

## Knowledge - Based Management - Management of the Future

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The intensive and widespread growth of the world and not of an increasingly world economy endangers what all the people of the world wish, a harmonious and sustainable development. In this sense we can talk about a harmonious balance in terms of economic development, the creation of levels and social welfare in the context of a healthy environment.

The sustainable development as a result of the last meetings at the highest level of representation of the countries of the world have gained a wider significance, including the cultural component as the fourth structure required for completing the sustainable development.

Recent events that have taken place worldwide have shown that sustainable development cannot be achieved in the future if there is no close cooperation at this level in terms of achieving sound security for the protection of the entire ecosystem.

Today it is found that economic development is mainly based on the consumption of tangible resources that are in an inverse ratio proportional to the economic growth. On the other hand, economic development is accompanied by an increased level of environmental pollution with all the negative consequences on the development of the entire ecosystem.

Under these conditions, the important strategies for economic development must consider reducing the consumption of tangible resources and increasing the consumption of intangible resources. It can be said that in the future an organization that will mainly rely on intangible resources will be able to achieve an important standard of competitiveness and a higher level of sustainable development.

The example of Japan, which after the Second World War and after the destruction of Nagasaki and Hiroshima, requested to United States to invest in human capital, namely the formation of a culture for the quality of the Japanese people.

This led to the fact that, starting in 1974, the "Made in Japan" brand ranks first in the world in terms of quality, opening an extraordinary door for the export of these products worldwide and at the level of development reached today by Japan. This is why the example of Japan represents the real model for the future development of our organizations.

Another argument for existence is the fact that tangible resources are constantly reduced as a result of the destruction of

ecological balances (the consumption of natural resources is higher than their rate of regeneration). An organization that relies mainly on these depleted resources can think of disappearing with the depletion of these resources.

On the other hand, intangible resources (knowledge) grow at a rapid pace, which means not only that it is an inexhaustible resource, but it is a resource that offers the possibility of intensive and extensive development. The knowledge-based theory approaches the organization as a market structure, the resource of which is knowledge, the main activities focusing on their production, protection and integration in order to obtain economic performances.

The strategy of the knowledge-based organization mainly pursues innovation, knowledge becomes the most important strategic resource of the organization and learning becomes the most important capacity of the organization.

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