



FOREWORD

The insurance and asset management industries play a critical role in the global financial system and contribute to economic growth in both mature and emerging markets. They are a pivotal provider of financial stability through the transfer and mitigation of risks and the management of trillions of dollars in funds for long-term savers, including public and private pension funds.

Yet, as these institutions look towards the future, they face a rapidly changing business environment and an increasingly uncertain risk landscape that will challenge their ability to provide these core societal functions.

A prolonged environment of low yields is placing pressures on investment returns while ageing demographics and more frequent catastrophic events driven by climate change, political instability and terrorism are reshaping the risk landscape.

At the same time, micro and macro prudential regulatory changes driven by the 2008 financial crisis are exerting a growing impact on insurers and asset managers, exposing the sector to increased scrutiny by a range of authorities that extend beyond their traditional supervisors.

In the first paper entitled *About the Disciplinary Content of Doxastic Management*, we can easily discover a new term in management, the paper talking about the disciplinary content of doxastic management, doxastic management being an epistemological novelty, covered by the scientific copyright since 2013.

The second paper, *Consequences of Meta-Linguistics Participation on the Operationalization of Dynamic Management Doxastic Logic*, describes aspects of doxastic procedural behaviour, situations of tangible managerial decision in doxastic field.

In her work, *The Impact of Management Communication on the Decisions to Increase the Performance of an Organization*, Cezarina Tofan tells us that many Romanian companies are going through a difficult period, which makes the care of managers to materialize more on obtaining immediate profit and rarely on some less obvious aspects such as



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communication influence on labour productivity. She thinks that managers do not consider communication as a factor of real importance that may affect the staff performance. Also, she believes that the way we communicate with those around us in the professional activity, but not only, place their mark on the results. She said that quality of management communication influences the way how the human resource is used and the organizational performance, in particular. Cezarina thinks that each individual has a certain style of communication formed by education, skills, beliefs and personal goals. But, it does not always ensure the effective and efficient communication. Mrs. Tofan believes that is a necessity for managers to watch the subordinates, but also to themselves, changing the attitude towards “science communication” by realizing the positive and negative effects of their own style of communication and raising awareness of the necessity to acquire some communication skills.

Supply chains are becoming increasingly essential across industries and sectors, as businesses become more globalized and manufacturing facilities and customer bases are more spread out across the world. Technological advances have also led to greater cost efficiencies and reduced transport time, but many challenges and risks remain to be resolved if firms are to meet the needs of their customers for ever-increasing speed and flexibility.

The Global Agenda Council on the Future Logistics & Supply Chains strives to raise awareness regarding the importance of supply chain strategy to both business and government. Over the two-year term, the council will explore a variety of topics meant to advance this agenda. Potential topics will include:

1) Trade facilitation: Encourage a multistakeholder dialogue and collaboration to reduce barriers to international trade;

2) Sustainability: Highlight innovative supply chain practices, which optimize inventory velocity and commercial benefits while also supporting positive environmental, social and economic outcomes;

3) Responses to supply chain disruptions: Explore the innovative ideas, technologies and business models that are transforming supply chain business;



4) Supply chain risk: Identify the most critical threats facing supply chain networks and develop new tools that promote efficient risk management, security and resiliency

The scientific work, *Strategic Approach to Supply Chain Management in Logistics*, debates strategic approach to supply chain management in logistics. The authors say that, according to its mission, the fundamental purpose of logistics is to contribute to the achievement of customer services in terms of efficiency. Also, the authors believes that a higher level of service requires those decisions to permit the firm to meet an optimal service level and a complete customer satisfaction in terms of price, time value of the invoice, goods arrived safely at their destination. In conclusion, the authors say that the level at which an order is satisfied is a measure of the performance of the supply chain of the company and of the strategy applied by the company for its management.

The world's economic growth and prosperity is driven by industries creating goods and services of all kinds. These goods and services are mainly produced by small and medium-sized businesses, which are often owned by a single person or a small team of entrepreneurs and which are a driving force in job creation and local economic development. Financing small and medium-sized enterprises (SMEs) is challenging for financial institutions for a number of reasons, but especially because lack of information makes credit assessment difficult.

