

FOREWORD

As Larry Elliott puts it in his article from “The Guardian”, the 10th anniversary of the worst downturn since the Great Depression finds the global economy at risk of a fresh crisis and ill-prepared for the disruption likely from the robot age, the World Economic Forum has warned. The body that organises the annual gathering of the global elite in Davos each January used its annual league table of competitiveness to stress that the failure to push through growth and productivity-friendly policies since the crash of 2007-08 had jeopardised chances of a sustained recovery.

WEF sources said recent Bank of England concerns about a potential consumer debt crisis were timely since there was evidence that the global banking system was less sound than before the financial crisis and that conditions were deteriorating in some parts of the world. In August 2017, the International Monetary Fund warned of a “dangerous” growth in China’s debt.

The WEF said there was also a need to combine labour market flexibility with enhanced rights for workers, with countries that had managed to do so enjoying higher employment and lower levels of inequality. Zero-hours contracts were a “sticking plaster” rather than a long-term solution, it added.

According to the 12 criteria used by the WEF, Switzerland retained its place as the world’s most competitive country in this year’s standings. The next four countries in the table were the US, Singapore, the Netherlands and Germany.

The UK slipped one place to eighth, although the WEF said the decline was due to a better performance from other countries rather than the impact of the Brexit vote. The UK’s overall competitiveness score was the highest since the WEF started using its current method of calculating competitiveness a decade ago.

The 12 categories looked at in the WEF report are: institutions, infrastructure, macroeconomic environment, health and primary education, higher education and training, goods market efficiency, labour market efficiency, financial market development, technological readiness, market size, business sophistication, and innovation.

“Global competitiveness will be more and more defined by the innovative capacity of a country. Talents will become increasingly more important than capital and therefore the world is moving from the age of capitalism into the age of talentism. Countries preparing for the fourth industrial revolution and simulta-

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neously strengthening their political, economic and social systems will be the winners in the competitive race of the future,” said Klaus Schwab, the founder and executive chairman of the WEF.

Further down the league table, there was little evidence that the pick-up in growth in the eurozone had boosted the competitiveness of the bigger economies or narrowed the region’s north-south divide. France dropped one place to 22, and there was little change in the rankings for Spain (34), Italy (43), or Greece (87). ()

In view of these major global changes, the authors of this new issue of the journal try to address by referring to some of the problems that the world economy is facing today.

*Thus, prof. Haradhan Kumar MOHAJAN in her academic paper entitled **Knowledge Management Strategy to Improve Business Sector** is trying to explain us that every organization needs the proper knowledge management (KM) strategy for the development of the organization. In the last decades, the business environment has changed and recently it became more dynamic and more complex. At present, KM is valuable not only for individuals, and organizations, but also, for global humanity. So, the directors of the organizations must emphasize on the existing knowledge and try to develop them to achieve the competitive advantage. The purpose of her study is to explore the recent KM practice in the organizations and to show us the ways to develop the new KM strategy in the future. An attempt has been taken in her paper to apply KM strategy in business performance, business intelligence, and e-business.*

*The paper **Measurement of Intangible Assets in Recovery Areas and Operation of Natural Resources** written by Ioan I. Gâf-Deac, Cristina Monica Valeca, Elena Gurgu and Adrian Bărbulescu shows that, at the present moment, intangible assets are considered “goods” and, as such, the practice of classical accounting considers intellectual capital in the same category of “goods similar to those tangible”. From the research it results that the professional literature on measuring knowledge intellectual capital, both in Romania and worldwide, is not large enough and does not provide finite significant, “strong” aggregates regarding the semantic classifications, of content and quality, of the issues in the field. The book titled “New Economy between Knowledge and Risk” (Ioan I. Gâf-Deac) presents the original systematization and classification of some models and methodologies for measuring knowledge assets, and intellectual capital in socio-economic sciences, and, as such, in this present article, the authors have resorted to the applied extension of formalizing the measurement of intangible assets in the areas of natural resources’ operation and exploitation.*

Authors, Antonia Delistavrou, Hristo Katrandjiev and Irene Tilikidou presented in their paper entitled: **Ethical Consumers in Greece: Who Are They?** a segmentation on the basis of the overall ethical consumption concept for the first time in Greece. Four segments were identified: Ethical Consumers (18.09%), Boycotters (20.48%), Ecological Consumers (27.86%) and Conventional Consumers (33.57%). The Ethical Consumers' segment consists of well educated citizens, who adopt all ethical behaviours more frequently. These consumers were found to be more confident they can control politics, less materialists, most attracted by postmaterialist goals, as well as less sceptical towards ethical products and less indifferent about ethical consumption issues. This segment may be considered as attractive enough to be targeted by business and non-profit organisations.

In his paper entitled **Connection between Economics, Culture and Cultural Diplomacy**, prof. Agil Valiyev is trying to tell us that today, culture is one of the main feeble factors of economic development. The leading role of culture in economic development should be argued as multiple: so, firstly, as domestic value, secondly, as a main factor of regional economic development advanced to raised gravity of different regions for residents, tourists and investors, thirdly, as major parameter of social development based on tolerance, creativity and knowledge. To the different international experiences, culture is the main part of economic development in our life. Cultural diversities are combined into a main reasonable economic development model. The article consist of explanations about the understanding of culture, cultural diplomacy and economics, approach on the conflicts between culture and economics, to find how is culture affecting the economic development, and the role of culture in economic development of Azerbaijan. The article can be considered as a useful resource for experts and researchers conducting research in this field.

