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Technology has become more and more global and access to advanced technologies is vital for gaining and maintaining a durable competitive advantage under the conditions of economic globalization. Globalization and opening of large research and development centres by the large companies in areas with a major human potential, in which the operating costs are low, imply an exchange of specialized information with global distribution, access to specific applications and big data traffic generators. In the same time they imply the existence of IT&C infrastructure, as well as the availability of human resources experienced in using the new technologies. Electronic communications have a significant impact over cultural activities as well as on recreative ones, by offering a high accessibility, changing the consumer behaviour as well as offering access to a large number of options.

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Jel classification: M15, O17

Introduction

The technological progress has an important role in keeping a good position on the market, as well as for an optimum choice of the production partners or providers as well as the permanent documentation, which implies direct contacts with competitors, providers, research centres, universities, participation to scientific events, subscription to specialized publications, specialized data banks, etc. As for the Romanian business environment – which suffers from the technological gap with the developed countries – technological development appears to be a stringent necessity, which can be satisfied through education (favoured by the ever increasing spread of the technology in the society and by the ever increasing relevance of the literature in the field) and through foreign investments, which allow a continuous impulse for the Romanian partner to develop personnel training, to stimulate the creative activity and to facilitate the innovations process).

Strategies for developing technologies

Technologies can be considered a key factor of the gaps that separate different countries from the socio-economic level point of view. The technological factor plays an essential role in explaining the domination that a country experts on the others. If a country is the first to have industries capable of ensuring it a dominant position, it automatically benefits from an asset that the other don't have, and the others can only copy, in their development, the nation with a dominant position and to adapt to it.

As an answer to the challenges of globalization, a set of development strategies have appeared lately, as:

-the strategy of internationalization – whose managerial alternatives can envisage

-export – as a way to minimize the risk related to investments and testing the acceptability of a product;

-licence – an understanding through which a company gives the right to produce/sell a product of its own to another company;

- acquisition – *strategy through which is followed keeping the control in a country or obtaining a synergy by adding complementary competences;*
- joint venture – *way to avoid socio-political risks and to obtain access to a new market;*
- key operations – *suppose achieving a contract that implies creating an operation facility in a country which could be paid for;*
- production partnerships – *strategy through which is tried to obtain an advantage by combining some components/subcomponents created in different countries;*
- greenfield development – *alternative to an acquisition, with the advantage that starting a contract allows choosing the best alternative in the given moment.*

-re-centring strategy – adopted by many of the large companies in the process of adapting to the international economic conjecture, to increased competition, as well as to the profound technological transformations, this strategy consists in the orientation to outsourcing peripheral activities, and concentrating over one or a couple of activities for which companies consider they have the most performing potential.

-techno polls technology – complex strategy, through which is attempted to efficiently answer the ample and heterogeneous mutations which occur at world system, macro system and micro system levels, through a techno- industrial concentration which ensure achieving a close contact between research and industry, university and companies, by reuniting small areas, relatively little developed, by strong research networks, units for preparing the high level specialists and a nucleus of innovative industry, to which is associated an adequate socio-cultural climate, ready to ensure a rapid economic development based on a sustained technical-scientific progress.

The strategies of transnational societies cover a variety of forms, depending on the degree of integration desired under the new concurrential conditions. The informational society is integrating objectives for a durable development, based on social justice and equality of chances, ecological protection, freedom, cultural diversity and innovative development, restructuring the industry and the business environment.

The role of IT&C in the modern society

The contribution of IT&C to economic growth depends on the development of the information technology and communications sector, as well as on the degree of its use in the economy. The progress of Romania in the field of informational society, its future opportunities are far from being satisfied.

A relevant indicator of the situation of the informational society in Romania is the level of expenses in the IT field in the year 2009, which has been of approximately 2% of GDP. The analysis of performances in the field of informational society shows that Romania registered progresses in the field of informatization of education and public administration, but has not been able to cover enough of the enterprise sector in developing its IT&C. When it comes to PCs and the degree of penetration of them one can see an ascendant evolution due to competition on the market and introducing on a large scale the systems of consumer loans, which include loans for buying IT&C goods, offered to private persons, as well as the governmental program for subsidizing computer acquisition.

The successful implementation of communication technologies has tangible effects in increasing the degree of innovation by offering the opportunity to virtually aggregate the best resources and ideas from around the world. The free circulation of information and the increased interactivity lead to increasing the number of new solutions and products.

In the same times, new doors to knowledge in universities and the possibility of development and intensification of the university research programs by uniting efforts between researchers from different centres from Romania and intensifying cooperation in international projects (e-working), facilitating and accelerating the access to new information. In the same time, while communication performance increases, it triggers an increase in the interactivity of the on-line environment by attracting new users, giving the possibility of a rapid dissemination of the content, communications being a vector for promoting cultural values and diversity inside Romania. Thus, informatics databases can be developed (**e-tourism, e-culture**) which can help develop the cultural digital content, including touristy

information by introducing the necessary information for promoting national landmarks, by contributing to promoting the Romanian values as well as increasing the number of tourists.

