

RECENT WORLD TENDENCIES IN THE ORGANISATION ENVIRONMENT

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ABSTRACT

The paper approaches the tendencies in the organization environment generated by the numerous, fast and intensive changes which manifested in last decade all over the world, in the context of the transition to the knowledge based economy and society. There are identified and briefly analyzed ten main tendencies - whose background is represented by the unprecedented intensification and diversification of the innovation - which impact in a great extent survival and developing of organizations. The objective of the study is not only to present the changes and tendencies in organization environment, but also to reveal the importance of their awareness and taken into consideration by deciders.

KEYWORDS: *tendencies, environment, innovation, organization, knowledge*

JEL CLASSIFICATION: *O10*

1. INTRODUCTION

Without any doubt the last century is characterized by the numerous and deep changes in all fields. Never in the mankind history the changes has not been so comprehensive, fast and intensive. We could see the change at every component of the society – micro, mezzo, macro and mondo systems. In our study we focus on the global changes of the organization environment, generated to a large extent by the transition to the knowledge based economy and knowledge based society. Our analysis have revealed that in the context of the transition to the knowledge based economy and of the persistence and of the fight for survival of the elements specific to the capitalist economy and society and, in the less developed areas – of the previous social-economic systems, we could identify certain essential tendencies in the organization environment at the world level.

We shall present in our paper the main tendencies identified by us starting from the consultation of a large number of studies (Attali, 2006, Wolfram, 2010, Nicolescu & Nicolescu, 2011, Griffin, 2012, Naqvi, 2014, Brown et al., 2015, Brătianu, 2015, Bonciu & Bâlgăr, 2015, Broadman, 2015, Markoff, 2016, Lichtenthaler, 2016, Nicolescu et al., 2017, Nicolescu et al., 2017) and based on our own analysis.

The background of the global tendencies is represented by the intensification, diversification and acceleration of the innovation. The numerous papers - Hamel G. 2006, Birkinshaw, Hamel & Mol, 2008, Burkus, 2013, Wong, 2013, Pisano, 2015, Christensen et al., 2015, Grossman, 2016 - have proved that innovation represent the engine of the revolutionary changes taking place in all fields of the society. The tendencies presented in the following paragraphs represents the essential innovations developing in the organization environment at the global level, which predominantly influence the organization activities, functionality and performance (see figure 1).

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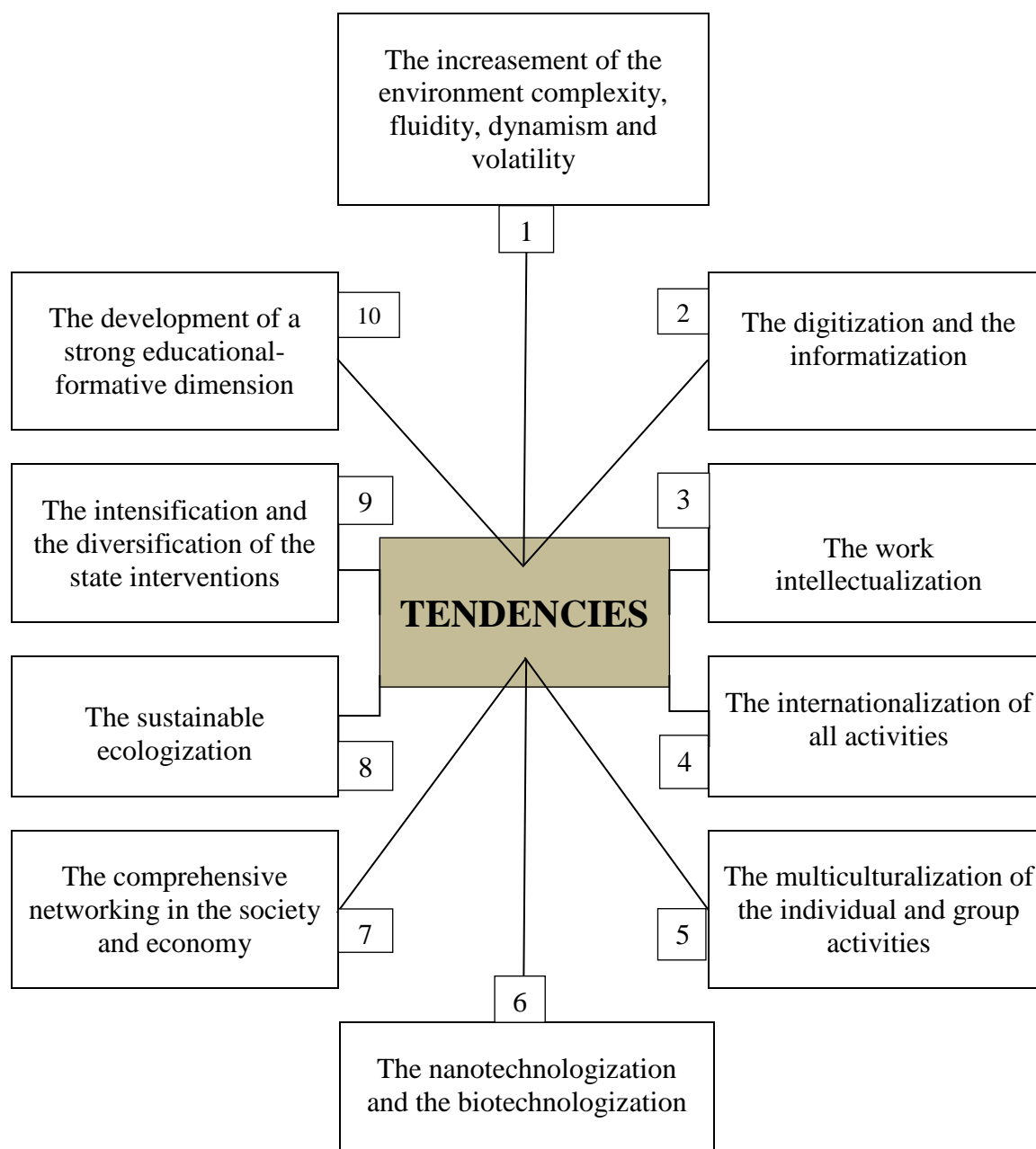


