

Introduction

The intensive and widespread growth of the world itself and not of a world economy endangers what people wish for: a harmonious and sustainable development. In this sense, we can talk about a harmonious balance in terms of economic development, as well as the growth of social welfare in the context of a healthy environment.

As a result of the last meetings at the highest level of representation of the countries of the world, sustainable development has gained a wider significance, including cultural component as the fourth structure required for completing the said sustainable development. Global recent events have shown that sustainable development cannot be achieved in the future without close cooperation at worldwide level in terms of achieving a sound security for the protection of the entire ecosystem.

Today's economic development is mainly based on the consumption of tangible resources that are inversely proportional to the economic growth. However, economic development is accompanied by an increased level of environmental pollution with all the negative consequences on the development of the entire ecosystem.

In these conditions, the important strategies for economic development must consider reducing the consumption of tangible resources and increasing the consumption of intangible resources. We may state that in the future, an organization which will mainly rely on intangible resources will be able to achieve an important standard of competitiveness and a higher level of sustainable development. An example for this is post-Second World War Japan, which after the destruction of Nagasaki and Hiroshima, requested the United States to invest in human capital, namely the formation of a quality culture for the Japanese people. This led to the fact that, starting with 1974, the "Made in Japan" brand ranks first worldwide in terms of quality, thus opening an extraordinary door for the export of its products worldwide. This is why the example of Japan represents a genuine model for the future development of organizations.

Another argument for existence is the fact that tangible resources are constantly reduced as a result of the decay of ecological balance (the consumption of natural resources is higher than their regeneration rate). An organization that relies mainly on such depleted resources can think of its own disappearance once these resources run out.

On the other hand, intangible resources (knowledge) grow rapidly, which means not only that they are inexhaustible resources, but also that they offer the possibility of intensive and extensive development. The knowledge-based theory approaches the organization as a market structure, whose resource is knowledge, and whose

main activities focus on its production, protection and integration in order to obtain economic performance.

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

Professor Aurel - Mihail ȚÎȚU
"Lucian Blaga" University of Sibiu