„AL. I. CUZA" UNIVERSITY FROM IAŞI
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ROMANIA'S INSERTION ON THE RESEARCH, DEVELOPMENT, INNOVATION EURO-MARKET

Ph. D. Thesis Summary

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„AL. I. CUZA" UNIVERSITY FROM IAŞI
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SUMMARY

Introduction

This paper represents an attempt to demonstrate the ups and downs of the research-development-innovation sector in Europe, but especially in the Romanian area, being focused on the government economic policies, and also addressing equally, to local authorities, in this case from Iasi, given the final practical goal of the work. The appearance of innovations is related to the genesis of the humankind itself. Either a result of pure chance or of long studying, inventions are meant to ease or simply spice our daily life. Life quality and the future of a nation nowadays rest in the orientation towards the research-development-innovation policy and towards the development of an authentic national and European market of research-development-innovation.

The objectives of this paper follow the main action directions: determining the content of the notions of research, development, innovation, as well as of the correlative concepts: intellectual property rights, in order to reconstitute eventually the research-development-innovation complex, and the research-development-innovation market and euro-market; identifying the priorities of the European research-development-innovation policy; discrepancies as regards the financing of the sector research-development-innovation policy between the member states of the European Union, emphasizing Romania's situation; establishing the Romanian strategies of integration in the research-development-innovation euro-market. The final objective of the paper aims at establishing if the science and technology parks are a valid Romanian solution for the improvement of the research-development-innovation market, through the following secondary objectives: if the Science and Technology Park in Iaşi is an application of the autochthonous research-development-innovation policy and if the science park in Iaşi has the necessary potential of inducing economic growth locally.

The difficulties in the achievement of this paper were related to the ex abrupto intervention of the current economic crisis, with negative effects in the field of research, development and innovation, as well as the difficulty of collecting data for the final part of the paper, caused by the lack of transparency of the local authorities of Iaşi as regards the accomplishment of the "Tehnopolis" Science and Technology Park of Iaşi.

From the perspective of the research strategy, given the nature of the topic and, in relation with the methodological aspects of the aimed approach, we emphasize the fact that, in general, we

used a mix of research strategies: deductive, inductive, comparative, casuistic, and our analysis manner was predominantly qualitative on five chapters.

Chapter I.
Research-development-innovation market. Theoretical approach

In the introductory chapter, we clarify the central concepts of our work: the market of knowledge, the theory of economy based on knowledge, research, development, innovation, education and human capital, intellectual property rights, trading arrangements on the research-development-innovation market, focusing, in the end of the chapter on the existence of a Euro-market in the research-development-innovation field. Apart offering definitions, classifications and possible solutions, we evaluate innovation, research and development in relation to two paradigms: the European one and the American one.

By clarifying the content of the "research-development-innovation" phrase, we identify in it a genuine triangle of knowledge: we perceive the basic conceptual complex of the paper – "research-development-innovation" – in the context in which its extremes (namely research and innovation) lead to the middle element, namely development, with a direct reference to economic growth. The purpose of the connection between the three elements is the generation of a new competitive advantage. Practically, research and innovation are means, instruments, and not purposes in themselves; nevertheless the purpose rests in development and economic growth.

The nature and the more and more important role of the knowledge of economy have developed in time a veritable research-development-innovation market, having as an archetype the market in general. On this market, the object of the transactions carried out is **knowledge**, which is a nucleus of what we call today knowledge-based economy.

The investigation of the "innovation" notion in the economic field, as a manner of achieving the knowledge that is the direct object of the transactions that are carried out on the research-development-innovation market, must be performed in the context of the necessary distinction regarding the invention. As for the compound word "**research-development**", we notice that the research-development complex means all the activities of scientific research and technologic

development taken together. In this context, we consider that education is, without a shadow of a doubt, a right related both to human dignity and to the individual's right to individual reputation, and – at the same time – an economic asset or an economic obligation, meant to increase the consumer's utility, being a vector of increasing the human capital and consequently of the physical capital. The importance of education must be discussed on the background of the fact that the human capital, refined and informed through education is a creator of new knowledge, whose owner it becomes by fulfilling the formalities implied by the regulation of the intellectual property rights. From the economic point of view, the regulation of the intellectual property rights is connected to the advocacy of investments in the knowledge production and business innovation, as well as to the dissemination of knowledge by encouraging inventors to place their new inventions or innovations on the market.