A number of factors affect SME finance. For example, some developed countries take a capitalistic approach with little government incentives for SME financing, while others leverage government guarantees to support lending to the SME sector. In emerging economies, SMEs are primarily financed from sources outside of the formal financial sector, which is expensive for the enterprise and can hinder its growth. In addition, new capital requirements and banking regulations imposed on financial institutions have made the financing of SMEs even more difficult and expensive. Against this backdrop, the emergence of alternative, technology-enabled means of financing, such as crowdsourcing and business models based on advanced data-analytics, offer opportunities to advance financial inclusion for SMEs.



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The World Economic Forum's Global Agenda Council on the Future of Financing & Capital aims to provide thought leadership to industries that channel financing and capital into the real economy, with a particular focus on finance for SMEs.

In their article, *Situation of Regulations for Holding Companies in Romania*, the authors present the tax facilities applicable to Romania on holding companies, ranking of the first 20 countries that are investing in our country, their activities field and the necessity to approve the law holding company.

Liana Gadau, in her paper entitled *A New Dimension in Activity Reporting and the Performance of the Enterprise – Non-Financial Reporting*, says that currently the focus is on the fact that non-financial reporting is essential for the transition to a sustainable economy, which combines long-term profitability with social inclusion and protection of natural resources. Therefore, she thinks that the present requirements of the European Union institutions on reporting non-financial enterprises and large groups of enterprises require that they report to both environmental and social issues as well as issues regarding compliance with human rights on combating corruption and bribery. She believes that its aim is to increase the transparency and comparability among large companies. The merit and importance of non-financial reporting is that business goes beyond performance, reporting financial size classical concept of performance, thus completing two new dimensions: environmental and social.

The scientific paper of Professor Roxana Stefanescu, *Cybernetic Model of the Economic Agent*, is based on the synthesis of the economic systems and processes management. It analyses the cybernetic characteristics of the economy, it defines in a system manner the market and analyses its characteristic traits and synthesizes the cybernetic characteristics of the economic agent. In the first part of the paper are identified the systemic and cybernetic traits of the market that determine the behaviour and functionality of the economic systems. In the second part are presented the economic agents, categorized in elementary agents and aggregate agents. At the end of the paper, the economic agents are shown from the systemic, cybernetic perspective.



Organized protests and popular unrest involving a diverse cross-section of society are taking place in all corners of the world. Increasingly, those involved in these protests are turning to mobile tools and other technology to create and sustain this civic participation. Armed with these tools, citizens are demanding change and are sometimes even influencing decision-making processes through this form of collective action.

But how much do we know about the effectiveness of these tools in creating lasting engagement in other forms of civic life? What are the links between offline and online activism? If there are links, are there any conclusions to be drawn regarding age, gender, location and issues? What sort of effects are these movements having on traditional government structures, businesses and civil society organizations?

The Global Agenda Council on Civic Participation aims to understand more about how these virtually empowered citizens are creating social movements. The council will also develop new ways for governments, businesses and civil society to work with these movements in a way that achieves positive social outcomes.

The purpose of the scientific paper entitled *The Role of Public Diplomacy in International Relations in Full Process of Globalization* was to highlight the role of public diplomacy in linking countries of the world in the process of economic globalization. Like objectives authors intended to emphasize the kinds of powers that play an important role in public diplomacy and national policies. The investigations carried out by authors so far show that contemporary international relations recorded, under the impact of globalization, a process of resizing, which leads to the removal of the state monopoly on foreign policy. As a result, a whole range of non-state actors influence the image of a country abroad and information technologies gives them multiple communication mechanisms. In this situation, authors think that diplomatic activities must be accompanied by a process of communication, both in its internal and foreign markets.

Global trade is an important driver of economic growth. The changing nature of world trade, however, poses challenges to global trade governance. The rapid shift from the developed to developing economies in the past decade, the rise of global value chains and increased foreign direct



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investment (FDI) flows, among others, have made global trade governance more complex. The speed of these changes also means that new realities are not reflected in a timely manner.