The public administration is a provider of public information, services as tax collecting, education and health, all of which are of a major importance for the citizens. The development by the public administration of those electronic services that are covering the citizen's needs, for making the service less time consuming, when he pays the local and administrative taxes, sends requests and receives answers in electronic format and displaying the useful information for obtaining emits and authorizations (**e-governing** and **e-administration**) as well as improving the efficiency of the public health services by creating national databases regarding the health of the patients in hospitals and at the level of family doctors(**e-health**) and for developing telemedicine services that lead to improving the condition of people with heart disease, diabetic and other diseases, as well as of the handicapped people.

For private companies, broadband represents a facilitator of the **e-business application and practices**, by creating new business opportunities and helping companies to obtain increases in productivity based on an improvement of the access to information and transactions. For companies, as well as for employees, broadband communications have the role to diminish the importance of location by allowing establishing new headquarters in small towns, in rural or isolated areas, as well as facilitating tele-working. Romanian companies have developed the electronic commerce which can bring important advantages in the sense of significantly reducing transaction costs and intensifying the speed of interaction with business partners. Broadband communications allowed a revolutionary change of business processes, contributing to an increase of competitiveness of the Romanian companies in the Central and Eastern Europe region, as well as at global level, by facilitating the internationalization of the local companies, decentralizing functions of enterprises, such as production and marketing, etc.

For small rural or isolated communities, developing communications can favour the economic and social integration by facilitating access to new, superior goods and services, as well as opportunities of participation to the digital economy or to the informational society. For the average consumer, services, such as **e-education**, tele-working etc, have benefices effects that are concretized in an increased access to interactive content, various equipment interconnection, with or without a communication basis or personalizing consume.

Thought the pilot project edonatii.mcti.ro (**e-donations**) functional all over the country, it is permitted to private or juridical persons to donate IT equipment to people who don't have computer access. It is offered free technical support and portal hosting, ensuring the security and the integrity of the public information.

Each offering or requesting person should open an account on the site www.e-donatii.ro. The request for creating an account contains data regarding the user such as username, password, name and surname, e-mail address.

In case the solicitor belongs to the defavorized communities or ONGs with charitable or ecologic profile, there are also required the age, address, education level and the income level on family member. The solicitor will publish on site the equipment request which consists in the parameters of the wanted computer and the motivation of the request. A similar procedure has to be followed by the offering person.

The site automatically produces an encounter between a request and an offer, generating the automatic expedition towards the 2 parties of a report that contains their contact data.

By studying the flow of processes in time I noticed that there are requests and offers and that the displayed identification data seem to be elements of a test. We consider the utility of popularizing the existence of these forms of help but in the same time of reuse of the functional equipments belonging to citizens and economic agents, and the efforts made in this sense should be accomplished by the local public administration authorities.

Communitarian cohesion policies

Modernizing the society and developing European economic competitiveness generated by the process of aging of the European population, is going to be based on using electronic services and equipment which will help creating an informational society. Through these directions is aimed at stimulating an increase in the degree of economic competitiveness in the EU.

In the context created by the general objective, that is promoting economic and social progress in a balanced and achievable way is done through enforcing the economic and social cohesion. Without neglecting the decisive and dominant role of the pre-adhesion funds, the implications of the absorption of the funds allocated to communitarian programs are strategic for Romania, first of all for supporting the economic convergence with the European Union, as well as for evaluating the success of the integration, based on comparisons and competition with the other member states.

In 2010 it was planned to accomplish the migration of electronic public services at the level of the Unique Access Point through using unique databases by ensuring interoperability at European level by implementing security standards for informatics systems.

In June 2009 the Ministry of Communications and Informational Security, as unique public authority for organizing and coordinating at national level the implementation of programs and projects for e-governing and e-administration, has proposed a national strategy that is following a unique vision for creating a coherent and integrated national system for online public services dedicated to citizens and to the business environment. The national strategy is accompanied by an action plan that should lead in a short time to orienting the whole public sector towards the informational society, to the society based on knowledge, whose main action instrument being the e-governing system

The basic goal is the creation of a society which would allow the access of all citizens, by increasing the capacity of using the services of the informational society, reforming the operational models at the level of the public administrations and increasing the operational efficiency by an adequate use of IT&C, respectively by increasing competitiveness at the business level by using advanced informational technologies and implicating all decedent factors, from the central and local public administration, as well as organizations that belong to the business environment as well as scientific and professional associations.

E-Romania represents a unitary vision of a coherent and integrated national system for online public services dedicated to citizens, the business environment and the central and local administration.

The interoperability of the systems will allow the local authorities to develop at various levels, as digital city or district, to implement its own services at regional, district or town level

The need to decentralize which represents a priority direction for action will allow e-government at local level, achieved according to the needs and specific requirements of each public local authority to be integrated in the central e-government system.

The essential element is represented by promoting public trust in the services and the importance of the informational society, in parallel with reforming the structures and operational models, introducing the model of *Digital Town* or *Digital District* by identifying, auditing and developing public services, corroborated with their translation and transporting in digital format, and promoting these practices at the level of local public authorities and at the business level.

