Abstract: - The research regarding the achievement of some processes in order to shape, project, implement and improve the presentation principles, the persuasion techniques and the influence strategy for the intellectual property sustain the acknowledge that, in our days, the intellectual products, the knowledge, the information, the professional, scientific, spiritual and cultural potential become the moving force of the economic growth, which determine the competitiveness of the national economy. All these rely, on the one hand, on the value and contribution of each intellectual property to the country economic and social development, and on the other hand, the role of the intellectual property in the certain processes is intensified. The conclusions and the tendencies arising determine the present interest and the scientific importance of the intellectual property research and their specifics in the economic, social, juridical, psychological and managerial channels.

Key-words: - Intellectual property, informational society, knowledge economy, presentation principles, persuasion techniques, influencing strategies.

1 Introduction
1.1 Concept definition
Intellectual property represents one of the fundamental factors of the society’s general progress, and investing in this domain is highly efficient, through the effects of training-disseminating, at individual, sectorial, regional level and at the society, national and informational level.

Intellectual property refers to the human factor’s creations, comprising: investments, literature, artistic creations and symbols, names and images used for trade. The intellectual property has two categories:

- The industrial property which includes the inventions, the brands and the geographical indications, drawings and industrial patterns;
- The copy rights refer to literature works like: novels, poetry and plays, films, music, art works like drawings, photography, sculpture and architecture. The additional rights to the copy right are the rights of the performing artists on their activity, of the radio organizations over their radio and television programs.

1.2 The purpose of our paper
The results of a complex research about the intellectual property are presented, research carried out in all the eight development regions of Romania and their districts. The questionnaire regarding the presentation principles, persuasion techniques and influencing strategy for the intellectual property through the scientific information was issued to 452 personalities which were involved in solving the intellectual propriety problems. The questions referred to:

- Discovering the essence of the intellectual property and its place in the economic-social relation system;
- Establishing the intellectual property connections to the external and internal environment, especially with other forms of property;
- Materializing the specific features of the intellectual property objects;
- Establishing the issues regarding the presentation, the persuasion and the intellectual property strategy, using and administrating it at different levels;
- Researching the fundaments and the achievement forms for the intellectual product, with an accent on methods of commercial assimilation and results of the intellectual activity of the companies;
- Knowing some mechanisms and patterns of solving the intellectual property issues.
1.3 The characteristics of the research

a) the research domain refers to the juridical, economic, social, psychosocial and managerial limits, which gave the investigation an interdisciplinary character.

b) the research object refers to the relations created by forming, distributing, exchanging and valuating the intellectual property, with an accent on the development principles, persuasion techniques, influencing strategies of the intellectual property through scientific information.

c) the methodological base of the investigation is represented by comprising a wide population in a written conversation, under the form of an operative exact acknowledgement regarding the importance and the role of the intellectual property in the society’s economic development, finding and solving the problems.

d) the research hypothesis regarding the problems of the presentation principles of psycho-socialization, democratization of the property relations with the help of the persuasion techniques and the concepts of the property right based on the strategies of influencing were confirmed by the unfurled investigations.

e) the analyze and the synthesis unfurl during the research as an applied logic, by contributing to finding the investigation results. A special place is saved for the psychological analyze of the intellectual property, because this investigation process is being neglected in the literature. For the same reason, a special attention is paid to the cause analyze, with a large range of variables for establishing the quantity and quality dependency rapports.

1.4 The informational base of the research

The official documents (the national strategy in the intellectual property domain 2010-2015, the laws regulating the domains – patents, copyrights, brands and industrial patterns and classified information), as well as the statistic data of the National Institute of Statistics, The National Standards and prestigious works issued by universities or specialists in the field of intellectual property represent the informational base of the researches.

Other than these, the authors have done managerial and psychosocial research in organizations from the district of Brasov.

1.5 The practical value of the research

The research has numerous practical applications, such as:

- Issuing a guide of intellectual property management, which comprises especially operative managerial methods for acknowledging the managers regarding the intellectual property problems;
- Issuing harmonization methods for the national legislation to the one of the European Union;
- Defining the presentation principles for the two elements of the intellectual property and their management;
- Issuing a strategy for administrating the intellectual property at the company level;
- Issuing to the scientific-teaching environment useful materials for conceiving the class supports for the intellectual property management.

1.6 The research contribution in the field of intellectual property

The research contribution in the field of intellectual property relies in the following:

- Issuing the basic problems of the presentation principles, the persuasion techniques and the influencing strategies for the intellectual property with the help of the scientific information;
- Drawing the psycho-social managerial mechanism for solving the problems concerning the creation, the use and the administration of the intellectual property and issuing necessary recommendation;
- Emphasizing the essence of the intellectual property through separating the relations subjective-objective and subjective-subjective;
- Establishing the relation between materialization and use of the intellectual product and the presentation principles for the intellectual property;
- Emphasizing the used conditions and premises of the persuasion techniques for the intellectual property;
- Shaping and developing the intellectual property according to a new type of influencing strategy through scientific information;
- Emphasizing the multifactor relation position of the intellectual property, with an accent on the consecutive division of the property right on the intellectual product between the creator, the state and the firm.
2 The fundamental thesis of communication

2.1 Comparing the investigation with similar researches

The notion of intellectual property is found under a special attention in the legal, economic and philosophic literature. We emphasize that at the present time, there are not issued and discussed the global definition of the intellectual property yet. The cause is the fact that the researchers in every domain try to formulate their own definition starting with the interests of the science they represent. And, at the second place, the researchers from every branch have „their own proofs and reasons on the intellectual property”. In detail, according to the researchers’ philosophy, the intellectual property represents the ownership of the ideal beginning (spiritual) of the wealth. In their vision, the ownership, the administration and the use of the ideal, intellectual objectives reach the social attraction field of the human factor. According to the philosophers, this creates the appropriation of the ideas connected to the intellectual property.

