

## ASPECTS OF INNOVATIVE STRATEGIES

Gina-Maria Moraru<sup>1</sup> & Monica Cojocaru<sup>2</sup>

<sup>1</sup>Lucian Blaga University of Sibiu, Romania, Department of Economic Engineering

<sup>2</sup>Lucian Blaga University of Sibiu, Romania, Department of British and American Studies

Correspondence author: Gina-Maria Moraru, ginamro@yahoo.com

**Abstract:** The paper offers an outline of the way in which the mission and objectives of any organization are nowadays to be adapted to suit a knowledge-based environment, with a view to evolving along its three defining coordinates: value, high performance, and progress. An original chart illustrates the main components of an innovative strategy, and indicates the place filled by the most important organizational resource, i.e. creativity. The paper then analyzes the essence of innovative strategies, highlighting the main results envisaged by the management of the organization when applying this type of strategies. Finally, it presents a chart and a general method, which sum up the efficiency of the innovative strategies adopted by an organization.

**Key words:** strategy, innovative, value, high performance, progress.