Figure 1. The main tendencies in the organization environment

2. THE INCREASEMENT OF THE ENVIRONMENT COMPLEXITY, FLUIDITY, DYNAMISM AND VOLATILITY

During the last century, the organization environment has changed very fast and intense, in our opinion the most relevant features of its evolution - especially in the last decades there are complexity, flexibility, dynamism and volatility. For the most part of these evolutions has been proposed a new concept VUCA - volatility, uncertainty, complexity and ambiguity (Bennett & Lemoine, 2014, Garrow & Varney 2015). The organization environment evolutions are developing in the context of amplification of the mankind size and of the multiple activities within this, of the knowledge revolution acceleration, of the intensification of the innovation and entrepreneurship in social-economic entities. Its consequence, an increasing numbers of variables, very heterogeneous

and with different trajectory, not easy to anticipate are influencing the functionality, development and performance.

Their effects and influences are interrelated on the multiple levels, increasing the difficulty of their perception and of the performant feedbacks from social-economic organizations. In order to face these challenges, to stop the negative effects and to valorize the opportunities, have been developed at mankind level global approaches through international organizations - United Nations Organizations (UNO), International Labor Organization (ILO), World Trade Organization (WTO), International Monetary Fund (IMF), World Bank (WB). The above mentioned organizations and other international bodies have developed strategies, agreements, protocols, resolutions, recommendations a.s.o. regarding the future global evolution or on the certain major fields - trade, finance, labor force, banking, ecology, military and others.

3. THE DIGITIZATION AND INFORMATIZATION OF THE SOCIAL - ECONOMIC ENVIRONMENT

The digitization and the informatization there are major components of the information revolution, which presents significant variation in intensity, content and effects at worldwide. Because of the digitization and informatization, the information quantity, the information storage and structuring capacity, the degree of information processing and circulation speed, have recorded a huge progresses in a very short historical time (Wolfram, 2010). The identification, codification, circulation, use and valorization of the information and knowledge – two of the most valuable resources in the present times – there are expending very fast because of digitization and informatization, changing deeply the content of all activities and of the social-economic entities in which they are achieved. It is obvious that this tendency manifests a pregnant amplification and acceleration during the last years, which without any doubt shall expand in the next period. The digitization and the informatization will contribute more and more to the easiness of the human work, to the speed increasement of the starting, deployment and completion activity, to generating business and human opportunities, but concomitantly with new stresses and perils at the organization level, despite of their objectives and nature. Recently developed digital platforms, having a major role in the collaborative economy development, represent a very good example of these digitization and informatization contributions.

4. THE WORK INTELLECTUALIZATION

The proliferation of the intellectual work processes represents one of the most challenging mutation occurred in the last half of century in the social-economic organization environment. Intellectualization work incorporates mainly the processes information and knowledge processing without using, or in a very low percentage, the human effort. The main "tools" used are human brain, informatics, mechanized, automatized or robotic equipments.

