ASPECTS REGARDING THE ENTREPRENEURIAL INITIATIVE AT SDE CLUJ-NAPOCA

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SUMMARY

The current paper is part of a complex study regarding the role and activity of experimental didactical stations which appertain to the universities, regarding the practical activity and the scientific research of academic faculty and students. The main objectives of the study are to analyze the impact of the entrepreneurial initiative and to exemplify on a case at the Experimental Didactical Station (SDE) Cluj-Napoca.

In order to maintain a competitive position on the market, the modern organizations should continuously be in an innovation process, as well as of differentiating the products and services by quality, before the market forces them to do it so.

Therefore, the organizations need to have their own strategies. The implementation of an entrepreneurial strategy supposes a previous preparation of this stage, as well as the development of a new management system, by a successive approach of methodological, decisional, informational and organizational subsystem, and the evaluation of the impact of internal and external stakeholders on the implementation of the entrepreneurial strategy.

The elaboration of the strategy represents an exercise of obtaining competitiveness, and the incorporation of the stakeholders’ expectations in the strategic management can be very useful for efficiently implementing the strategy. A process of collecting primary data, elaboration, implementation and evaluation, based on a professional approach and on the creation of some links with the stakeholders, creates the premises for an implementation associated with an increasing efficiency that generates supplementary advantages.

The entrepreneurial process supposes the application of some actions at the level of SDE in collaboration with the university. For instance, the continuous actualization of managerial knowledge, the dissemination of information, the maintenance of traditional relations with the university, the development of personal initiatives and of the creativity represent key actions in an entrepreneurial initiative.

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