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**DOCTORAL THESIS**

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Thesis title:

**ANALYSIS OF THE IMPACT OF  
CROSS-BORDER TRADE FLOWS ON THE  
BEHAVIOR OF PARTICIPATING PUBLIC  
AND PRIVATE ECONOMIC ACTORS**

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## **Summary of the doctoral thesis - ANALYSIS OF THE IMPACT OF CROSS-BORDER TRADE FLOWS ON THE BEHAVIOR OF PARTICIPATING PUBLIC AND PRIVATE ECONOMIC ACTORS**

**Keywords:** cross-border flows, public actors, private actors, behavioral transformations, determining factors, development strategies.

The timeliness of my PhD thesis, "ANALYSIS OF THE IMPACT OF CROSS-BORDER TRADE FLOWS ON THE BEHAVIOR OF PARTICIPATING PUBLIC AND PRIVATE ECONOMIC ACTORS," is highlighted by the profound shifts in the dominant logic of trade, driven by evolving regional and international economic and commercial landscapes. The turbulence and unpredictability of the international commercial climate are causing frequent changes in the behavior of economic actors, influenced by both new opportunities and growing constraints.

These changes are fundamentally driven by the need for economic actors to integrate globalization into their development strategies, public policies, and production, distribution, marketing, and promotion programs. My research hypothesized that internationalization is an alternative to, not just an aspiration beyond, national-level activities, and that appropriate behavior is proactive, aggressive, adaptable, and focused on leveraging spillover effects.

The thesis analyzed how public and private organizations, often unable to meet export quantity requirements, are compelled to leverage partnerships and collaborate within associative structures like clusters and associations to meet external demands, promote themselves in foreign markets, and identify new international partners.

The study, based on a thorough review of relevant literature analyzing the evolution of cross-border flows, identified key factors shaping the current commercial landscape and outlined potential future scenarios to enhance existing methodological tools.

The analytical approach focused on identifying and explaining the most significant correlations and causalities between cross-border flows and the behavior of public and private economic actors.

Several analytical hypotheses were tested using marketing research to determine the extent to which these structures foster trust, promote ethical and open business conduct, and improve the entrepreneurial environment, thereby increasing relevant competitive advantages within international trade flows.

I have also focused my analytical approaches towards capturing the specific aspects of new type of partnership under the conditions offered by various clusters and communities of practice.

At the same time, I conducted an analysis of the impact of the cohesive forces defining strategic networks on the behavior of economic actors (public authorities, higher education institutions) through a comparative analysis between the educational systems in Romania and Serbia, having as a subject the main difficulties and applications brought by AI technology and to estimate the level of determination of teachers in terms of implementing these technologies in the teaching process.

Another trend in international trade flows expressing the correlation between cross-border flows and the behavior of public and private economic actors was detected by carrying out a diagnostic analysis of the economic actors involved in cross-border activities in the sector with export potential - organic farming, a priority sub-area within the Common Agricultural Policy.

Another objective pursued during the research carried out was to capture and clarify the correlation between cross-border trade flows and the behavior of public and private economic actors through the transfer of advanced knowledge, an important source of competitive advantage. In this regard, I was concerned with explaining how the wine industry in Romania and Portugal can benefit from the integration of organic farming standards and robotics, Industry 5.0, to improve quality, sustainability and production efficiency.

Furthermore, the research analyzed the concerns identified within the European Union's economic governance structures, examining the adaptation of public policies and the behavior of private actors in the organic agriculture sector to the new challenges of economic, social, and environmental sustainability: standardization and smart specialization. Another analytical axis focused on the key determinants of exporters' need to comply with existing European regulatory and technical frameworks to compete within the EU's common market for cross-border trade in organic agri-food products.

The thesis concludes with findings based on the chosen methodological approach and proposes contributions to a better understanding of the impact of cross-border trade flows on the behavior of public and private economic actors participating in the new game of smart specialization.