The work intellectualization is expanding very rapidly in all countries. USA has been the first country in the world, within which in 1957 the intellectual work has become predominantly, overcoming physical work. Today activities in the society and in the economy, incorporate more and more intellectual processes which determine the accomplishment more rapidly of all objectives and tasks.

The work intellectualization radically changes the coordinates and the parameters to be taken into consideration by every human being and organization, generating multiple shifts in the relations among all social systems involved. The work intellectualization focusing on the knowledge use, share and valorization, generates much higher productivity compared to the previous periods. Based on this, the intellectualization shall determine deep changes in the human life and organization activity, facilitating the incensement of the life standard and social-economic development in every country.

5. THE INTERNATIONALIZATION OF THE ACTIVITIES

Without any doubt, the comprehensive internationalization is an essential feature of the present times. The internationalization involves hundreds of states and independent territories, thousands of extremely diverse regions, having many pregnant particularities, which are not easy to be perceived and to be taken into consideration by the social-economic entities. All kind of flows among states and regions - human, technical, managerial, commercial, financial, scientific, cultural, sportive, ecological, juridical, political a.s.o. - are permanently multiplying and accelerating. As consequence, for the organizations appear new opportunities and resources favoring their development and concomitantly new pressures, threats and even dangers. The internationalization generates increasingly globalization, by involving more territories, field of activities, organizations and individuals and by amplifying the impact of different nature and their interrelation at the mankind level (Broadman, 2015, Ernst & Young, 2015, Wall et al., 2011, Turcan, 2013).

6. THE MULTICULTURALIZATION

The intense and heterogeneous multiculturalization represents one of the recent striking mutation developed in the society and in the economy. The multiculturalization means the establishment of human and work relations among individuals, groups, communities belonging to different national, regional and local cultures. The culture differences among persons from different areas often are large, regarding the traditions, habits, rituals, mentalities, social values systems, communication ways, education, religion, social statue etc. All these generate specific and heterogeneous life visions, work approaches, individual and group value systems, decisional and actional ways, behaviors, a.s.o. The multiculturalization from the organization environment point of view presents two forms. Interstate multiculturalization - the first type - deals with relations among persons from different states, but who have permanent residence in the home country. The second type, the intrastate multiculturalization includes persons from different countries but who live in the same state. The both types of multiculturalization strongly influence - although partially in different manner - the configuration and especially the functionality of the organization environment (Broadman, 2015, Ernst & Young, 2015, Wall et al., 2011, Turcan, 2013).

7. THE NANOTECHNOLOGIZATION AND THE BIOTECHNOLOGIZATION

The nanotechnologization and the biotechnologization are two of the most spectacular mutations which substantially modify the world economic and social activities. Both regard directly and indirectly all fields of human activities (Day & Schoemaker, 2016, Markoff, 2015, Ciocoiu et al., 2012, Brousseau & Curien, 2007). The nanotechnologization elaborates and uses technologies at the atom level, creating new intelligent and small size equipments and machines with high yield and productivity, much higher comparatively with those used in the previous period.

The biotechnologization through genetic changes at the level of life cells determines the substantially improvement of the animals breed and kind of plants, generating very high production on the surface unit and on the animal capita. We outline that both nanotechnologization and biotechnologization, which have as common denominator the much better technical-material inputs in economic entities, are just in the beginning phase of their development. In the next years the nanotechnologization and biotechnologization shall produce much more outstanding innovations, which shall have more impact and in ways difficult to anticipate now, on the organization and on the entire social and economic activities.

8. THE COMPREHENSIVE NETWORKING IN THE SOCIETY AND ECONOMY

Society networking is growing fast in the last decades, the reflecting in the structuration of the increasing number of the environment components as networks. Social practice revealed that the networks - structured as clusters, techno polis, technological platforms, network company, commercial chains, multinational companies, holdings, federations, professional scientific, sportive etc. associations - are more frequent and more important in all domains. Networking has developed as a feedback to the division of labor deepening of the society and economic, structuring in numerous components, many of them small size, frequently specialized. As consequence, efficient and permanent work with other entities becomes more and more difficult. Networking is trying to overcome the limits and difficulties associated to the small size and/or specialized entities, concomitantly with better valorization of the new opportunities generated by de the knowledge revolution. The informatization, digitization, internationalization, nanotechnologization a.s.o. are providing strong information, knowledge, human and technical support for performant networking. Collaborative economy or shared economy represents a recent type of performant networking which is very fast developing (Lichtenthaler, 2016, Bonciu & Bălgăr, 2015).