Knowledge, most of the time protected by means of the intellectual property rights, are the object of transactions on the market of research-development, innovation or what we call invisible trade: license agreements, know-how agreements, consulting-engineering agreements, thus of the research-development-innovation euro-market. Hence, the sole European market works as an extended internal market, on which precisely the diversity of the potential demand stimulates innovation and leads to the convergence between companies, consumers and the member states of the European Union. At this point, we are speaking about a potential European research-development-innovation market, as, though its structural elements are still in full process of formation and consolidation. Therefore, we consider that the existence of a real market in this sector calls for a better coordinated attitude of the governments of the member states in this field, for a real European cooperation in this sector, for a sole market that should reach a new dimension – that of the research-development, for raising the awareness of the European citizens and for their openness to innovative products and services that should understood as *new better cheaper products and services*, for a change in the European's mentality, meaning the insufflation of the desire for change and for the acceptance of changes.

Chapter II.

The European Union policy in research-development-innovation sector

In the 2nd Chapter, we consider the defining features of the research-development-innovation policy, and also the objectives pursued by the regulation of this policy. Their presentation is made gradually, depending on the chronological evolution of the regulation of this sector included in the Euratom Treaty and the Lisbon Strategy, based on the fundamental principle of the European Union of unity in diversity. We also discuss the issue of framework programs, of complementary programs and additional programs in terms of the European policy enforcement tools in the research-development-innovation sector, inside the Union and beyond, noting the steady increase of budgets allotted for the seven successive Framework Programmes. We follow the same line, of continual promotion of research in Europe at institutional level, by analyzing the European Research Advisory Committee, and the European Research Area, and also at European decision-making level by focusing on the application of the codecision rule. Moreover, we highlight the existence of uniform regulation of intellectual property rights in Europe, focusing on the European patent and on the national patent as well. Also, in this chapter, we analyze the interaction with other European Union policies, in close connection with this, namely with the competition policy, with the European common trade policy, with the new industrial policy, with the fiscal policy, with the European Economic and Social Cohesion policy.

Synthesizing the defining elements of the European research-development-innovation policy, we define it as a public policy, elaborated at the level of the European Union, but interpreted and performed at the level of every member state, by organizations and institutions from the public and private environment, observing the European principle of subsidiarity, which is a policy that – in correlation with the border policies (the European educational policy) and with the European policies afferent to other fields – aims at contributing to the sustainable economic growth of the European Union, including by facilitating international trade of intellectual property rights.

Chapter III.

The assimilation of the acquis communautaire – a prerequisite for Romania's insertion on research-development-innovation Euro-market

The title of Chapter 3 aims to capture the core of our work. We consider the Romanian policy of research-development-innovation in relation to an institutional reforming process (the Romanian Ministry of Education, Youth and Sports and the National Authority for Scientific Research, universities, research laboratories, technology centers, science parks) and the legal system (through modern regulations, European-inspired, such as: the National Strategy for Research, Development and Innovation 2007-2013, the National Research and Development and Innovation Plan II for 2007-2013, the National Strategy for Intellectual Property 2010-2015). Subject to a continuous review process, the education, and also the research-development in Romania tend to reach European standards. While in the previous chapters we have explained the concept of intellectual property rights, namely the regulation in the European Union, in this chapter, we will, naturally, deal with their regulation in Romania and with the European patent system interference.

The community aquis in the research-development-innovation field represented a *summum* of recommendations – not obligations – given the social specificity of science and research, whose productivity from the point of view of human knowledge exceeds the legal regulations. Romania aligned itself to the requirements of the European Union in this regards for the very period of pre-adherence, becoming a part in the financing framework programs.

The regulations regarding the organization and financing of the research-development activities, as well as nuclear security, the outlining of professional ethics, the legislation in the field of scientific research grant approval, of intellectual property rights, led to the temporary closure of the chapter of research-development from the community aquis.

From the year 2000, the policy in the research-development-innovation sector in Romania observed the European policy in this field, by following a constant modernization line both from the legal perspective and from the point of view of the administrative and institutional capacity.

We are also taking into account the historical evolution of Romania concerning the research-development-innovation sector. The transition from the communist age to the market economy meant the assimilation of new institutions and innovative regulations in this sector. The intervention of today's society of knowledge meant for Romania the access to a various specialty literature, in which absence would have been difficult to talk about a research that was done in connection with the international research. The transition to the market economy was sensed in Romania in what the translation avalanche of known titles in the socio-humanistic fields was concerned, first of all (including here the Economic Sciences), being known the fact that these titles were the object of a powerful oppression, because they were considered to be a potential danger for the former communist society. We do not deny the merit of the sciences or the one of the translations of specialized authors in these sciences from this period. In other words, if the research-development-innovation progressed in Romania during the communist period under the name of sciences, this has regressed in what the socio-humanistic sciences are concerned, a deviation which is on the verge to be recovered in the present day.

All of these shape the Romanian research-development-innovation market as a part of the Euro market.

Chapter IV.

The renovation of the research-development-innovation system of funding and the commercial impact. Comparative Study: Romania - other Member States of the European Union

Using European Innovation Scoreboard, we perform a comparative analysis of the way in which the European Union Member States (including Romania) conceive their national policy in this sector, with reference to the percentage of GDP allotted for national research-development-innovation, and to the share of investments from the private sector. In this context, we analyze the fiscal policy in Romania, as a Romanian potential strategy of economic growth, bringing some clarification about the current local situation and the future potential situation. At national Romanian level, the European approach to investment in the research-development-innovation

sector takes the form of the Plan to increase the efficiency and effectiveness of public spending on research-development-innovation and of the need to increase the absorption of European funds.

The private sector has an important role within the GDP quota of the member states of the European Union in what the financing of the research-development-innovation sector is concerned. Usually there is a causality connection between the financing of the research-development-innovation sector and the innovation that comes from companies with private share capital.

The augmentation of the input of the private sector concerning the financing of the research-development-innovation in the European Union is compulsory. This growth is possible through: investments in the development of new technologies, the development of the electronic commerce, the consolidation of the legislative system concerning the patent, the development of the innovative appetite of the European consumers, the improvement of the flexibility of the labor market by encouraging entrepreneurs to take the chance and to get involved in an innovation and research activity and by promoting a proper fiscal politics (applying discounts and relief from taxation for innovative companies).

It is natural that the research-development-innovation sector to receive an important part from the state's budget, because the research is the basis of the production of scientific knowledge, which represents, before anything else, a value of general social utility.

The motivation for giving an even more important quota from the state's budget, but also the growth of the contribution of the private sector, results from the necessity to assure for Romania a necessary advantage – "intellectual supremacy". A helping hand for Romania are the European Funds, but unfortunately the low absorption rate of the European Funds is also verified in the research-development-innovation sector (only 13%.

In this context, we appreciate that the development of a politics which is centered on promoting exports based on goods consisting of intensive knowledge and on intellectual rights represent a way of stimulating the economical growth in general.

Chapter V.

Performance in research-development-innovation and economic growth in Romania

As part of the 5th chapter, we aim to potentially improve the performance in research-development-innovation sector, through findings on the increase of international visibility of Romanian research, due to the increase of the number of Romanian articles in ISI journals, and also due to the increase of the number of national and European patents, and to the increase of the number of innovative enterprises in Romania. We capture the Romanian reality in research-development-innovation, in terms of an initial identification of the facts, and, then, we outline possible solutions for the real development of this sector. The analysis conducted focuses, in detail, on a potential solution that we analyze with special care, given the significance that we attach to it: Romanian business incubators. We also investigate the local case of the Science and Technology Park "Tehnopolis" from Iasi. Starting from the name and history of the Park, we emphasize its purpose, the way in which it was established, focusing on received European funding, and on the involvement of local authorities in the establishment of the Park. Furthermore, we examine the Tehnopolis stages, activity and structure, and the conditions for admission to the Park. In the end of the chapter, we interpret the results and present a personal approach to Tehnopolis case, through a series of conclusive judgments and recommendations.

In the context of the initiation of an euro market of research-development-innovation, after twenty four years of democracy, from which five are spent under the umbrella of the European Union, Romania is still in search of a road and it is still searching for a solution in order to transform the Romanian research-development-innovation in a factor of economical growth.

The international visibility of the Romanian researchers, translated through the growing number of articles that were published in prestigious magazines on an international plan next to the growth of the European licenses from Romania, but also translated through the augmentation of the number of innovative companies, it contributes at the improvement of the position of the research-development-innovation of the Romanian market, it contributes at the assurance of a stabile place in the research-development-innovation euro market. Also, it is necessary the accentuation of the relation between research, entrepreneurial and the production activity.