Against this backdrop, the aim of the Global Agenda Council on Trade & FDI is to inform the policy debate on critical issue areas on the global trade agenda. Past work by the council includes examining plurilateral agreements as a complement to the single consensus rule in the World Trade Organization (WTO), an analysis of how regional trade agreements (RTAs) can dovetail with WTO disciplines, and a review of global value chains and how they affect or should affect trade policies in countries as well as in RTAs and in the WTO.

In 2013-2014, the council addressed the role of mega-regional trade agreements such as the Trans-Pacific Partnership and the US-EU Transatlantic Trade and Investment Partnership. A 2014 report by the council presents a holistic discussion on mega-regionals trade agreements, including their potential impact on global trade and investment flows, the reaction of rising powers to mega-regionals, the impact on BRICS and non-BRICS economies, the role of the business community, and how to facilitate the relationship between mega-regionals and the multilateral trading system.

In the new term, the council aims to impact intergovernmental and governmental policy by advising stakeholders shaping the future of the global trading system. This includes contributing substantively to and advising on the direction of the Forum's E15 global trade project in cooperation with ICTSD.

The reason or motivation for addressing issues related to the Black Sea region in the work entitled *Advances on How to Strengthen the Peace within the Black Sea Region* is multifaceted and requires adequate explanations, which will be refereed to here from Romania's perspective as: a Black Sea area country by geography, historical background, cultural and social characteristics, also being the bridge of economic and cultural changes, peace stability and military safety. The Black Sea region's economy and standard of life is sensible to the various factors and trends originating in the region. The paper aims to offer new perspectives in

sustaining the idea of a valuable contribution of whom/what at the regional stability.

New technology is arriving faster than ever and holds the promise of solving many of the world's most pressing challenges, such as food and water security, energy sustainability and personalized medicine. In the past year alone, 3D printing has been used for medical purposes; lighter, cheaper and flexible electronics made from organic materials have found practical applications; and drugs that use nanotechnology and can be delivered at the molecular level have been developed in medical labs.

However, uninformed public opinion, outdated government and intergovernmental regulations, and inadequate existing funding models for research and development are the greatest challenges in effectively moving new technologies from the research lab to people's lives. At the same time, it has been observed that most of the global challenges of the 21st century are a direct consequence of the most important technological innovations of the 20st century.

Understanding the implications of new technologies are crucial both for the timely use of new and powerful tools and for their safe integration in our everyday lives.

In their work entitled *Towards 2030 and More: Designing a Sustainable Future*, the authors are trying to tell us that global development is not only a strategy, a practice, or a process. It is also a perception linked to mental constructs and desiderates, a place to reinvent living and doing business. No matter the topic of it – social, economic, environmental, the single approach will never be enough. Changes in global development issue, aggressive challenges of competition and uncertainty for market, society and individuals at a local level impact more widely than expected and are described by complex systems science as the “butterfly flapping” effect, influencing development in all its dimensions. The change comes along with opportunities, risks and challenges, which influence both life and work. In the scientific paper, the authors combat the myth of “no choice” policy and sustain the recovery of the fundamental values by exploring new approaches to the relationship between governments, markets, society and environment.

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We also recommend our readers an interesting book from 2014, called: *Capital in the 21st Century*, by *Thomas Piketty*, in which the author attempts to explain the dynamics of the last two centuries income inequality in developed countries. Shortly after the release of the English version, excellent reviews have appeared from some major economists such as Robert Solow, Paul Krugman, Robert Shiller, all three Nobel Prize winners, as we all know. “*It is the most important book of the century*” concluded Esquire magazine, and Paul Krugman, Nobel Prize winner for Economics, described it as “*a volume really superb*” and “*an extraordinary work [...] certainly the most economic important book of the year if not the decade.*” In turn, Martin Wolf, one of the most influential writers on economic issues worldwide, says that the work of Piketty is “*extremely important*” and Branko Milanovic, a former World Bank economist, said it is “*one of the primary work of economic thought*”.

Finally, we hope you will find interesting this Issue 2/2016 and we strongly invite you to address your comments and suggestions at office_analeserieconomie@spiruharet.ro and of course to submit your own work via online submission system.

Broaden your horizons discovering new interesting topics!

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