

## **DESIGNING THE COLLABORATIVE PLATFORM MEANT TO INCREASE ORGANISATIONAL COMPETITIVENESS IN AGROFOOD RESEARCH**

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### **Abstract**

This paper presents the premises and coordinates of realizing a collaborative platform meant to increase organizational competitiveness and knowledge management, expertise and partnerships in agro food research and development. The web collaborative platform may be accessed by organizations who are partners and it has as purpose to use at high levels the intangible resources of the research and innovation community, respectively to accelerate the process of innovation. The platform ensure building a network of information and knowledge in electronic format, in order to optimize time and costs of accessing information, to reduce the impact of personnel who work in research migration, young researchers integration into the system, the possibility to interconnect the network to other similar networks of the outsiders' communities of research.

**Key words:** collaborative platform, innovation, information, knowledge management

### **Collaborative platform**

Collaborative platform aims higher valuation of the intangible resources of community research and innovation, and accelerate the innovation. Web platform provides:

1. Building a structure of information and knowledge in electronic form, filed on different areas or areas of interest so as to optimize time and costs of

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- accessing reliable and relevant information required in the various activities the organization;
2. Development of a collaborative web platform to a system of incentives and trading knowledge to support the innovation process;
  3. Management of information flows and communication between members of the defined community;
  4. Quick access management to documentary resources of the defined community and others, reducing search times and speed of information processes of research;
  5. Identified contextual information useful for research programs conducted in the defined community;
  6. Evaluation value of the contributions of community members;
  7. Documentation of performance research community and foster collaboration;
  8. Reducing the impact of migration research staff, by keeping the value of contributions, and accelerate system integration of young researchers;
  9. Sustainability and continuity of research through maintenance and continuous updating of management data;
  10. Possibility of interconnection with other similar systems research communities abroad.

The research process can be assimilated, in theory, a production process, the tools and means of production are replaced with documents and information. The results of production processes, and process research are assets of the company. The major difference between the two is the means, the tools work: whether in the industrial production means and resources, mainly natural objects or materials, in processes such equipment and research resources and information movements. Efficient administration of those means of working in the research is the subject of *knowledge management system (KMS)*.

### **Knowledge management system (KMS)**

KMS system uses objects to define the shape, configuration and management methods and resources used in research. Modelling objects relate to each other, as follows:

- activities are components of the processes;

- work flow sites have meaning only in relation to documents, information;
- organizational structures may include or be included in the community;
- products are results of processes, etc.

Employment rules and procedures KMS architecture in the current user organizations. KMS must not create organizational structures and functions parallel to the current realities in partner organizations.

In terms of volume of work by the KMS user communities, as have additional tasks arising from the project should occupy a volume of work less than unproductive tasks removed from the system. Other general rules on the role and use of KMS:

- KMS should serve as an informal architecture, cross within each organization;
- KMS should be a tool to facilitate / accelerate research activities and not an end in itself, consuming resources;
- KMS must be configured with roles that customize access rights and restrictions in use, set for different categories of users;
- users, especially members of the research will use the KMS to streamline research, especially documentary research; amount of work saved by using KMS must be used for the production of intellectual;
- KMS will allow a transparent and objective results highlighting various collective research so as to stimulate scientific competition; the valuation / marking individual contributions, but must take into account other achievements: doctoral theses, scientific communications, etc.

### **Human, financial and material resources**

Information activities are coordinated through collaborative web access. KMS system presupposes the existence of at least one server to provide support hardware platform. Access to the platform is restricted and monitored.

The partners will use this project a team of researchers and consultants with experience in research and implementation of information systems. The consultants are experts in programming, analysis, testing and configuring systems. Assigning the project consultants will be based on concrete needs arising from the stages of documentation and analysis.

### **Communication**

In order platform management, communication can be made between partners, through:

- conventional ways of communication:
  - formats: hard copy mail, registered, by facsimile correspondence;
  - Informal: telephone, e mail, verbal communication.
- unconventional ways of communication, informal;
- using collaborative and predefined work flow .

Technical communication and operational management for the purposes of the project can be made through any means of communication, as long as there is confirmation of receipt.

Communication of a contract may be made only by means of formal communication. Formal communication between project partners is the only leader of the project, ensuring that such information is transmitted to all interested. Leaders of institutions involved in the project must ensure the transmission cascade of communications of those persons that the project team should be informed accordingly.

### **Document management and workflows**

*Document management* The platform has an efficient way to manage documents (including the design workflow - flow of work). This system provides structure and circulation of documents within an organization quickly, easily and accurately.

*Workflows* The system allows the transmission of documents and tracing flows of default - routes / destinations predefined document under the internal procedures and quality management system, giving the actors involved, the type of action (information, approval) and deadlines due.