The level of sophistication of the Romanian shopper grows, the augmentation of the absorption capacity of the new technologies also grow because of the private companies, because of state companies or because of mixed companies; **the transparency and the objectivity** of the public central administration, the development of the preferences for direct foreign investments instead of the imports, **the implementation of innovations and technologies oriented towards eco-efficiency, the diminution of the number of institutions with attributions in the field of innovation, the intensification of the connections between institutions of higher education with a business sector** through the development of the concepts like "entrepreneurial university" and "university-industry consortium", by setting up tehnopols and by renewing specializations from the Polytechnic Education are possible solutions for the development of the research-development-innovation sector from Romania. At a national level are compulsory the conception and the implementation of a politics which is oriented on research – development, the modification of the legislation in force in what the Science and Technology Parks are concerned, by diminishing the influence of the local authorities but also the setting of many other Science and Technology Parks.

In what the Science and Technology Park from Iasi is concerned, the fact that the public-private partnership is missing affects the existence of the long term park. The local authorities should take advantage of the fact that the Park is not a simple accident, but the result of some long years of study and of some investments.

Conclusions

In fact, this paper shows that, at European level, a Euro-market of research-development-innovation exists, but *in nuce*. The continuation of the efforts of coordination and cooperation of the European Members States governments, and a paradigm shift for European citizens by openness towards new and innovative products are essential to the development of this Euro-market.

The European research-development-innovation policy must be seen as a European regeneration and revival policy, based on an inexhaustible resource - knowledge gained during the research process.

In this context, funding is the key to achieving the strategic goal set by 2020 Agenda: the European Union should become equally competitive and based on dynamism. It is obvious that, in the current context, given the results obtained so far, and the failures in this field in Europe, it is an impossible goal for now. In addition, the intense competition in this area, coming from the U.S., Japan and China have turned this target from a stable one, into a constantly moving target, impossible to achieve on short term.

The continuous comparison with the powerful countries of Japan, the United States of America, is no longer the only concern in Europe. Devoid of arrogance, the European Union looks at the emerging economies of Brazil, China, India and Russia which rapidly recover the gaps in the research field as compared to the European Union.

Discrepancies also exist within the European Union, namely between the Member States which are part of it today. The Member States switching from one class to another one, superior to it (taking into account the distinction between leaders in terms of innovation, innovation followers, moderate innovators and modest innovators) is essential. The fact that Romania has a higher place in the category of modest innovators is a starting point, but further efforts are needed for our country to be included in the category (still modest) of innovation followers. As the economic crisis is deepening, allotting 2% of GDP to the research-development-innovation in Romania is a sufficient target. Improving tax legislation by tax facility regulation and increasing government assistance in this sector, the decrease of the taxes on copyright revenues, is imperative.

For Romania to experience a sustainable growth, it must use a range of instruments, namely: increase the quality of education system; the use of fiscal policy favorable for investment in research, development; encourage spending on the research, development; implement the methodology "learning by doing" in training the workforce. Building quality rather than quantity-oriented technology parks, the use of the educational system in order to change for the better the innovative culture, along with the introduction as scientific research programming criterion of the degree of utilization of the research in practice are potential solutions to ensure economic growth.

A potential solution for Romanian development of research-development lies in the scientific and technological parks. Everywhere in the world, the attempt of the public authorities to set up a new Silicon Valley or a new Cambridge Park is obvious. The scientific and technological

park "Tehnopolis" from Iasi is a true urban, Iesean regional portrait, capturing the very development of Iasi, divided between the research-development side, represented by the academic environment in Iasi and developed accordingly, and the technological and industrial innovation, little representative and represented. There are legislative conditions for an efficient and effective establishment of the park. But in addition to these, moving from a project phase to a reality phase, involves at the same time: more responsibility coming from the local authorities; investments in the activities of park promotion within and outside Iasi; implementing effective and creative management, devoid of political interests; a local tax policy to encourage potential new residents of the Park; a change in the thinking of the Romanian legislator; participation in an international association of science and technology parks; involvement in media activity to promote the activity of the park; its active involvement in the scientific research life from Iasi; implication of the universities from Iasi in the park development; promoting public-private partnerships in the Park, adjacent to government policies aimed at enhancement of the sector.

In conclusion, we consider that Romania has the potential to become innovative and integrate in the research-development-innovation Euro-market, given the investment in education, in general, and in higher-education, especially; the quality of the information base; the modern legal framework in compliance with the European Convention on Human Rights and the Universal Declaration of Human Rights, by recognizing and guaranteeing free education at all its levels, as well as through effective legislation of protection of intellectual property rights.

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