



**THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**

**Faculty of Management**

**Department: Management**

**HABILITATION THESIS**

**STRATEGIES OF PERFORMANCE AND THEIR IMPACT  
ON THE ENVIRONMENT POLICY**

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## SUMMARY

The habilitation thesis is a corollary of the personal researches made in recent years, after the achievement of the title of Doctor in Economics (Academy of Economic Studies, Bucharest, 2009), as well as of the professional achievements obtained during the career in the higher education field. The approach I propose in the thesis is of a synthetic type, in the sense that it underscores, concisely and unitarily, its own experience, which may, in generic terms, be subsumed to the idea of conceptualizing and promoting the ways of reforming the Romanian economy and identifying the modalities its development in a normal competitive environment. The approach is articulated with the evolution of my professional personality, deployed on three career levels: didactic, scientific research and managerial competence. Therefore, the results of the activity are under the sign of the interdisciplinary approach, materialized in the university, doctoral and postdoctoral studies, which were actively and creatively exploited by applying in the economic field.

The paper covers the research directions that I focused on after finishing the doctorate, starting with 2009, when I obtained the scientific title of Doctor in Economics. The research continued with postdoctoral studies in 2014-2015 through the program "*Performance and Excellence in Doctoral and Postdoctoral Research in Economic Sciences in Romania*" - *POSDRU/159/1.5/S/134197*". Thus, the habilitation thesis is based on the results of postdoctoral research, as well as the studies developed and disseminated through publication in various specialized journals or presented at various national and international conferences during 2009-2019.

The habilitation thesis titled: "*Strategies of performance and their impact on the environment policy*" is structured on the following parts: summary, contributions and achievements in scientific research, professional and academic activity, perspectives of research activities, academic, and bibliographic references.

The most extensive part, represented by **Contributions and Achievements in Scientific Research**, was initiated by presenting the most significant results obtained in the following researches, the main research directions that I have focused in the past few years, which could be grouped as follows:

*Chapter I. Managerial researches on the use of circular economy and the transition to bioeconomy.*

*Chapter II. research on management strategies to increase performances of the undertakings and customers' satisfaction.*

*Chapter III. Competition and innovation for Romania's socio-economic development.*

The first chapter deals with managerial aspects regarding the use of the circular economy and the transition to bioeconomy, which have seen a relatively recent development, due to the challenges faced by 21st century society. The causes are economic, social, biological and environmental. Factors such as demographic growth, excessive unsustainable consumption, industrial development, climate change or depletion of traditional resources have been analyzed. The chapter divided into three parts. In the first part, the conceptual model of the transition process, making a review of the specialized literature. The authors render applicability to the sustainable economic model developed in the primary sector, which is the first biomass-producing industry with potential to generate new products, used in the secondary and tertiary industrial sectors. The second part of the chapter defines the behavioral research model. The third part presents the results of a case study on Romania's circular economy from a macroeconomic perspective.

The second chapter summarizes the results obtained in the research analysis on management strategies for increasing the performance of enterprises and the satisfaction of employees. These studies have been disseminated through publications of a significant number of papers in BDI and ISI journals, as well as by the participation in prestigious international conferences. The Total Quality Management (TQM) model is used to analyze the impact of applying this model to the performances of mobile phone organizations in Romania. Further, a survey is conducted to analyze the satisfaction degree of hotel service consumers in Romania, using a multilinearly regression model. The last part of the chapter presents an analysis of the performances of the enterprises in the sector of soft drinks trading and ANP (Analytic Network Processes) method.

The third chapter summarizes the results of the research obtained during the postdoctoral studies that were disseminated in the book: *The study of the competitive environment and strategies of the Romanian companies (2015)*. The paper focuses on elements specific to competition policy, managerial finance and corporate governance. The analysis of corporate strategies is carried out using models and decision-making techniques applicable to companies that aim to compete on the market in profitable conditions. Next, the role of knowledge-based services in the revival and modernization of Romania at regional level is analyzed. The results of the econometric analysis strengthen the conclusions expressed in the European Commission's Scoreboard report on the innovation index in Romania and its regions, according to the established classification. Recommendations target for reducing bureaucracy, increasing awareness of the need to protect intellectual property and increasing absorption of structural funds through research and innovation projects remain valid solutions. They are heavily dependent on organizational management at the micro level and, above all, on the level of the Romanian public administration.

The synthesis of individual activities reveals, among other things, 5 unique author or co-author books, over 40 articles and studies published in ISI journals or at least 2 international databases, 11 participants from international conferences, most of which are published in ISI Proceedings with ISBN.

The second part of the habilitation thesis presents the course of academic, scientific and professional career, with three major elements: didactic, scientific research and administrative activity. The third part of the paper refers to the future directions of academic career development,

in the context of the significant and scientific achievements in the field of specialization "Management". The fourth part of the paper presents the candidate's individual capacity to coordinate research teams, explain and facilitate learning and research and organize and manage didactic activities.

The results of the researches presented in the "***Strategies of performance and their impact on the environment policy***" have been published in specialized books and journals, national and international journals, indexed ISI Web of Science with AIS different from zero or indexed in internationally recognized databases.