

## ORGANIZATIONAL FLEXIBILITY AND COMPETITIVENESS IN THE KNOWLEDGE-BASED ECONOMY

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**Abstract:** In the context of the knowledge-based economy, marked by increase moral depreciation of products, technologies, as well as of theoretical and applicative models, organizations need to show flexibility and to be permanently connected to change. This paper refers to the issue of organizational flexibility from a multiple perspective and presents relevant aspects regarding flexible organizations. Also the paper proposes a set of courses of action by which Romanian firms can obtain competitive advantages through flexibility and orientation towards change.

**Keywords:** organizational flexibility, strategic change, flexible organization, the knowledge-based economy, competitiveness.

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