9. THE SUSTAINABLE ECOLOGIZATION

Certain studies reveals that he environment protection against negative effects of the human activities (firstly of the economic activities), the more efficient and equitable use of the non - renewable natural resources and the reset of the ecological equilibriums at the world, continental and regional level represent the main components of the sustainable ecologization. All these processes mean new inputs, restrictions and outputs for the numerous types of organizations. For the most part of them the ecologization determines substantial changes in strategies, policies, systems, mechanisms, activities and outputs. Sustainability is the new dimension of ecologization developed in the last decades. Sustainable ecologization means the approach of the ecologization in a long run perspective and providing the necessary resources for its implementation. Sustainable ecologization determines the amplification of the requirements and pressures on the all types of organizations. Despite of this, the sustainable is essential for the mankind surviving and for its continue development, valorizing the huge opportunities generated by the knowledge revolution. On the contrary – as has outlined the renowned specialist Brown Lester (2015) - there is a big danger of ecological decline and as consequence, of the economic and social decline.

10. THE INTESIFICATION AND THE DIVERSIFICATION OF THE STATE INTERVENTIONS

During the last decade, the state interventions in the society and economy have increased dramatically at the national, regional and world level, having as object all mondosystem components. The state interventions from the point of view of their scope could be divided in three categories:

- (a) The state interventions at the level of every country, usually dealing with the preservation and the increasment of the business environment functionality and predictability, with the decent life standard and the social peace. These interventions have been amplified in the 2009-2011 world economic crisis, continuing in many countries.
- (b) The state interventions at continental level, where are multi-states systems of international economic integration. European Union is the best such example. This type of state interventions are directed to the development of the regional environment, enabling economic and social development and valorizing at a higher level the specificity of each country involved and their complementarities.

(c) The global interventions, usually through international organization, which have as members all or the large number of the world states. UN, ILO, IMF, WB are the most comprehensive and well known such type of international bodies. A major role has also certain groups of the most powerful and influent states like G7, G20, OECD or NATO Pact. Their interventions at global, continental, regional or national level, usually deal with the prevention and/or elimination of the crises and/or major politic, economic, military and social dysfunctionalities with the improvement of the economy and society functioning and developing at the continental level.

In our opinion, because of previous tendencies, all types of the state interventions shall be more intense and more varied as content and ways to implement them. The state interventions will continue to be predominantly strategic, but the operational dimension shall increase too.

11. THE DEVELOPMENT OF THE STRONG EDUCATIONAL - FORMATIVE DIMENSION

The population, the human resources represents the determinant element for every environment tendency above mentioned. All types of evolutions - economical, technical, political, scientific, ecological, managerial, a.s.o. - are the result of human being thinking, decisions, actions and behaviors. The last decades were characterized by comprehensive and deep progress regarding the human resources, education and training. The inclusion in the education system at the world level, of the most part of population and its substantial improvement, becoming more pragmatic, innovative and enterprising, have provided higher quality human resources, more dynamic and productive. Education, training and life learning have become conditioned for the organization survival and performance, for the society well-functioning and competitive development. Numerous researches and studies have proved that the education and training investments are the most productive ones. For this reason, in the next period the education and training will intensify in order to provide labor force able to assimilate and valorize the knowledge, the most productive resource of the knowledge based economy and society. This tendency has and shall have major positive effects on the all types of organizations activity and performance.

Of course, the tendencies formulated by us are neither exhaustive neither not debatable. We have presented them because we consider that they could – to a large extent –to be used as major points in order to facilitate the understanding and use of the essential present and future evolutions of the organization environment and for the decisions, actions and behaviors assuring the organization survival, functionality and competitiveness. These tendencies can be a very good framework in order to identify and cultivate performant relations with the organization stakeholders and their management.

12. CONCLUSIONS:

Why is essential the awareness and taken into consideration of the environment tendencies?

We have found as answers, five main reasons:

- (a) Because the environment tendencies are real and objective and they change radically human lives and the activities of all social-economic entities, despite of our perceptions and behavior regarding them;
- (b) Because the awareness and the knowledge of the environment tendencies help each of us to adapt faster, easier and more efficacy, in a provisional approach, to the environment changes;
- (c) Because the taken into consideration of these tendencies could improve substantially the human life on many aspects, including the happiness degree;
- (d) Because the awareness and taken into consideration of environment tendencies by the any type of the organizations amplify their chances to survive and increase their functionality, performances and sustainability;

(e) Because the tendencies, which reflect the content of the transition to the knowledge based economy and knowledge based society, should represent the pillars of the individual and entities remodeling at the local, national, regional and global level.

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