itself from other organization types. The only common point that characterizes social entrepreneurship is that such organizations have a mission to create social value. Also it can be seen that, there is still no clear demarcation to tell us if social enterprises are operated as traditional organizations, non-profit organizations or if we find them both instances. We consider offering some answers regarding the collaborations between universities and industry and pave the way for future studies that can be used to assist in the further development of mutually advantageous relations.

Keywords: Social entrepreneurship, social economy, knowledge management.