The following article, called **Students' Motivation in the Training Process and Its Relation to the Rewards from Superiors for Getting Better Performance** is written by Elitsa Petrova from Vasil Levski National Military University, Veliko Tarnovo, Bulgaria and presents a research on the influence of positive reinforcements on the motivation of civilian and military students in the training process and its relation with the rewards given from the superiors for getting better performance at the university. The study is conducted in a real educational environment. The subject of the study is the positive reinforcements and the end results in the training process. The object of the study is cadets in the last year of their education in the Military Science professional field, specialising in Organisation and Management of Military Units at a Tactical Level at the National Military University in Bulgaria. In the course of theoretical research were studied motivational theories of needs, socially acquired knowledge, behavioural, cognitive, psychoanalytic and biological motivational theories.

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*The following two articles refer to international tourism. The first article written by Flora Alasgarova called **The Role of Transport Tourism Development in Economic Growth** highlights the fact that tourism is one of the necessary and very important sectors of a country's economy. Tourism has its own inimitable characteristics that differentiate this sector from other sectors. As in other services industrial fields, in the tourism sector, tourists come to the tourist destination where tourism services are provided. From the author's observation and international experience, it appears that it is hard to think of tourism industry without transport. Transport is a means of transporting the tourist to the relevant places, where tourism services are accomplished.*

The first article contains detailed information about the introduction to the concepts of tourism, the theoretical approach to tourism as a service industry, the role of transport in tourism development, international transport experience in tourism, development of transport tourism in Azerbaijan economy. The article can be considered as a useful resource for researchers and professors or practitioners conducting research in this field.

Moving further to master students, doctoral and postdoctoral papers, we can also see a concern to improve economic activity worldwide.

*In the second tourism work, written by Bogdan Sofronov and titled **The Risk in Tourism – Terrorism, a Threat for European Tourism**, the author presents information about risk in tourism and about terrorism as a threat for European tourism. If a terrorist attack occurs in a country, then it might make people think twice about visiting that place, and they may decide to change location. Risk is defined as uncertain event management in order to success. Risk is characteristic of all methods and means by which risk is managed to achieve the objectives described in the technical event, social, human and political analysed, having as basis the uncertainty major risk factors. Tourism is travel for pleasure or business. Also, it is the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country.*

*Elena Geanina Clipici, in her paper entitled: **Applied Issues about Banking Risk Management** is emphasizing the need to deepen the understanding of the notion of banking risk management by explaining the significant risks the bank encounters during financial exercises, as well as their additional entries. The study of the paper is focusing on UniCredit Bank during the years 2014 and 2015 on all types of risks. The author provided comprehensive data on how the UniCredit Bank management applied its risk policies.*

*In the paper called **The Public Purchases in Romania, a Geopolitical Dynamic of Yesterday and Today Environment**, Cristian Ionut Nuta intends to briefly explain how the internal regulations have changed lately concerning the Romanian public purchases.*

*The series of articles ends with an interesting case study made by a CEO in the automotive industry, dr. Hezi Aviram Shayb. In his case study entitled **Restructuring Companies under Crisis. A Real Case Study**, Dr. Shayb is trying to tell us that nobody is planning to fail, but many companies are failing because of lack of planning. Real business experience showed, during the years, that crisis can be prevented, avoided or limited. If detected in time, the risks associated with the crisis can be mitigated and the effects can be diminished, with the condition that the actions required are done fast, in a sharp and accurate manner. When it comes, a crisis brings intense level of pressure and under these conditions there is no time or room for mistakes. Delays, losing focus and lack of planning will bring a company one step away from failure. The right way to deal with crisis, if required measures are not done in time, is to minimize the losses and reposition in the best way possible. Analysing the success stories of some of the biggest and strongest companies in the world, led him to an important conclusion: the majority of these companies were in the situation to face huge crises that threatened their ability to survive in certain moments on their way to success. With the right planning and by setting a proper organizational structure, the negative aspects of the crisis can be turned into benefits and opportunities for the company. The most critical challenge for management is to assess the level of exposure to risk of the company and identify the key points to focus on in order to overcome the crisis and create value. In order to set up a strong plan in dealing with crisis, a business organization needs reliable, efficient and effective tools and this is what the article is all about.*

From the above mentioned studies, there is a contribution to ideas and solutions brought by teachers, researchers or PhD students to improve the economic situation in certain areas, on certain levels and in certain directions.

If you liked our articles please visit our website. If you want to write an article in our journal, we are waiting you to expose your ideas in new papers published by us.

Finally, hoping that you found interesting the Issue 3/2017, I strongly invite you to address your comments and suggestions at office_analeserieconomie@spiruharet.ro and, of course, to submit your own paper via online submission system.



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Let's join in attitude and feelings to build together an economy to resist current attempts!

*Associate Professor Elena GURGU, Ph.D.
Deputy Chief Editor*

ACADEMIA PAPERS