Maximizing the quality of the public services is achieved by:

- offering services in a unitary and friendly way by interoperability, at the highest level of possible trust;
- permanent availability of services to all users, the access being ensured throughout the country or outside it;
- accessing information and services through a central, integrated access point;
- achieving a rate of service adoption similar to the one at the European level, the consequence being a degree of client satisfaction at the level of the European average;
- the integrated use of the system of electronic public acquisitions.

The service e-Romania, through its fundamental component e-governing, is based on generally valid principles, of service integrity, which supposes reprojecting the way in which various governmental

agents cooperate for providing a service. The unitary framework of approach, formulating a vision but also the explicit description of the structural components: organizational, e-service, application, infrastructure.

Centring on the citizen's needs and the needs of the business environment that is the orientation on added value of the e-governing services provided by the public administration have to satisfy the needs of its users, with private individuals or companies. The accessibility and the transparency through which the information processes and electronic services are provided by the public administration have to be accessible and transparent to all categories of clients, including the disadvantaged groups, in an intelligible form adapted to them, through traditional as well as through electronic means.

The reuse and the efficiency of the e-governing solutions and of the information/data at the level of the public administration it's the goal of avoiding project duplication with similar objectives in different public institutions and eliminating the redundancy in the information requested to citizens and the business environment

Through standardization and system interoperability, by using new technologies, open standards and architectures, which are scalable and flexible, in order to ensure interoperability between the e-governance application, as well as at national and European level.

E-Romania will cover areas of interest, general interest information, as the historic and geographic ones, the culture of our country, detailed information concerning a district, town or at the level at the associated territorial portals (figure 1).

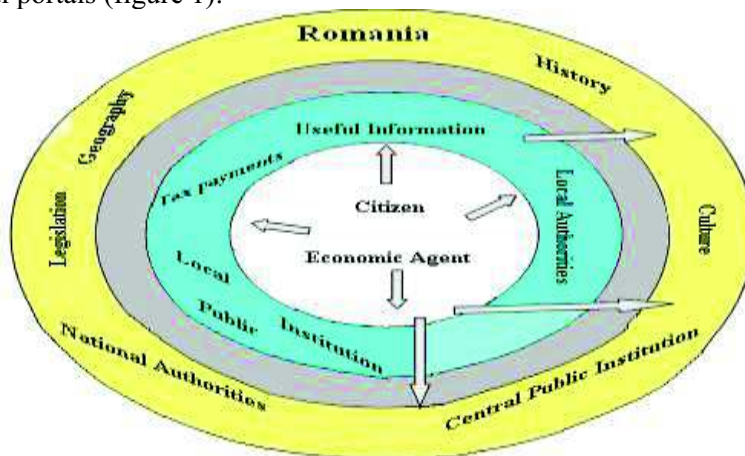


Figure 1 Areas of E-Romania

Each citizen, irrespective of where he lives, in Romania or abroad, each company and governmental user, will have the possibility of gathering information, to access the public services or to solve online any administrative problem, in the quickest and most favourable way.

Providing high quality governmental and administrative e-services to citizens, companies and users from the central or local administration, increasing the efficiency of the public sector, reducing costs, simplifying operations, a consistent increase in the number of users, are the main goals of the strategy and the goals program, the e-governance system being the main pillar of the informational society and one of the main pillars of the society based on knowledge.

The access to a set of minimum services of electronic communications is considered a fundamental right of the citizens, essential for his integration in the community and in the informational society. The electronic communication services are an essential instrument for providing to the public of all the types of information, goods and services, to the public administration (social services, for example education or health) as well as to the private sector (the services of the informational society).

In the same time the policy and strategy concerning the **universal service in the field of electronic communications** is aiming on the long run to provide access to the public telephone network through fix points in each house. On the short term the goal is providing access to isolated rural communities to

the public telephone network in a fix point, for certain defavorized categories of users. One can notice that the installation and the interoperability through telecasters represent one of the most efficient means to prevent the phenomenon of social exclusion. The low of the universal service comes with the solution of proposing one or more universal service providers, to which will be imposed the obligation to offer one or more services from the area of the universal service, in some areas or on the whole territory of Romania.

Conclusions

1. The convergence phenomenon, which appeared due to new technologies, ensures a maximum choice possibility for the final users, among several providers and ensures a maximum of benefits from the services available at a certain price level, becoming essential instruments for directly increasing the degree of satisfaction.
2. Romania has set strategic objectives in the IT&C sector, with a clear orientation towards a competition profile, by developing offers for an access infrastructure for users on the background of a continuously increasing request, fed by an increase in the buying power and by the increasingly sophisticated consumes preferences of Romanian users.
3. In order to accelerate the transition to an Informational Society and an Economy Based on Knowledge, it is aimed at increasing the efficiency of the informatics systems through which are offered public electronic services, implicitly by a more efficient use of public funds, increasing the security of informatics systems of the local and central administration, the multiple reuse of resources offered through informatics systems, the improvement of the cooperation between the institutions of the public administration, increasing the comfort of the citizen and facilitating the cooperation at European and international level.

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