

CONTRIBUTIONS TO CHANGE AND INNOVATION IN THE LIBRARY

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Innovation, which necessarily involves the introduction of an element of novelty either in the work process, or in its result (the product), or in the way of managing an organization, in the selection of personnel, in the philosophy and strategy of the organization, has as directions: the development of the infrastructure, attracting and introducing cutting-edge technologies, changing mindsets, continuous cost optimization. We can thus identify three directions: technological, conceptual, commercial.

"People learn as long as they live. Organizations live while they learn" said the Swede Leif Edvinsson. We believe that the library and the fate of libraries in the 21st century is very well defined by this principle. Dr. Lidia Kulikovski states: "Speed, the correct assessment of the needs of the community, of the user, the continuous optimization of internal processes, the availability of the necessary informational and financial resources, perseverance are the factors that place the library at the top or at the bottom of the quality, perception and image charts in the vision those who use it and those who evaluate it". The great man of librarianship Ion Stoica claims: "Library structures enter the dizzying vortex of change, they no longer recognize their landmarks of yesterday, they are challenged and defended, at the same time, from outside and inside, they lose their compass, crossing both areas of rigidity, as well as territories of astonishing and often irrational change". And Patric Bazin communicates: "The library is starting to look more and more like an Ali Baba's cave, or a shopping center where something is always happening, on all floors."

The results of the analysis show how we contributed, through creative approaches, to the innovation process within the library, offering new perspectives, identifying exploitation niches, defining a model, in order to integrate into a dynamic context and ensure the running of processes that maintain the library among necessary, useful institutions with social impact.

Key words: library, innovation, change, creativity, 21st century society

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