

NEW PERSPECTIVES ON THE ORGANIZATIONAL PERFORMANCE IN THE BUSINESS ENVIRONMENT: METHODS AND TECHNIQUES

CIPRIAN BĂDESCU

FACULTY OF SOCIOLOGY AND SOCIAL WORK, UNIVERSITY OF BUCHAREST

Intangible assets, which are nowadays the major source of competitive advantage, require new tools for describing knowledge-based assets and the value-creating strategies. As a concept that designates a new perspective on the organizational performance, organization virtualism uses indicators that report on a “would-be-organization”, that is on the future performances not on the “outcomes, the consequences of its past actions”. The innovation that such a methodology has brought is its ability to capture the latent states of the organization, i.e., its virtual state, instead of using indicators that report on its situational state.

Key words: competitive advantage, intangible assets, organizational virtualism, synergy