By configuring these flows and default routes, advocated compliance communication and collaboration with internal management system and quality are reduced as much as possible the various errors of communication and cooperation due to the human factor. Work flow can be several ways:

- editing;
- information (the user is informed of the existence of a new document created or assignment of a task);

- approval (through acceptance can see whether aware or not);
- negotiation (negotiated and recorded the value of a document).
- Management Process

Management features of the processes allow:

1. access and quick view of all the economic processes of the company, represented by a consecution of activities from which to obtain the product or service for sale;
2. integration of all the documents of the quality management - the system integrates all of the procedures, manuals, standards, methodologies, templates and other documents on quality management, etc. (including updates and revisions); allows the creation of new such documents and workflows in accordance with quality management;
3. integration of all operating procedures and note the configuration of applications, with a direct impact on the total cost of maintenance of applications;
4. rapid dissemination of changes to employees;
5. identify necessary skills required to list activities and correlating this with the necessary skills available in the organization;
6. expressive manner, uniform, integrated presentation of functional areas, processes, activities, organizational structures, documents, necessary skills, performance indicators.

### **Management skills**

Rapid pace of change in organizations which are subject generates an evolving business almost continuous. Evolution of activities held in the company and leads directly to a development of skills and knowledge of employees. Managing them effectively is a prerequisite for sustainability and success of companies.

*The term competence encompasses two components:*

- component related to the "job", i.e. specific and general knowledge acquired through training, qualification, specialization, experience, etc.
- component related to individual traits, behaviour (CONAT traits, education, general culture etc.).

For each employee may be defined in the platform, which powers it has, with related grades. Competencies are directly related to company activities, activities which are described in referential activities. For each activity in this reference, may be defined competencies and level required for each competence, the necessary implementation.

Skills required at each activity is cumulative automatically groups the activities defined in the system. Through group activity means one or more activities, grouped by certain criteria, which are conducted by a community of employees.

Benefits of implementation management skills:

- structuring the reference of competency of the organization from the requirement of skills required for specific activities and processes of project company;
- identify individual skills and provide activities for individuals through the relationship with the skills required for these activities;
- interactive evaluation of the possibility of employee skills through online tests;
- ability to quickly identify employees who possess a specific skill needed a new business.
- *Performance Management*
- This platform has the main role as providing strategic support for a company or group of companies. This thanks to the two major categories of functionality:
- features for measuring and reporting the extent of achieving the strategic objectives and the operational;
- feature modelling and informational support circuits - making support decisions and actions of the management team.

### **Board of paintings and Performance Indicators**

The indicators of board and panels provided by the platform measured the progress made by the organization in meeting the strategic objectives defined (own vision) or elements that underpin the success of long term.

Through Board Paintings (financial, management and valorisation of information, management and productivity improvement skills etc.) organization

monitors both its current performance (financial, customer satisfaction, the business processes) and its efforts to improve processes and, and to motivate and educate employees to improve decision-making information system, ability to learn and improve their performance.

An efficient reporting system should provide a full picture of the organization work through performance indicators built to reflect both the current and the company strategy and long-term. Information obtained by reference must be transformed into knowledge, to take decisions and to achieve solid business results. How to view the indicators are based on the "traffic light" guideline: red - unfavourable situation, yellow - neutral situation, green - favourable situation.

### **Presentation of information circuits - decision making**

The portfolio of integrated solutions aimed primarily to support information and decision-making circuits of the organization.

Obtaining the best results in conducting any activity involves access to a set of needed information. Necessary information is made available through the reports (particularly for operational activities) and through board panels (especially in the case of strategic).

**Information flow** is the flow of information transmission from the bottom up on the pursuit of activities / economic processes.

**Decision making flow** is the flow of transmission of decisions and tasks from the top down on the pursuit of activities / economic processes.

For each decision factor, it will identify decisions and tasks that can be given in area of responsibility of employees and the communities that they are addressed. Information modelling circuit starts to identify the necessary information for carrying out activities within the organization, thus being possible a linkage of information administration activities.

After determining needs, it's identified data sources to obtain such information. In terms of data sources, we can discuss two major groups: data are derived directly from information systems and data are provided by employees (activity reports, summaries, analysis, etc.). Qualitative reports will identify the employees or the communities of employees for whom information contained therein.

### **Conclusions**

The main benefits of implementing informational decision circuit are:

1. structuring information and decision circuits;
2. the structure manner of the input information using predefined forms;
3. easy retrieval of documents containing information needed by storing them in folders in predefined collaborative platform;
4. rapid distribution of information, with the possibility of validation, where appropriate, the communities of employees who need them, using the mechanism of flow work sites;
5. automating information capture and transmission; e.g. For periodic reports of activity to be performed by an employee, can be set so as collaborative platform, periodic employee to open a report form of activity which, after completion, to send automatically to the one who sent the request;
6. automatic setting information for the employees on the loading platform in a collaborative document that contains information necessary for their activities (egg the sales representatives to be informed automatically on loading a report analyzing the competition);
7. rapid distribution of tasks and decisions within the project.

#### **References**

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