The juridical researchers do not own a unique definition of the intellectual property. Part of the legal researchers sustain their point of view by mentioning the intellectual property as an objective result expressed through the intellectual property, as a material carrier of such a result. Another part considered that the intellectual property represents another type of property, which is not a form of the material property law, but an independent institution of law.

The researchers – the economists manifest a high interest towards the intellectual property which they approach as an economic category, issued by the essence of the technical-scientific revolution, which is based on the change of the human factor in the process of production and consumption.

Regarding all the things we said above, the factors plead for a wider and more diverse research of private properties in which the investigation methodology calls for philosophical, juridical and economic approaches in their organic interdependency. In order for intellectual property to get a complex definition, there must be added psychological and managerial approaches. We consider that, in this manner, there can be ensured the efficiency of the intellectual property use by calling the presentation principles, the persuasion techniques and the influential strategy of the intellectual property through scientific information.

2.2 Presentation of the principles of the intellectual property

The presentation principle of the intellectual property represents fundamental thesis, guiding norms issued from the general laws and upon which there are being oriented and built the researches, the interpretations and the intellectual property system. They are a starting point, a primordial cause, a theoretical base and a guiding norm.

We register the following presentation principles of the intellectual property:

• The active participation principle which means creating the answer principle to the intellectual property problem;
• The „small steps” principle which sustains that by dividing the difficulties appeared in the field of intellectual property, the researcher has the chance of giving correct answers;
• The gradually progression principle which means a logical chain of stages, the management from a stage to an other stage until the achievement of the intellectual property object;
• The correct answer principle in relation to the repeating principle and the maximum closeness of the object’s logic to the private property logic.

2.3 Persuasion techniques of the intellectual property

We will start with defining two notions:

• The technique represents a procedures, prescriptions ensemble regarding the successive operations while approaching processes and phenomena connected to intellectual property;
• The persuasion represents the activity of the intellectual property subject on it’s object or on any other subject with the purpose making it believe or do something [10];

As persuasion techniques of the intellectual property, we mention:

• The technique of increasing the investment in the human resource as a non reachable investment, which is able to create the value and to depreciate in a relative manner the act of every industrial pit [4];
• The technique of re-conversion, professional insertion and continuous training, as important elements adapted to the new exigencies of the intellectual property;
• The professional training technique for the labour force as a key factor of the sustainable development for the intellectual property;
• The technique of developing the relation between the intellectual property and the
economical, juridical, psycho-social and managerial variables;

• The quantity evaluation technique of the education professional training effects over the intellectual property.

2.4 The strategy of influencing intellectual property

Intellectual property is in an organic connection to strategy. The increased interest for this object is being intensified along with the passing of the world economy to a post-industrial society, which is being described as a knowledge society. In this society, there is being issued the concept of „intellectual capital”, which is formed out of the human capital, the organizational and the consumption capital and the intellectual property.

The intellectual property travels crucial moments. In such moments it is required to use wisdom in issuing the strategy that establishes a balanced relation between the rights owners and the intellectual property users. Some specialists consider the copy right a key element for the strategy efficiency in the intellectual property domain. So, in Europe, the copy right industries have contributed in the year 2000 with over 1.2 billion euros, producing a value of 450 billion euros, balancing with 53% of the GDP of Europe [6].

Also in the case of our country, the strategic approach of the intellectual property potential will contribute to the Romanian economy development, to the valuation of our culture and research in the European and international context.

3 Conclusions

The researches conducted based on the analyze of the fundamental works of the scientists – philosophers, lawyers, economists, psychologists, managers emphasize that the notion of intellectual property must be approached in a complex manner, by using different positions in their organic connections. In this manner, there can be ensures the efficiency of using the intellectual property, with contributions on the future development of the country economy and creating the competitiveness on the world market.

The investigation achieved by authors which refer to the presentation principles, persuasion techniques and influential strategies for the intellectual property through scientific information allowed establishing the fundamental problems connected to the intellectual property objectives shaping in Romania, more exactly: a) the insufficient concern of the state regarding the market institutes; b) the weak preoccupation for producing and marketing the knowledge; c) the insufficiency of the financial resources for the inventors and scientific researchers activity.

As measures of eradicating the insufficiencies and developing the intellectual property in Romania, we recommend: a) continuing the establishment of the innovational infrastructure, through an innovational state policy, judiciously issued; b) forming an efficient system of financing the innovational activity; c) the large use of the tax exemption for the participants to the innovational process; d) conceiving an efficient mechanism of informational insurance for the innovational activity; e) the variation of the reward forms for the inventors and scientific researchers.

References: